



## Over \$200 million invested in securing healthcare for New Yorkers.

- Protecting Federal and State Funding for Healthcare
- Advocating for Policies that Safeguard Public Health
- Keeping Healthcare Affordable
- Expanding Access to Care, Especially for Vulnerable Populations
- Advocating for Healthcare Workers and Providers

**ABOUT 1199SEIU & GNYHA**

**1199SEIU** United Healthcare Workers East

1199SEIU is the largest healthcare union in the world, representing over 450,000 caregivers employed in hospitals, nursing homes, home care, clinics and social services agencies in New York, Massachusetts, Maryland, the District of Columbia and Florida.

**GNYHA** GREATER NEW YORK HOSPITAL ASSOCIATION

GNYHA is a trade association representing nearly 280 not-for-profit hospitals and continuing care facilities, both voluntary and public, in the metropolitan area and throughout the state, as well as in New Jersey, Connecticut and Rhode Island.

## Healthcare Education Project: Bringing healthcare providers, caregivers and consumers together into a single, powerful voice.



“When it comes to the delivery of quality care, caregivers, hospitals and consumers all play an integral role. Standing together in this partnership to protect healthcare creates a powerful force that wins dynamic results for our patients and for the hardworking women and men who consistently provide dedicated, exceptional care.”

**George Gresham, President**  
1199SEIU  
United Healthcare Workers East

“Our partnership with 1199SEIU has changed the face of healthcare in New York and across the nation.”



**Ken Raske, President**  
Greater New York Hospital Association

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## The Healthcare Education Project 25 years of leading the fight for quality healthcare

A groundbreaking partnership between healthcare providers and caregivers.



### ABOUT THE HEALTHCARE EDUCATION PROJECT

## Mobilizing Communities to Improve Healthcare Access and Quality

Healthcare Education Project (HEP) advocates work to protect and expand access to quality, affordable healthcare for all New Yorkers through education and action. HEP is a unique collaboration between the caregivers of 1199SEIU United Healthcare Workers East and the Greater New York Hospital Association.





**1999** GNYHA and 1199SEIU form HEP. It pushes for funding to create Family Health Plus (FHP), which is enacted in 2000.



**2000** "Cover Every Child" campaign in NYC launched to increase enrollment in the Child Health Plus (CHP) insurance program.

**2001** HEP and over 50 diverse organizations urge New York State to provide low-income legal immigrants access to Medicaid and Family Health Plus.

**2002** Health Care Workforce Recruitment and Retention Act passed.

**2005** \$800 million in cuts and new taxes to hospitals averted, as well as over \$450 million to nursing homes.

**We can't afford Governor Pataki's \$3 billion in health care cuts.**



**2003** HEP fought to restore \$1.9 billion in proposed Medicaid cuts in Governor Pataki's budget to hospitals and nursing homes.

**2004** HEP organizes a door-to-door community outreach program to enroll adults and their children in FHP and CHP.

**2006** Medicaid enrollment campaign directed at eligible immigrants launched.



**2007** Healthcare cuts averted in Governor Spitzer's budget.

Dramatic expansion of CHP for all under-19 children, including those who are undocumented.

**2008** HEP starts the "Cover New York" TV and print campaign aimed at increasing enrollment of Medicaid-, FHP-, CHP-eligible New Yorkers.



**2012** HEP holds year-round public educational events on the health risks of sugary drinks and their link to obesity and diabetes, which are two major public health problems in New York State.

**2011** HEP runs successful campaign in support of Governor Cuomo's Medicaid Redesign Team recommendations.



**2008** HEP campaign averts \$200 billion in federal cuts over five years that were aimed at New York State hospitals.

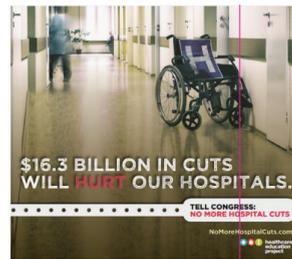
**2013** Summit in New York City brings together 120 stakeholders from around the state, and kicks off regional summits promoting the Affordable Care Act.



**2013** HEP "takes over" Beltway Metro stations with ads opposing federal hospital cuts.

**2014** Ebola educational session featuring a Centers for Disease Control presentation held for over 5,000 healthcare workers and hospital executives.

HEP runs major media ads in Washington, DC, to remind Congress about Ebola preparedness costs borne by hospitals, and ads in New York City thanking healthcare workers for their efforts.



**2015** Fighting federal cuts: HEP launches major campaign to protect teaching and safety-net hospitals from federal healthcare cuts.



**2016** Breast cancer awareness campaign launched statewide to inform the public about New York State's free breast cancer screenings initiative and to drive calls to the state's hotline.

**2017** Defending Obamacare

HEP joins with healthcare advocates across the country to defeat Republican efforts to repeal the Affordable Care Act.



HEP plays an active role both in New York and nationally in preventing the repeal of the Affordable Care Act and cuts to Medicaid funding.

**2017** Promoting Organ Donations

HEP runs ad campaign featuring Governor Cuomo urging New Yorkers to sign up as organ donors.



**2018**

When Trump Administration's massive healthcare cuts threatened coverage for New Yorkers, HEP fought for new state funding to secure our care.

**2019**

Won the fight in Albany to restore \$1 billion in healthcare cuts.



**2021**

**COVID-19 Response**

Supported community health workers to fight vaccine hesitancy and led multilingual campaign to educate New Yorkers about the risks of COVID-19.



**2023**

**Fighting for Medicaid Equity**

HEP forms the New York Alliance for Healthcare Justice to advocate for ending Medicaid underpayments and the healthcare disparities in New York's Black, Latino, rural and low-income communities.

**2024 and beyond**

In the years to come, HEP will continue to fight for affordable, accessible healthcare for all.

1999

2004

2009

2014

2019

2024 and beyond

# YEARS OF ACCOMPLISHMENTS