



RIGHT CARE ALLIANCE

The **Right Care Alliance** (RCA) is a grassroots coalition of healthcare professionals, patients, and community members who are organizing to improve care by holding healthcare institutions **accountable to communities** and putting **patients, not profits**, first.

A CAMPAIGN TO FIGHT AGAINST MEDICAL DEBT AND HIGH HEALTH COSTS

Designed by Julia Wood, Simmons University

ORGANIZATION OVERVIEW

RCA is leading the movement for a health system based on human need, rather than profit.

The **RCA Medical Debt Campaign** tackles oppressive medical debt and unfair healthcare costs. **100 million** US adults have medical debt and **12% owe \$10,000** or more (KFF 2022). Low-income communities and people of color are more likely to have higher amounts of medical debt. Hospitals and healthcare systems charge higher prices for people without insurance.

RCA is building capacity in the community to fight back against this inequity and for a more inclusive, effective, affordable, and just system of care.

RCA MISSION

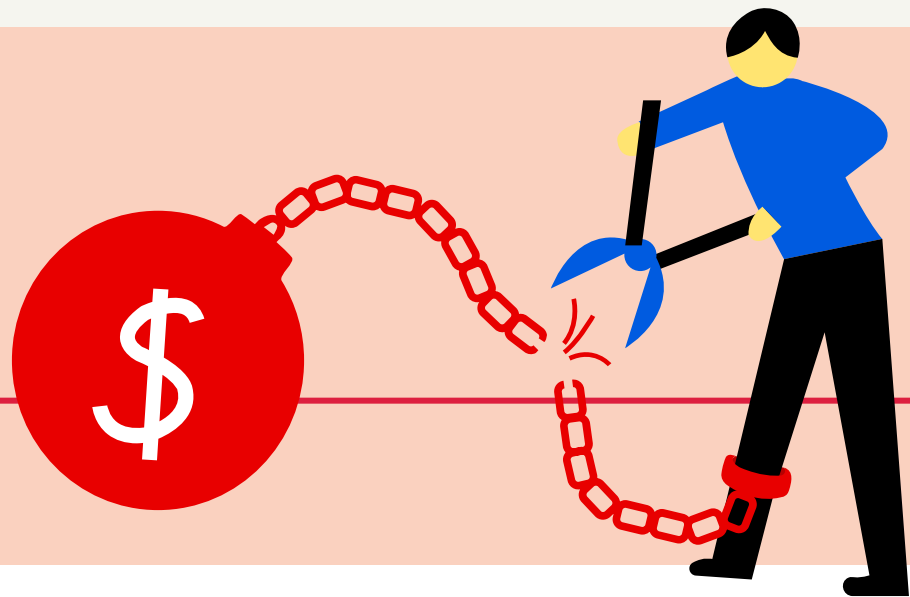
To ensure that every American has a right to quality healthcare that is accessible, equitable, and delivered with dignity and compassion.

ACTIVITIES

- RCA Community Organizing Orientation
- Weekly Meetings with RCA Boston Team
- Medical Debt Survey
- Preparation for Boston Town Hall
- Revamp Boston Town Hall Flyer
- Medical Debt Research and Outreach via GoFundMe
- Boston Town Hall Event --> Presented Research Findings and Facilitated Breakout Group Discussions
- RCA Boston Letter Writing to Mass. Gov. Healy

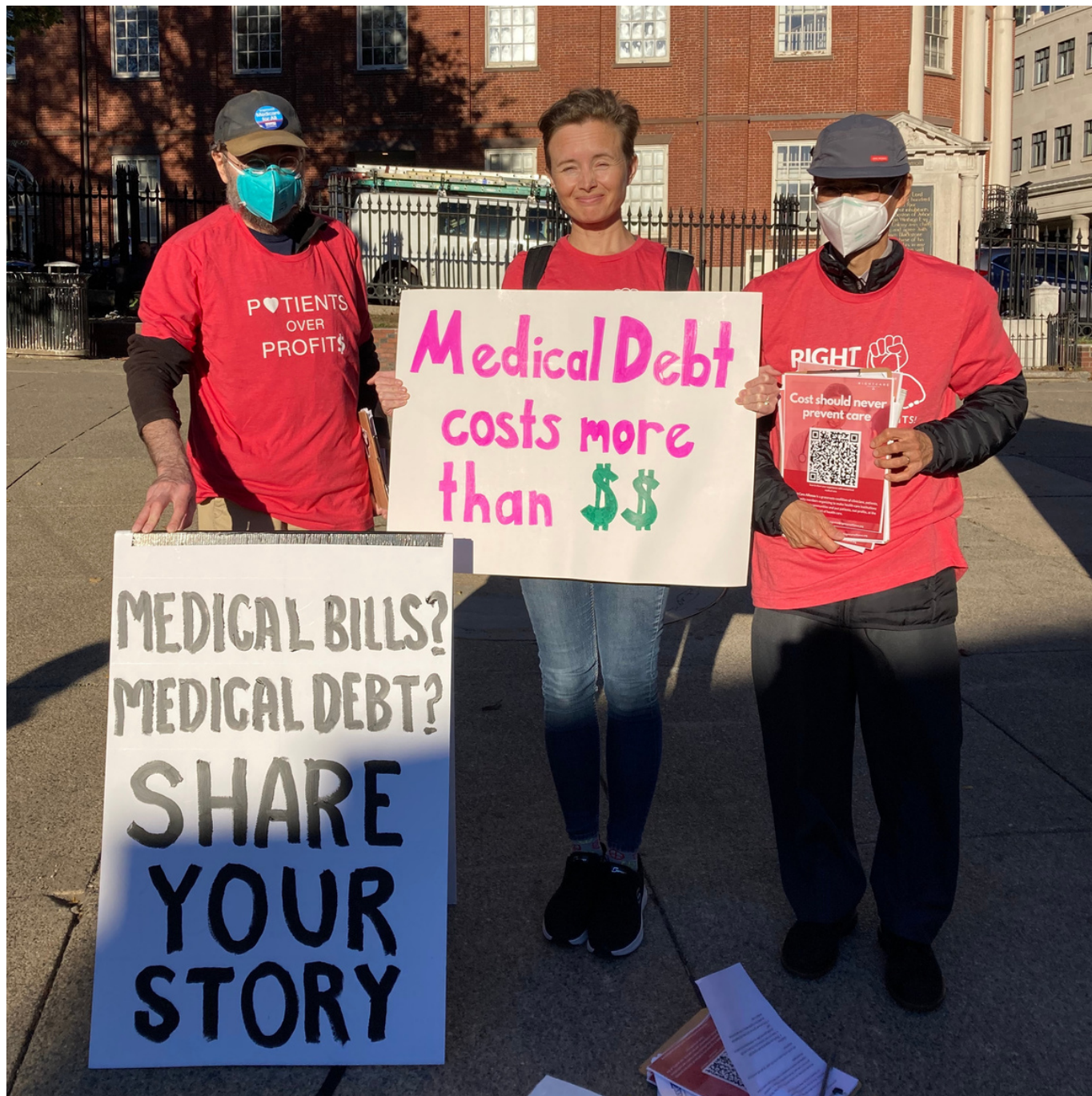
SOCIAL INNOVATION ANALYSIS

- Health system is broken--> RCA calls for healthcare to be seen as a right and not a business. RCA proposes a universal, government-funded health insurance that covers care for all health services.
- In turn, more people will have access to quality care and less medical debt. There will be more insured people, less money spent on health care expenditures and overall better health outcomes in the US.
- In addition to addressing healthcare, RCA calls for addressing of all social factors.



ORGANIZING & ADVOCACY

- RCA uses their social movement as a catalyst for change.
- New forms of knowledge are spread through story-telling and shared experiences.
- Diverse communication forms are used to further momentum through virtual town halls, online surveys, and online safe spaces where people can discuss their experiences with medical debt or healthcare costs.
- RCA works to address systematic social problems that contribute to medical debt. Reclaim power of public and political voice.



CONCLUSION

RCA uses innovative community organizing and advocacy strategies to build capacity and momentum in the community against medical debt and unfair healthcare costs. The organization focuses on building trusting relationships with community members and stakeholders. RCA reframes the issue of oppressive and discriminatory medical debt as not just a healthcare issue, but a human rights issue.

RCA has multiple chapters including Boston and Florida which allows theme to work on a local and national level. Building capacity against multiple sectors networks/stakeholders

Moving forward, RCA should focus on building legislative power locally and nationally to implement real change of US healthcare systems through policy. (RCA Boston is currently working on a letter to call Gov. Maura Healy to sign two bills to implement single-payer healthcare.

Related Literature

Ganz, Marshall, Tamara Kay, and Jason Spicer. 2018. "Social Enterprise Is Not Social Change." *Stanford Social Innovation Review* 16 (2): 59-60.

Kaiser Family Foundation. 2022. "Health Care Debt In The U.S.: The Broad Consequences Of Medical And Dental Bills." *Health Costs*. <https://www.kff.org/report-section/kff-health-care-debt-survey-main-findings/>

Mason, Chris, Jo Barraket, Sharon Friel, Kerryn O'Rourke, and Christian-Paul Stenta. 2015. "Social Innovation for the Promotion of Health Equity." *Health Promotion International* 30 (suppl2): ii116-ii125.

Phills Jr., James A., Kriss Deiglmeier, and Dale T. Miller. 2008. "Rediscovering Social Innovation." *Stanford Social Innovation Review* 6 (4): 35-43.

Right Care Alliance. 2022. <https://rightcarealliance.org/>