



2021 ANNUAL REPORT

Letter

FROM THE BOARD OF DIRECTORS



Dear Friends and Supporters:

In 2021, the world continued to experience the impacts of the COVID-19 pandemic, and as the world began to feel fatigued from the constant advocacy and heightened awareness that 2020 had required, we at Aamed Alliance remained steadfast in our efforts to ensure that policy discussions about access to healthcare and its future considered the rights of healthcare consumers and providers.

Throughout the year, Aamed Alliance engaged in original research and analysis on our policy priorities. We created sound, patient-centered policy recommendations that we disseminated through reports, fact sheets, brochures, legislative maps, letters, and comments. Representatives from Aamed Alliance also engaged other organization to disseminate these messages, including by presenting to diverse stakeholders, communicating with the media, and collaborating with like-minded organizations whose missions align with our educational, policy, advocacy, and outreach activities.

In 2022, we are building upon our past achievements and developing new projects that will advance the interests of healthcare consumers and providers nationwide. Moreover, while we plan to continue working on the policy areas we have historically prioritized, we will also engage in new advocacy surrounding the future of technology in our healthcare system and the role policy plays in addressing health inequalities and racial disparities in our healthcare system.

We look forward to working with you to enhance and protect the rights of healthcare consumers and providers.

Sincerely,

J. Kevin Massey

Chairman of the Board of Directors



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BELIEFS

We believe that Americans should value their health care and prioritize it as consumers.

We believe that health care industry stakeholders should place the health and safety of patients above all other considerations.

We believe that the costs of health care services should be reasonable and transparent.

MISSION

Aimed Alliance is a 501(c)(3) not-for-profit health policy organization. The mission of Aimed Alliance is to protect and enhance the rights of health care consumers and providers.

VISION

The vision of Aimed Alliance is a society in which consumers, in consultation with their health care providers and loved ones, can make informed and individually appropriate decisions about their health care, and those decisions are not overridden by third parties.



2021

BY THE NUMBERS

3 

Scholarly
Articles

11 

Webinars
& Speaking
Engagements

5 

Reports, Surveys
& Executive
Summaries

5 

Brochures,
Backgrounders,
& Infographics

17 

Fact Sheets

27 

Letters &
Comments

4 

Op-Eds

102 

Blog posts





RESEARCH & ANALYSIS

Aimed Alliance conducts research and provides analysis on its policy priorities, including reforming the healthcare system so that all Americans have comprehensive health insurance coverage, improving patient access to quality care, preserving the practitioner-patient relationship, and addressing the drivers of health care costs. Aimed Alliance's findings culminate in reports, fact sheets, brochures, legislative maps, and comments to government entities. A sample of our research and analysis activities in 2021 include the following:

Articles, Reports, & Surveys:

- ▶ **Publication:** "Dazed and Confused: Making Sense of Employers' Risks from Mandated Coverage of Non-FDA-Approved Cannabis Products," Seton Hall Legislative Journal
- ▶ **Executive Summary:** "Telehealth in a Post-Pandemic World"
- ▶ **Executive Summary:** "Non-Medical Switching & Mental Health: Ensuring Access to Appropriate Care"
- ▶ **Survey Report:** "State of Migraine Disease in the Workplace 2021"
 - Published by the HR Research Institute
 - Received media coverage, including through [Tech Series](#), [HR.com](#), [HR Vendor News](#), [HCM Technology Report](#), and [MigraineAgain](#).

Legislative & Regulatory Activity

Copay Accumulator Programs

- ▶ **Comment:** To U.S. Department of Health and Human Services (HHS) and the Centers for Medicare and Medicaid Services (CMS) on the Notice of Benefit and Payment Parameter (NBPP) 2022 and **letter** asking HHS and CMS to freeze the NBPP 2022 and reinstate limitations on copay accumulator programs
 - Successfully obtained call with CMS, HHS, and the Consumer Information and Insurance Oversight (CCIIO) to discuss concerns
- ▶ **Comment:** To HHS and CMS on Medicaid Best Price Rule
- ▶ **Letter:** Asking HHS and CMS to freeze and revoke recent changes to Medicaid Best Price Rule
 - Successfully obtained call with CMS, HHS, and CCIIO to discuss concerns
- ▶ Letters: In support of state copay accumulator bills in 11 states ([Maryland](#), [New Mexico](#), [Connecticut](#), [Kentucky](#), [New York](#), [Nebraska](#), [South Dakota](#), [Oregon](#), [Ohio](#), [Tennessee](#), & [Utah](#))
- ▶ **Comment:** To HHS in response to “Request for Information Regarding Reporting on Pharmacy Benefits and Prescription Drug Costs”
- ▶ Letter: To CCIIO on Non-Essential Health Benefits schemes
 - Successfully obtained call with the regulatory agencies.
- ▶ **Fact Sheet:** IRS’s 2004 Notice Should Not Prevent Copay Accumulator Reform

Step Therapy & Prior Authorization

- ▶ Letter: To [Massachusetts](#), [New Jersey](#), and [Rhode Island](#) in support of step therapy legislation
- ▶ **First letter** and **second letter:** In support of Pennsylvania’s step therapy and prior authorization law

Value, Innovation, & Drug Pricing

- ▶ **Comment:** To CMS on Most Favored Nations Rule
- ▶ **Letter:** To Connecticut in support of legislation to prohibit payers from using QALYs in developing thresholds for treatments
- ▶ **Letter:** To Louisiana in opposition of SB 181, which would permit nonmedical switching based on drug price inflation
- ▶ **Letter:** In opposition to Oregon SB 844, which would create the Prescription Drug Affordability Board
- ▶ **Comment:** To CMS on the Proposed Inpatient Prospective Payment Systems Rule

Miscellaneous

- ▶ **Letter:** To members of the Tennessee Senate Committee on Commerce and Labor in support of Amendment 1 to S.B. No. 2847, which would prohibit insurers from penalizing patients who choose not to engage in “white bagging” or “brown bagging”
- ▶ **Letter:** To CMS asking the agency to reinstate the Six Protected Class requirements
- ▶ **Letter:** To Ohio House Health Committee in Support of H.B. 418, which would allow midyear formulary changes
- ▶ **Comment:** To Congress on the Discussion Draft: Cannabis Administration and Opportunity Act
- ▶ **Comment:** To Selected Senators on Build Back Better Framework



THOUGHT LEADERSHIP

Using its research and analysis, Aimed Alliance develops sound, patient-centered policy recommendations. Representatives for the organization disseminate Aimed Alliance's analyses and recommendations by presenting to audiences of patients, advocates, practitioners, associations, human resources professionals, industry members, and policy makers; and engaging with the news media. In 2021, Aimed Alliance's thought leadership included the following activities:



Aimed Alliance-Led Initiatives & Coalitions

New York Step Therapy Initiative

- ▶ Recruited over 20 groups to participate in regularly scheduled policy and advocacy meetings
- ▶ Developed 11 fact sheets ([additional protections for chronic disease states](#); [increased data collection, reporting, and transparency requirements](#); [appropriate clinical peer review](#); [strengthening enforcement and patient protections to deter violations](#); [dermatology, gastroenterology, hematology, neurology, oncology, ophthalmology, rheumatology](#))
- ▶ Drafted model legislative and regulatory language
- ▶ Obtained two calls with Department of Financial Services (DFS) to discuss concerns about insurers' compliance with existing step therapy requirements
- ▶ Scheduled and participated in meetings with state legislators

Know Your Rights

- ▶ Maintained [website](#) that contains information on how to file an insurance appeal in each state
- ▶ Developed [brochures](#) to educate patients and providers on how to file an insurance appeal in each state
- ▶ Successfully assisted individual patients to access their medications by providing guidance and recommendations on interactions with health insurers and pharmacy benefit managers



Alliance for Mental Health Care Access

- ▶ Sent [sign-on letter](#) to CVS requesting that the pharmacy benefit manager not engage in non-medical switching of patients with depression (obtained 11 sign-ons)
- ▶ Developed a digital influence campaign targeted at six CVS decision-makers; overall, the influence campaign generated 99,600 impressions, and 444 clicks
- ▶ Created letter forms for patients and patient advocates to send to CVS executives, which generated 370 letters to each of the six CVS decision-makers
- ▶ Developed a [video](#) asking CVS not to leave patients with depression in the dark during the pandemic, which garnered 4,493 views
- ▶ Published op-ed in [RealClear Health](#)
- ▶ Held first meeting, "Non-Medical Switching & Mental Health: Ensuring Access to Appropriate Care" and released [Executive Summary](#) of meeting
- ▶ Sent a [letter](#) to Senators Wyden and Crapo regarding their request for information on improving mental and behavioral health care access.

ACTION for PDTs

- ▶ Created [website](#) and opt-in form
- ▶ Developed a multidisciplinary collaboration with like-minded organizations interested in advocating to expand access to and coverage of prescription digital therapies for individuals with chronic conditions. See collaborative prospectus [here](#)
- ▶ Developed first ACTION for PDTs working group focused on unique barriers faced by patients with mental health and substance use disorder in accessing prescription digital therapies
- ▶ Hosted and produced an [executive summary](#) for ACTION for PDTs Kick-Off Webinar: Addressing Chronic Diseases, Mental Health, and Substance Use Disorder: Optimizing Care with Prescription Digital Therapeutics
- ▶ [Developed Fact Sheet](#): Prescription Digital Therapeutics (PDTs) Need A HCPCS Code
- ▶ Submitted [comment](#) to Centers for Medicare and Medicaid Services on HCPCS Codes for PDTs

Third-Party Coalitions

All Copays Count
Collaborating for
Care Coalition
Consumers for Quality Care
Ohio HB 135 Coalition

Partnership to Advance
Cardiovascular Health Coalition
Pennsylvania
Step-Therapy
Pennsylvania Prior
Authorization Coalition

Pennsylvania All Copays
Count Coalition
The Collaborative for
Cannabinoid Science and Safety
Utah All Copays Count Coalition
Voices of Rheumatology



Direct Outreach with Payers:

- ▶ [Letter](#): To UnitedHealthcare requesting that the insurer refrain from engaging in nonmedical switching of infliximab products
- ▶ [First letter](#) and [second letter](#): To Cigna in opposition to its \$500 debit card program
- ▶ [Letter](#): To BCBS Excellus challenging its prior authorization policy on non-small cell lung cancer, which may conflict with New York's step therapy law
 - Presented to New York DFS on this issue; successfully got DFS to contact the insurer
- ▶ [Letter](#): To BCBS of Alabama to highlight problems with prior authorization policy for degenerative eye diseases

Fact Sheets, Infographics, & Other Handouts

- ▶ [Infographic](#): The State of Migraine Disease in the Workplace 2021
- ▶ [Fact Sheet](#): White Bagging and Brown Bagging Policies Explained
- ▶ [Fact Sheet](#): H.R. 3, the Elijah E. Cummings Lower Drug Costs Now Act
- ▶ [Infographic](#): Telehealth in a Post-Pandemic World
- ▶ [Brochure](#): Open Enrollment: Understanding Your Health Plan and Your Cost-Sharing Responsibilities
- ▶ [Brochure](#): 2022 Medicare Open Enrollment: Understanding Your Medicare Plan and Your Cost-Sharing Responsibilities
- ▶ [Brochure](#): Open Enrollment: Selecting Benefits for Your Employees to Protect Their Health
- ▶ [Fact Sheet](#): ACTION for PDTs California Working Group on PDTs
- ▶ [Backgrounder](#): ACTION for PDTs California Working Group: Prescription Digital Therapeutics: Introducing Software as Medicine

Op-eds & New Articles

- ▶ [News Article](#): "Migraine Gender Gap: Why Migraine at Work Is a Women's Health Issue," Migraine Again
- ▶ [Op-Ed](#): "Why We Shouldn't Mandate Coverage of Medical Marijuana in New Jersey," New Jersey Star-Ledger
- ▶ [News Article](#): "Getting an MRI on Your Own Could Save You Money—and Get You Treated Faster," KSL.com ("Putting Profits Before Patients" report mentioned)
- ▶ [Op-Ed](#): "CVS: Don't Leave Depression Patients in the Dark During the Worst Days of the Pandemic," RealClear Health
- ▶ National coverage of press releases: [Tech Series](#), [HR.com](#), [HR Vendor News](#), and [MigraineAgain](#)
- ▶ Op-Ed: "[Improving America's Mental Health Starts with Consistent Treatment Access](#)" RealClearHealth

Web Resources

- ▶ Maps tracking active legislation and enacted laws regarding bad drug ads, copay accumulator programs, nonmedical switching, prior authorization, and step therapy
- ▶ [Web resource](#) to provide updates on landmark health care lawsuits
- ▶ New webpage for ACTION for PDTs and ACTION for PDTs MH/SUD working group

Misc. Community Engagement

- ▶ Published twelve issues of Aimed Alliance's monthly newsletter
- ▶ Engaged on social media platforms such as Twitter, Instagram, LinkedIn, YouTube, and Facebook, to raise awareness of patient access issues and opportunities for reform and advocacy





ORGANIZATIONAL COLLABORATION

Aimed Alliance collaborates with like-minded organizations whose mission align with our efforts, including by leading initiatives and participating in coalitions. In 2021, organizational collaboration activities included:

Webinars & Virtual Meetings Offered by Aimed Alliance

- ▶ **Webinar:** "The State of Migraine Disease in the Workplace" – in collaboration with HR.com
- ▶ **Webinar:** "Coverage of Marijuana as a Health Benefit: What Employers Need to Know" in collaboration with SHRM
- ▶ **Virtual Meeting:** "Telehealth in a Post-Pandemic World"
- ▶ **Meeting:** Non-Medical Switching and Mental Health: Ensuring Access to Appropriate Care – in collaboration with Alliance for Patient Access
- ▶ **Webinar:** ACTION for PDTs Virtual Kick Off Meeting

Speaking Engagements

- ▶ **Participant,** "Migraine at Work Webcast, Episode 3: Knowing Your Rights," Migraine at Work
- ▶ **Speaker,** "The Cost of Cancer: Impact of Cancer-Related Financial Burdens on Emotional Well-Being," HealthyWomen & CancerCare
- ▶ **Speaker,** "CBD, Delta-8-THC, and Marijuana Law and Policy: An Objective Discussion," North Carolina Prevention Conference
- ▶ **Panelist,** "Regulatory Updates and Development," 4th Annual Pharma Pricing, Reimbursement & Market Access
- ▶ **Speaker,** "#Equity in IBD 2021," Color of Crohn's & Chronic Illness
- ▶ **Speaker:** Covering Cannabis as a Health Benefit: What Consumers Need to Know.





1455 Pennsylvania Avenue NW, Suite 400 • Washington, DC 20004
202-349-4089 • [AimedAlliance.org](https://www.AimedAlliance.org)

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