**CHCANYS RATE REFORM & TELEHEALTH**

**2024 SOCIAL MEDIA TOOLKIT**

**HASHTAGS**

* #ValueCHCs
* #RaisetheRates
* #CHCTelehealthParity

**RATE REFORM MESSAGING**

* @YourLegislator @GovKathyHochul It’s been 24 years since NY set CHC Medicaid reimbursement rates. It’s time to #ValueCHCs and #RaisetheRates!
* An investment in community health centers is an investment in the well-being of our communities. @YourLegislator @GovKathyHochul #RaisetheRates to strengthen CHCs! #ValueCHCs 💙
* According to the Urban Institute, on average, CHC costs are 44% higher than the maximum allowable CHC Medicaid rate. @GovKathyHochul @YourLegislator NY must protect and expand CHCs’ comprehensive care model and #RaisetheRates
* Current CHC Medicaid rates were created in 1999 and have not kept up with rising costs. @GovKathyHochul @YourLegislator must #ValueCHCs and #RaisetheRates to ensure CHCs provide essential healthcare services to those who need it most.
* @YourLegislator @GovKathyHochul You can be the difference in someone's life. #RaisetheRates for CHCs! Healthier communities start with us #ValueCHCs
* In the heart of every community, there's a CHC making a difference. @GovKathyHochul @Your Legislator must #RaisetheRates to amplify their impact! #ValueCHCs 💚
* CHCs are the backbone of public health. To secure their future and ensure quality healthcare is accessible to everyone, everywhere @GovKathyHochul @YourLegislator must #RaisetheRates 💙
* The strength of a community lies in the health of its people. @GovKathyHochul @YourLegislator Stand with us to #RaisetheRates for CHCs and make a positive impact on countless lives.

**TELEHEALTH MESSAGING**

* CHC telehealth payment parity is vital to ensuring CHCs can continue to provide remote care. @GovKathyHochul @YourLegislator #ValueCHCs and ensure #CHCTelehealthParity regardless of patient/provider location in the NYS Budget!
* @GovKathyHochul @YourLegislator #CHCTelehealthParity regardless of modality & patient & provider location is vital to ensure all NYers have access to remote care!
* @YourLegislator @GovKathyHochul Telehealth services are not just a convenience—they are a lifeline for New Yorkers who would otherwise go without care. #CHCTelehealthParity regardless of patient/provider location is critical to ensuring CHCs can continue to provide telehealth services, enabling them to reach and serve patients wherever they are #ValueCHCs
* The importance of telehealth payment parity cannot be overstated. It empowers health centers to bridge gaps in access, making quality care accessible from a distance. That’s why @YourLegislator @GovKathyHochul you must prioritize #CHCTelehealthParity to ensure CHCs can continue to provide telehealth services #ValueCHCs
* @YourLegislator @GovKathyHochul Ensuring #CHCTelehealthParity is advancing health equity and expanding access to care. Telehealth decreases barriers that usually prevent patients from visiting providers like transportation and childcare, and increases healthcare workforce recruitment & retention.
* #CHCTelehealthParity ensures that remote care remains a viable and sustainable option, allowing CHCs to serve their communities effectively! @YourLegislator @GovKathyHochul Let's stand together for health equity and ensure CHCs can provide telehealth regardless of patient/provider location!