

Global Language Monitor and



Healthcare NarrativeTracker Index™

May 2010

NarrativeTracker™

- ▶ Tracks the political ‘narrative’ of a subject
- ▶ Tracks the trajectory of a narrative
- ▶ Projects future track of a narrative
- ▶ The nTracker Arc™ follows the rise and fall of substories within the main narrative.
- ▶ Measures Internet, Blogosphere, Social Media and Print and Electronic News Media

NarrativeTracker

- ▶ Overall NTI Score reflects relative importance of the keywords
- ▶ Velocity is movement since 12/31/09
- ▶ Momentum is how the keywords are trending over the last 60 days
- ▶ All results are normalized
- ▶ nTracker Arc tracks movement of substories within the larger issue

Focus on Massachusetts Narrative

- ▶ Focus on Massachusetts Healthcare Reform Law Narrative
- ▶ Frequently cited as a model for the national legislation
- ▶ Performed analysis to better understand National Healthcare Reform Discourse
- ▶ Lessons from Massachusetts could apply directly to the national healthcare reform act

Top Concerns

1. Rationing – Along with related keywords (allocation, etc.) was a strong No.1
2. Spending Increase – References involving increased spending up 400% for the year
3. Price Controls – A growing concern; up 1400% for the year
4. Non-sustainable – Scored 40% higher than ‘sustainable’
5. Mandate Failure – Experiencing a sustained rise

nTracker Arcs (Underlying Trends)

- ▶ The question of quality is supplanted ‘fairness’
- ▶ Fairness driven by the ‘gaming the system’ arc.
- ▶ Gaming has come to the fore with stories of individuals abusing (or outsmarting) the system by signing up for healthcare only when a medical procedure is looming. (In this scenario, the average cost of a month of coverage is \$600 while the procedures average about \$10,000.)
- ▶ The mentions of ‘failure’ with the keyword ‘reform’ rising steeply, some 240% in the last 60 days.

Key Findings (NTI) May 10

1. Rationing Care is the top concern
2. Spending Increase a strong runner-up
3. Price Controls are a growing concern
4. Non-sustainability is a growing concern
5. Mandate Failure has a sustained rise

Massachusetts Health Care Reform NTI Score (Overall Rank)

	MASS HC Reform Language	Momentum	Velocity	NT	Momentum	Velocity
Rank				Score	60-day	Year
1	Ration Care	297.1%	594.2%	784.78	3.0	5.9
2	Spending Increase	163.8%	395.1%	440.51	1.6	4.0
3	Price Controls	556.9%	1431.9%	203.98	5.6	14.3
4	Not or Unsustainable	195.8%	450.0%	91.63	2.0	4.5
5	Mandate Failure	255.2%	274.8%	76.93	2.6	2.7
6	Sustainable	193.4%	67.7%	65.62	1.9	0.7
7	Mandate Success	254.5%	50.1%	60.40	2.5	0.5
8	Game the System	102.9%	591.6%	53.20	1.0	5.9
9	Gaming the System	137.8%	346.6%	32.41	1.4	3.5
10	Minimum Creditable Coverage	108.2%	175.8%	23.81	1.1	1.8

Key Findings (Momentum)

Short-term Movement

1. Price Controls has increased 560%
2. Rationing is up 300%
3. Mandate Failure closing in on Rationing
4. Mandate Success close to Failure means the discussion is hot
5. Non-sustainable up 200%

Massachusetts Health Care Reform Momentum

	MASS HC Reform Language	Momentum	Velocity	NT	Momentum	Velocity
Rank				Score	60-day	Year
1	Price Controls	556.9%	1431.9%	203.98	5.6	14.3
2	Ration Care	297.1%	594.2%	784.78	3.0	5.9
3	Mandate Failure	255.2%	274.8%	76.93	2.6	2.7
4	Mandate Success	254.5%	50.1%	60.40	2.5	0.5
5	Not or Unsustainable	195.8%	450.0%	91.63	2.0	4.5
6	Sustainable	193.4%	67.7%	65.62	1.9	0.7
7	Spending Increase	163.8%	395.1%	440.51	1.6	4.0
8	Gaming the System	137.8%	346.6%	32.41	1.4	3.5
9	Minimum Creditable Coverage	108.2%	175.8%	23.81	1.1	1.8
10	Game the System	102.9%	591.6%	53.20	1.0	5.9

Key Findings (Velocity) Long-term Movement

1. Price Controls up over 1400%
2. Rationing up some 600%
3. Game the system also longer-term story
4. Unsustainability at 450%
5. Spending Increase stands at 400% gain

Massachusetts Health Care Reform Velocity (Long-term)

	MASS HC Reform Language	Momentum	Velocity	NT	Momentum	Velocity
Rank				Score	60-day	Year
1	Price Controls	556.9%	1431.9%	203.98	5.6	14.3
2	Ration Care	297.1%	594.2%	784.78	3.0	5.9
3	Game the System	102.9%	591.6%	53.20	1.0	5.9
4	Not or Unsustainable	195.8%	450.0%	91.63	2.0	4.5
5	Spending Increase	163.8%	395.1%	440.51	1.6	4.0
6	Gaming the System	137.8%	346.6%	32.41	1.4	3.5
7	Mandate Failure	255.2%	274.8%	76.93	2.6	2.7
8	Minimum Creditable Coverage	108.2%	175.8%	23.81	1.1	1.8
9	Sustainable	193.4%	67.7%	65.62	1.9	0.7
10	Mandate Success	254.5%	50.1%	60.40	2.5	0.5

Questions

- ▶ What learning from the Massachusetts Healthcare Reform Law that can be applied to “The Patient Protection and Affordable Care Act”?
- ▶ Since Massachusetts is frequently cited as a model for the national legislation, will the national discussion unfold in the same way?
- ▶ Will national discourse move toward the perfect storm of ‘rationing’, out-of-control ‘spending’, ‘price controls’ & ‘unsustainability’ -- that have now moved to the forefront of the Massachusetts discussion.

Global Language Monitor Open Connect NarrativeTracker™ nTracker Arc™

For more Information

Paul JJ Payack

pauljjpayack@gmail.com

1.925.367.7557