

### Structure of writing an Opinion Editorial

1. Start with a statement regarding your position, example:
  - a. “Expansion of Medicaid in Kansas is vital to the health of all Kansans.”
2. Tell a story, share patient experiences, tug at the heart strings to reinforce why your position is important.
3. Write from your perspective as a physician, as a fellow Kansan.
4. Conclude your piece by restating your position and a clear call for support of Medicaid expansion.

## SAMPLE OPINION EDITORIAL

### Opinion Editorial

#### KanCare expansion creates a healthy Kansas

By [INSERT PHYSICIAN NAME]

INSERT AN EXAMPLE OF AN UNISURED PATIENT EXPERIENCE (If you have no local experience you could share, use the story below in the **RED**.)

**SAMPLE PATIENT EXPERIENCE IN RESPONSE TO VIDEO FROM THE ALLIANCE FOR A HEALTH KANSAS, WATCH VIDEO HERE:**

<https://www.facebook.com/ExpandKanCare/videos/2009338699360530/UzpfSTI1MjE0MzU1NDc5NjUxMjoyMzYxMjY5MzczODgzOTA5/?fref=ts>

*I saw a video recently (from The Alliance for a Healthy Kansas) that featured Kansas residents discussing life without health insurance. One statement struck me as particularly poignant. The woman, a small business owner from Mulvane, Kan., explained how it felt to be uninsured while fighting against Hodgkin’s lymphoma: “Knowing that I could die from anything associated to my cancer, and my kids might think that I didn’t try hard enough to stay on this planet to be their mother – I hated that feeling. That because I didn’t have enough money, I [might not] be around to be their mother for very long.”*

As a physician in Kansas, I was saddened by this patient experience (or **by that sentiment** if you use *sample patient experience in red*), but I cannot say I was shocked. The truth is, this experience (or **her perspective**) is more commonplace than most people realize. Currently, hundreds of thousands of hardworking, low-income Kansans cannot afford health insurance. Because they live in Kansas – one of just 14 remaining states that have not expanded Medicaid – the “working poor” find themselves in a coverage gap imposed by some of the strictest Medicaid eligibility requirements in the nation. They earn

too much to qualify for KanCare (Kansas Medicaid), but not enough to qualify for financial assistance toward private coverage.

If the phrase “they earn too much” put you off, don’t be fooled – in reality, their earnings are very small. Unless our state leaders choose to expand KanCare, a family of three making *less than* \$29,000 per year will continue to be financially shut out from affordable health care coverage options.

If we genuinely care about our fellow Kansans, we should consider the current eligibility requirements for KanCare unacceptable. Like our cars, our homes or our computers, our bodies need regular care and preventive maintenance to avoid long-term problems. It’s important for each of us to have a relationship with a physician who can help prevent serious health issues. Affordable health insurance provides access to those pivotal physician-patient relationships.

Fortunately, a unique, Kansas-centric solution is once again up for consideration among our elected officials. A new bill, known as the KanCare bridge to a healthy Kansas program, aims to make health care coverage affordable for 150,000 more low-income Kansans. We’ve seen similar legislation pass in the Kansas House and Senate before, only to be vetoed by then-Gov. Sam Brownback. But with new state leadership comes new opportunities, and we once again have the chance to build a bridge to a healthy Kansas and make positive gains for our state.

Expanding KanCare would mean more Kansans with health insurance, empowering them to seek regular care and preventive health services that keep small health problems from becoming big health problems. As a physician, it’s my duty to provide care for my community. I cannot turn my back on those in need and neither should our state legislators. I urge Kansas legislators to take the right path forward by supporting the KanCare bridge to a healthy Kansas program.

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[INSERT PHYSICIAN NAME] has practiced family medicine in [INSERT PHYSICIAN CITY] for [INSERT YEARS] years, and is a member of the Kansas Academy of Family Physicians.