



# Elevator Speeches

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# Definition of Elevator Speech



- An elevator pitch (or elevator speech or statement) is a short summary used to quickly and simply define a product, service, or organization and its value proposition.

# + Four Key Pieces



- Value

All children should have health insurance coverage.

# + Four Key Pieces



- Obstacle removal

What would keep them from agreeing with you? Preempt it.

# + Four Key Pieces



- Vision

We want to see every child in the state have the coverage they need to be able to see a doctor when they are sick.



# Don't Forget...



- The Ask

Tell families you know that this health insurance exists for kids.

Serve on our board.

Partner with us to get more families enrolled.

# + Be Confident— People Share Your Value



- About half of Americans report some level of personal connection to Medicaid, either having received health coverage or long-term care or having a friend or family member who has gotten this type of assistance.
- Similarly, about half the public says Medicaid is “very” or “somewhat” important for them and their family. Those who see the program as important cite a variety of reasons, including knowing that a safety net exists to protect low-income people and feeling they or a family member may need to rely on Medicaid in the future.

Source: Kaiser Health Tracking Poll, May 2011