



2022 ANNUAL IMPACT REPORT

Letter

FROM THE BOARD OF DIRECTORS

Dear Friends and Supporters:

In 2022, Aimed Alliance continued to advocate for upholding, enforcing, and expanding health care consumer protections, including those under the Affordable Care Act, and promoting professional discretion in treatment planning. Throughout the year, Aimed Alliance engaged in original research and analysis on our policy priorities, such as expanding access to treatments; upholding disability rights, anti-discrimination laws, and consumer protections; ensuring the reliability of health insurance coverage; and developing reasonable and transparent drug pricing.

We created sound, patient-centered policy recommendations that we disseminated through reports, fact sheets, brochures, legislative maps, letters, and comments. Representatives from Aimed Alliance also engaged other organizations to convey 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 2023, we are building upon our past achievements and developing new projects that will advance the interests of healthcare consumers and providers nationwide. As we work on the policy areas we have historically prioritized, we will also engage in new advocacy surrounding access to genetic testing, treatments, and other tools that help with early identification of conditions, diseases, and disorders. We look forward to working with you to enhance and protect the rights of healthcare consumers and providers.

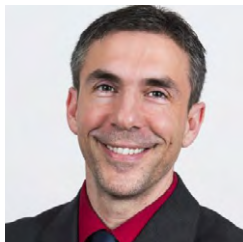
Sincerely,

J. Kevin Massey

Chairman of the Board of Directors



KEY STAFF



SHANNON GINNAN, MD

As Director of Medical Affairs for Aimed Alliance, Shannon Ginnan, M.D., provides the organization and its collaborators with valuable insight from a practitioner's perspective and serves as a liaison to the medical and healthcare technology communities.



ASHIRA VANTREES, ESQ.

Ashira Vantrees is Counsel at Aimed Alliance. Ms. Vantrees brings with her extensive experience in researching a wide variety of issues, including public health, health education, health law, human rights, women's rights, and disability rights. She provides unique strategic planning and legal insights through research and analysis of laws, regulations, legislation, and advocacy initiatives.



MICHAEL BARNES, ESQ.

Michael C. Barnes, Esq. is Counsel to Aimed Alliance. He is also Managing Attorney at Sequel Health Law, where he practices health and drug law and policy. Mr. Barnes's research and analysis have been published in more than 15 legal, policy, and medical journals. He is a member of the advisory board for the Rx and Illicit Drug Summit, the board of directors for the Legislative Analysis and Public Policy Association, the National Sheriffs' Association's Drug Enforcement Committee, and the editorial board for the Journal of Opioid Management. He is a recipient of the Federation of State Medical Boards' Ray L. Casterline, M.D., Award for Excellence in Writing.



OLIVIA BACKHAUS, ESQ.

Olivia Backhaus provides legal counsel to Aimed Alliance and is an Associate at Sequel Health Law. Prior to joining the Aimed Alliance team, Ms. Backhaus was a law fellow at the Environmental Working Group, where she gained practical experience in policy advocacy and legislative research and strategy. She earned her J.D. from Georgetown University Law Center. She received a bachelor's degree in biology from Sewanee: The University of the South.



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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.



2022

BY THE NUMBERS

7 

New Online
Resources

8 

Fact Sheets

4 

Surveys

14 

Webinars & Speaking
Engagements

96 

Health News
Blog Posts

26 

Letters &
Comments

11 

Know Your Rights
Resources

16 

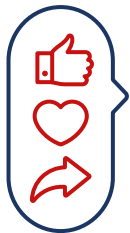
Know Your Rights
Consumers

4 

Lawsuit Trackers

8 

In the Media



184,000+

Social Media Impressions





ADVOCACY

Aimed Alliance worked on the following issues during 2022:



Encouraged federal executive and judicial action to address non-essential health benefit and alternative funding programs



Educated patient and provider groups about copay accumulators, non-essential health benefits and alternative funding programs



Advanced health equity for persons with IBD



Educated consumers and employers on cannabinoids



Assisted 16 patients in navigating health insurance appeals and insurance questions



Promoted protections for consumers against harmful step-therapy practices in New York



Successfully advocated for federal legislation to improve access to medications for opioid use disorder



Supported access to prescription digital therapies



ADVOCACY HIGHLIGHTS

Aimed Alliance supports laws, regulations, and policies that encourage or require public and private payers to offer quality access to individualized, culturally appropriate, efficient, and transparent health care. Aimed Alliance also supports curtailing the use of discriminatory practices in the delivery of health care and the administration of health insurance and employee benefits. To accomplish these goals, Aimed Alliance educates patients, providers, employers, policymakers, and other stakeholders.



Legislative Successes

Expanding Access to Medications for Opioid Use Disorder (MOUD)

The Issue:

For years, federal regulations only permitted health care providers to administer injectable buprenorphine for patients with opioid use disorder (OUD) within 14 days of the medication being delivered to the health care provider. Fourteen days was insufficient time to coordinate schedules and actions of patients, prescribers, pharmacies, and insurers. Additionally, if the medication was delivered and not used within 14 days, the prescriber was required to dispose of it, resulting in unnecessary medical waste.

Our Work:

Continuing our efforts from 2021, Aimed Alliance advocated for the 14-day rule to be expanded. In June 2022, the House passed Section 264 of House Bill 7666, which expanded the 14-day limit to 60 days. However, the Senate had not taken action. To ensure Senate passage before the end of the 117th Congress, Aimed Alliance hosted [a legislative briefing on S. 3257](#); sent a [letter](#) of support for the legislation to the Senate signed by 20 organizations; worked with advocates to send state-specific letters to committee leaders; and drafted and published features of bill supporters [Aimed Alliance](#) and [Young People in Recovery](#), a [fact sheet](#) for advocates, a [fact sheet](#) for Senate staff, and an op-ed in [Pain News Network: "There Is Another Drug Reform the Senate Must Pass"](#).

Outcome:

Sec. 1264 of Congress's final omnibus bill of 2022 increases the number of days a provider has to administer injectable buprenorphine from 14 days to 45 after receipt. This change will help ensure individuals with OUD have adequate time to organize logistics such as transportation, childcare, and insurance coverage to access their treatment.



Increasing Patient Protections for New York Patients

The Issue:

Step-therapy policies, also known as “fail first,” are used by insurers and pharmacy benefit managers (PBMs) to require consumers to try and fail on alternative treatments, before the insurer or PBM will cover the originally prescribed treatment. As a result, treatments that may be most effective at treating a condition may be inaccessible to consumers until alternative treatments are proven ineffective. Without proper guardrails, step-therapy policies may also require patients to try and fail on off-label treatments, multiple different treatments, and treatments consumers have previously failed on under a different health plan. Policies can also require consumers to try and fail on a treatment for more than 30 days, forcing consumers to continue to experience symptoms without relief. In 2016, New York passed a step-therapy law, but it had limited protections for consumers.

Our Work:

Over the past several years, Aimed Alliance has led the New York Step-Therapy Alliance, which works with a group of nonprofits, patient advocacy organizations, professional associations, regulators, and legislative officials to determine how the current New York step-therapy law could be improved to better protect patients' access to their necessary medications, and to ensure that bad actors that violate the step-therapy law are held accountable. In 2022, the NY Step-Therapy Alliance hosted a [roundtable meeting](#) with legislators to discuss the need for reform and sent letters of support to the Assembly and the Senate supporting the introduced legislation.

Outcome:

In 2022, New York Senator Neil Breslin and Assemblyman John McDonald introduced the following four bills to fix the gaps in the New York step-therapy Law: (1) [Protected Classes](#); (2) [Reporting Requirements](#); (3) [Transparency](#); and (4) [Additional Rules and Protections](#). Our fact sheet on the legislation is available [here](#). During the 2022 session, the Additional Rules and Protections bill passed the Senate, but ultimately was not passed by the Assembly. Therefore, Aimed Alliance will continue to build upon the 2022 legislative success in 2023.

















Advocacy, Comments, & Letters

Aimed Alliance met twice with the federal Center for Consumer Information and Insurance Oversight and the departments of Labor and Treasury regarding non-EHB scheme.

We also participated in the All Copays Count Coalition's Capitol Hill Day.



Other 2022 federal and state advocacy efforts included the following:

FEDERAL	STATE
 Comment on 2023 NBPP	 Letter of support for Kentucky step-therapy bill
 Letter to House Health Futures Taskforce on step-therapy reform	 Letter of support for Minnesota copay accumulator bill
 Alliance for Mental Health Care Access Comment to CMS on Medicaid and CHIP	 Letter to New York legislator opposing bill mandating non-FDA-approved cannabinoid coverage
 Comment to FTC on PBM practices	 Letters to DC Council on Copay Accumulator and Prior Authorization reforms
 Comment to CMS on 2023 Physician Fee Schedule	 Written testimony to Ohio Senate on bill to protect consumers from copay accumulators
 Comment on Section 1557 Rule	 Letter of support for Delaware bill to protect consumers from copay accumulators
 Comment to HHS on Section 1557, alternative funding, discriminatory benefit design, and QALY usage	 Meetings with New York legislators supporting step-therapy reforms
 Letter to Congress supporting access to prescription digital therapies	 Meeting with New York Department of Financial Services regarding violations of the current step-therapy law

In addition to the federal advocacy activities listed above, Aimed Alliance signed on to a letter to CMS regarding the use of step-therapy in Medicare Part B and an All Copays Count letter to Congress supporting copay reforms.

In addition to the state advocacy activities listed above, Aimed Alliance signed on to letters supporting health care consumer protections in Colorado, Delaware, Massachusetts, and Missouri.

Litigation

Aimed Alliance and six other organizations submitted a [Motion To File an Amicus Brief](#) and Amicus Brief in the *J&J v. SaveOnSP* federal lawsuit to educate the court on the case's likely impacts on patients, caregivers, and providers.



RESEARCH & ANALYSIS

In 2022, Aimerd Alliance conducted research and provided extensive analysis on its policy priorities. Much of this work was embodied in the comments and letters described above. Aimerd Alliance also presented its research and analysis in reports, fact sheets, brochures, and legislative maps. Our research and analysis activities in 2022 included the following:

Know Your Rights



Depression

In partnership with the Alliance for Mental Health Care Access, Aimerd Alliance developed a resource to help patients with depression navigate health plan appeals processes.



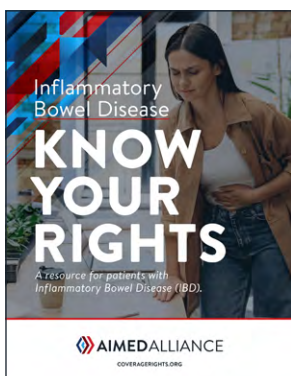
Cardiovascular Health

In response to CVS Caremark's announcement that it was limiting coverage of certain anticoagulant medications as of January 1, 2022, Aimerd Alliance developed a Know Your Rights brochure to help patients with cardiovascular disease challenge health benefit denials for their cardiovascular treatments.



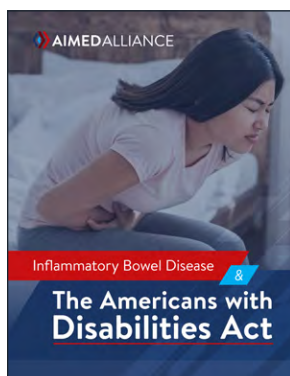
Health Equity in IBD

As part of Aimed Alliance's Health Equity in IBD project, Aimed Alliance developed three resources for patients with inflammatory bowel disease (IBD). These new resources include: (1) a brochure on the Americans with Disabilities Act and how some individuals with IBD may qualify for these protections; (2) a brochure on the Family Medical Leave Act, which permits eligible employees to take protected time off for certain medical conditions; and (3) a brochure on how to appeal a health benefit denial. Use the links below to access these new resources in English and Spanish.



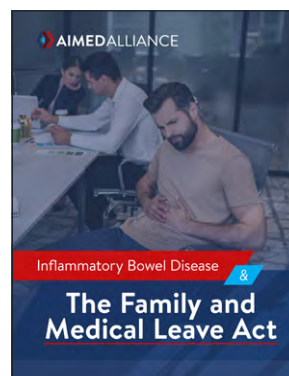
Know Your Rights:
The Health Insurance
Appeals Process

[English](#) | [Spanish](#)



Know Your Rights:
The Americans with
Disabilities Act

[English](#) | [Spanish](#)



Know Your Rights:
The Family Medical
Leave Act

[English](#) | [Spanish](#)

Open Enrollment



2023 Open Enrollment:
Understanding Your
Health Plan and
Your Cost-Sharing
Responsibilities



**2023 Medicare
Open Enrollment:**
Understanding Your
Medicare Plan and
Your Cost-Sharing
Responsibilities



2023 Open Enrollment:
Selecting Benefits for
Your Employees to
Protect Their Health



Reports & Fact Sheets

Aimed Alliance regularly develops focused reports and fact sheets to help educate consumers, providers, caregivers, and policymakers on a variety of complex issues. Below are some of our reports and fact sheets from 2022:



Fact Sheet:

[How a Loophole in the Patient Protection and Affordable Care Act Can Impact Access to Your Necessary Treatments](#)



Fact Sheet:

[Cannabinoids: A Fact Sheet for Consumers](#)



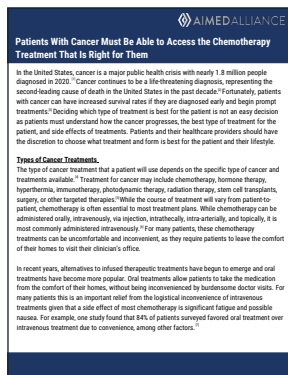
Fact Sheet:

[Protect Patients with Mental Health Conditions by Prohibiting Non-Medical Switching](#)



Fact Sheet:

[Increase Access to Precision Medicine for Patients with Cancer Through Biomarker Testing](#)



Fact Sheet:

[Patients with Cancer Must Be Able to Access the Chemotherapy Treatment That is Right for Them](#)

ENACTED GOLD CARD LAWS

STATE	DATE	PLANS COVERED	COVERAGE	DATE TO QUALIFY	COVERAGE DURING	APPROPRIATE SWITCH	NO. OF PATIENTS	STATUS
ALABAMA	2021	Individuals with a chronic condition	Yes	12 months	During the 12-month period	Yes	100,000	Enacted
ALASKA	2021	Individuals with a chronic condition	Yes	12 months	During the 12-month period	Yes	100,000	Enacted
ARIZONA	2021	Individuals with a chronic condition	Yes	12 months	During the 12-month period	Yes	100,000	Enacted
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ARIZONA	2021	Individuals with a chronic condition	Yes	12 months	During the 12-month period	Yes	100,000	Enacted

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Fact Sheet:

[Gold Card Analysis 2019-2022](#)



AMHCA Survey Report

[The Dangers of Non-Medical Switching for Mental Health Patients](#)



Electronic Resources



[Copay 101](#)
[Resource Hub](#)



[Telehealth](#)
[Resource Page](#)



Step Therapy
[Active](#) | [Enacted](#)

Prior Authorization
[Active](#) | [Enacted](#)

Copay Accumulators
[Active](#) | [Enacted](#)

Biomarkers Maps
[Active](#) | [Enacted](#)

Non-medical Switching
[Active](#) | [Enacted](#)

Oral Parity Maps
[Active](#) | [Enacted](#)

Lawsuit Trackers

- ▶ [Medicaid Best Price Lawsuit](#)
- ▶ [J&J v. SaveonSP Lawsuit](#)
- ▶ [HHS's 2023 NBPP Rule and Copay Accumulators HHS v. HIV+Hep.](#)
- ▶ [Medicaid Work Requirement in Georgia](#)



THOUGHT LEADERSHIP

Using its research and analysis, Aimed Alliance develops sound, patient-centered policy recommendations. Representatives for the organization disseminate messages by presenting to audiences of patients, advocates, practitioners, human resource professionals, policymakers, and the media. In 2022, our thought leadership included:

Spotlight Presentations

Copay Accumulators/Non-EHB/ Alternative Funding Programs

To inform consumers, employers, providers, and caregivers about the impact of copay accumulators, non-essential health benefit programs, and alternative funding programs on patients, Aimed Alliance hosted a series of webinars on these issues. These webinars provided patient and health care professional perspectives, legal and regulatory analyses, and employer insights on the impact of these programs.

- ▶ Aimed Alliance Webinar [Copay Accumulators Webinar for Patient Groups](#)
- ▶ Aimed Alliance and the Alliance for Patient Access, HR.com Webinar [Health Benefits: The Hidden Costs of "Cost-Saving" Programs](#)
- ▶ Aimed Alliance, HR.com Webinar [Essential Health Benefits, Importation, and More – Do You Know the Risks?](#)

CBD

To inform consumers, employers, and policymakers, Aimed Alliance hosted a webinar on cannabinoid-related issues, such as health insurance coverage, employee assistance programs, workplace safety, and recovery support. The speakers shared insights on cannabinoid-related developments that could affect employer and consumer behaviors.

- ▶ Aimed Alliance HR.com Webinar: [Cannabis, CBD, and Cannabinoids: What Employers and Consumers Should Know.](#)

In 2022, Aimed Alliance also hosted:

- ▶ Aimed Alliance and the Partnership to Advance Cardiovascular Health (PACH)
 - ◆ [Non-Medical Switching: The Harmful and Unintended Consequences Affecting Patients](#)
 - ◆ [Reducing Health Care Barriers in a Diverse Workforce with Peripheral Artery Disease](#)
- ▶ Aimed Alliance [Legislative Briefing on S.3257: Facilitating Access to MOUD Treatments](#)
- ▶ Aimed Alliance HR.com Webinar [Covering Prescription Digital Therapeutics: A Win-Win for Employers and Employees.](#)

Our thought leadership also included:

- ▶ [Addressing Health Equity in Inflammatory Bowel Disease](#)

In the media

Aimed Alliance was quoted or recognized in the following media outlets in 2022:

Los Angeles Times

Los Angeles Daily News



LEADER'S edge





ORGANIZATIONAL COLLABORATION

Aimed Alliance partners with like-minded organizations whose missions align with our efforts, by participating in coalitions and sharing our research and analysis at meetings and conferences. In 2022, our organizational collaboration activities included:

Spotlight Presentations

Aimed Alliance's Counsel, Ashira Vantrees, presented at the following events:

- ▶ [Healthy Women Legislative Briefing on Cures 2.0](#)
- ▶ Chronic Disease Coalition Webinar on the [Workplace Discrimination and the Americans with Disabilities Act](#)
- ▶ [Patient Empowerment Network Interview: How Does Health Policy Impact Me?](#)
- ▶ Community Oncology Alliance meeting on Non-EHB and Alternative Funding Programs
- ▶ State Medical Directors July Meeting on Non-EHB and Alternative Funding Programs
- ▶ Collaborating for Care, on Non-EHB and Alternative Funding Programs

Coalitions

Leader

- ▶ New York Step-Therapy Alliance

Member

- ▶ State All Copays Count Coalition
- ▶ Federal All Copays Count Coalition
- ▶ Safe Step Act Coalition
- ▶ Collaborative for Cannabinoid Science & Safety
- ▶ Ohio All Copays Count Coalition
- ▶ Pennsylvania All Copays Count Coalition,
- ▶ Utah All Copays Count Coalition





LOOKING AHEAD

In 2023, Aired Alliance will build upon past achievements with new projects that advance the interests of health care consumers and providers nationwide. We will continue our outreach to employers regarding employee health benefits; tracking of active legislation, enacted laws, and health care reform lawsuits; and projects focused on access to care, discrimination against providers or in the workplace, copay accumulator programs, mental health, cannabinoid regulation, health equity, and value-based initiatives.



To stay up to date on our health policy activities, sign up for our monthly newsletter at aimedalliance.org/newsletters, and follow us on social media:



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linkedin.com/company/aimedalliance

1455 Pennsylvania Avenue NW, Suite 400 • Washington, DC 20004
(202) 349-4089 • AimedAlliance.org

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