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Alliance to Improve Medicare Will Continue Ad Campaign Next Week To Urge Final Passage of Reform Legislation

WASHINGTON – The Alliance to Improve Medicare (AIM) – a coalition of seniors' organizations, health care providers and employer groups – announced today that it would continue its television and radio advertising campaign to urge Congress to finish its work on Medicare reform legislation.

The intensive seven-figure ad campaign has been on the airwaves for over a month, featuring seniors, speaking of a prescription drug benefit, telling Congress, "Don't come home without it."

AIM Executive Director Tracey Moorhead said the coalition will support the compromise legislation forged by Senate and House negotiators and the leadership of both houses.

"We agree with Senator John Breaux (D-LA) that this is a workable, middle-of-the-road solution," Ms. Moorhead said. "Most importantly, it fulfills the promise that was made to seniors years ago to provide coverage for lifesaving and life-enhancing prescription medicines."

The compromise legislation, she said, warrants bipartisan support for final passage.

"Yes, everyone can pick out aspects of this agreement that they don't like," Ms. Moorhead said, "but the most compelling reason to vote for this legislation is that it achieves fundamental, essential goals. It creates a prescription drug benefit. It enables seniors to stay, if they wish, in traditional, fee-for-service Medicare, while also taking the initial steps toward giving beneficiaries a greater power of consumer choice. There is still much more that can be done to make Medicare a better, stronger program for the 21st century, but we can't move in the right direction until we take this first, critical step."

She said President Bush's leadership has been critical in bringing Medicare reform this close to the finish line.

"Had the President not made Medicare reform one of his highest domestic priorities, or so visibly pushed Congress to get the job done, we may not be right on the verge of this historic achievement," she said.

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*For further comment on the AIM advertising campaign this weekend,
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