

Mad As Hell Doctors

Who are we? We are members of Oregon PNHP who believe our health care system and political process are deeply flawed. They are both mostly about money and are not yielding results that are most beneficial to our communities. We expect those who agree with us to help us bring this message to those who haven't yet figured this out. Doing so will require serious, national media attention.

What is our message?

- The Health Care Industry, through our corrupt political process, continues to manipulate our legislators to create public policy that values profits over public good. That's what we are mad about!
- Unless we find immediate savings in our chaotic health care system (that is built around insurance companies and employers) and, then, focus on controlling costs, we will never be able to accomplish the moral imperative of true Universal Access without driving our government to insolvency.
- Accomplishing this will require a single risk pool, publicly financed, and administered by an independent, transparent, publicly accountable agency that is responsible for asking and answering the following question. How do "we" get the most health and the least suffering for the precious, limited resources, that we spend on health care?

Why a road trip? Getting the attention of those who aren't already part of the choir requires that tap into their default "channels" of entertainment/information. By creating media events in communities across the country, we will infiltrate those "channels" long enough to deliver our very cogent message, believably delivered by articulate, sincere doctors who are committed to telling the **truth**.

What is our vision? We will tap into the **growing anger** that our legislators in Washington are being manipulated by campaign contributors. We will become the rallying cry for individuals and countless local/national groups who are fed up with status quo and "false-reform". By virtue of our numbers and the inherent truth of our message, those same legislators will be given the courage to give us **real** reform that results in a sustainable Health Care System with **real** Universal Access.

What is the plan? Over the next few weeks, with our help, communities on our itinerary will prepare for and publicize our arrival. We will leave the Willamette Valley on September 8 in a painted motor home that will draw attention to us during meetings and rallies at which we will present our case. Documenting our progress with video uploads and daily conversations with National media, they will become increasingly interested in following us as we draw progressively larger crowds. When we penetrate The Beltway in the end of September, a caravan of cars will follow us to a public rally in which we will demand health care reform consistent with our message, stated above.

How will we accomplish this? We are currently involved in Stage One, in which we put up a substantial amount of our own money to hire Gary Jelinek (Dennis Kucinich's 2004 Campaign Organizer) and Adam Klugman (a creative media consultant) to:

- Develop our message and image;
- Determine the itinerary that will yield the most media attention;
- Find “ground support” in the communities we will visit;
- Help those local contacts arrange a venue, publicize our arrival, and develop relationships with local media;
- Schedule local/national radio/television presentations;
- Assist us in raising the funds that will take us through Stage Two.

Stage Two is the trip. Successful fund raising is crucial to keeping Adam and Gary involved in the project, renting and “wrapping” a motor home, and traveling with a videographer who will document our progress, record peoples’ stories, and feed video clips to both the internet and national media on a daily basis. Subsequently, a video that captures the spirit of the trip will be produced.

Consistent with our vision, “we” will grow to include you and those organizations with whom our message resonates. **Tax deductible contributions** can be made through our website: www.MadAsHellDoctors.com.

Questions? Gary Jelinek at jelinekdoctors@gmail.com or Paul Hochfeld at phochfeld@msn.com