



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.



“The Healthcare Education Project is setting a new standard for collaborative advocacy by uniting providers, healthcare workers, and communities in a shared commitment to advancing quality care and health equity. This partnership has been instrumental in elevating patient and caregiver voices, shaping policy decisions that improve care and strengthen outcomes for millions of New Yorkers.”

Yvonne Armstrong, 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 Leading the fight for quality, affordable 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.

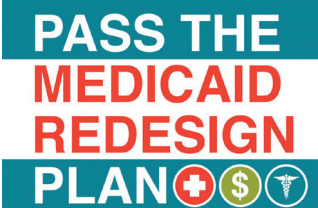
2008 HEP campaign averts \$200 billion in federal cuts over five years that were aimed at New York State hospitals.

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.



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.



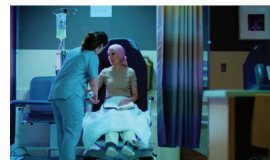
2015 Fighting federal cuts: HEP launches major campaign to protect teaching and safety-net hospitals from federal healthcare cuts.



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