House Majority Forward: August 2019
Mailer Test
Key Findings

House Majority Forward and Civis Analytics tested 100 pieces of mail creative across 10 districts with swing-district legislators who took risks on progressive health care and ethics votes. Each district had 5 different candidate-specific mailers under distinct theme (pre-existing conditions, prescription drugs, ethics, accomplishments, and healthcare), and each of these 5 lanes had a “testimonial” variation and a “standard” variation.

We find:

● Pre-existing conditions was the lane that did the most to move favorability and vote choice toward those swing-state legislators
● The “testimonial” versions of the ads were slightly more effective at moving candidate traits
● Across all 10 pieces of mail, the pre-existing lane in the standard execution was the single most effective creative at moving favorability. Pre-existing testimonial, healthcare testimonial, and prescription drugs standard all finished strong in the 10-lane split
● No single piece of creative stood out as having serious backlash risk

The test included 2,427 respondents across 10 districts (CA-25, CA-39, CA-45, CA-48, GA-06, IL-14, NJ-07, NY-19, TX-07, NM-02), with equal shares of respondents per district.
Pre-existing conditions was the lane that did the most to move perceptions that the incumbent cares about constituents.
Healthcare and pre-existing conditions did the most to increase perceptions incumbents are in touch with the needs of their district.
None of the messaging lanes had a meaningful impact on whether respondents perceived their incumbent representative as being part of the problem in DC.
Pre-existing conditions did the most to increase overall incumbent favorability, but all message moved it in a positive direction.
Testimonial vs. Standard
Key Findings

Both variations on the creative moved perceptions that incumbents care about their constituents in a statistically significant way, with no major differences between variations.

Shaded areas represent 80% credible interval.
Both variations on the creative moved perceptions that incumbents are in touch with the needs of their districts in a statistically significant way by about the same amount.
Key Findings

We didn’t see statistically significant movement on this outcome from either variation.
Both variations on the creative had equal effects on overall House incumbent favorability.
10-Way Split
Key Findings

OVERALL

HOUSE REP CARES

- PRE EXISTING STANDARD: +12%
- PRE EXISTING TESTIMONIAL: +8%
- HEALTHCARE STANDARD: +8%
- HEALTHCARE TESTIMONIAL: +5%
- PRESCRIPTION DRUGS TESTIMONIAL: +5%
- PRESCRIPTION DRUGS STANDARD: +5%
- ACCOMPLISHMENTS TESTIMONIAL: +3%
- ETHICS TESTIMONIAL: +3%
- ETHICS STANDARD: +1%
- ACCOMPLISHMENTS STANDARD: -1%

Shaded areas represent 80% credible interval.
Key Findings

OVERALL

HOUSE REP IN TOUCH

PRE EXISTING STANDARD +9%
HEALTHCARE STANDARD +9%
HEALTHCARE TESTIMONIAL +6%
PREScription DRUGS TESTIMONIAL +5%
PREScription DRUGS STANDARD +5%
ACCOMPLISHMENTS TESTIMONIAL +1%
PRE EXISTING TESTIMONIAL +1%
ETHICS TESTIMONIAL -1%
ACCOMPLISHMENTS STANDARD -1%
ETHICS STANDARD -5%

Shaded areas represent 80% credible interval.
Key Findings

![Graph showing overall and individual findings](graph.png)

Shaded areas represent 80% credible interval.
Key Findings

OVERALL

HOUSE REP FAV

- PRE EXISTING STANDARD: +9%
- PRESCRIPTION DRUGS STANDARD: +5%
- PRESCRIPTION DRUGS TESTIMONIAL: +5%
- PRE EXISTING TESTIMONIAL: +4%
- HEALTHCARE TESTIMONIAL: +4%
- ACCOMPLISHMENTS STANDARD: +3%
- ETHICS TESTIMONIAL: +2%
- ACCOMPLISHMENTS TESTIMONIAL: +2%
- ETHICS STANDARD: +2%
- HEALTHCARE STANDARD: +2%

Shaded areas represent 80% credible interval.
Subgroups
Treatment Effects by Subgroup

**GENDER**

**HOUSE REP CARES**

**FEMALE**
- PRESCRIPTION_DRUGS: +7%
- PRE-EXISTING_CONDITIONS: +12%
- HEALTHCARE: +8%
- ETHICS: +3%
- ACCOMPLISHMENTS: +2%

**MALE**
- PRESCRIPTION_DRUGS: +6%
- PRE-EXISTING_CONDITIONS: +13%
- HEALTHCARE: +8%
- ETHICS: +3%
- ACCOMPLISHMENTS: +3%
Treatment Effects by Subgroup

VOTE CHOICE 16
HOUSE REP CARES

<table>
<thead>
<tr>
<th>Category</th>
<th>Clinton</th>
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</tr>
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<tr>
<td>Prescription Drugs</td>
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<td>Accomplishments</td>
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<table>
<thead>
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<td>Accomplishments</td>
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Treatment Effects by Subgroup

**PARTY ID**
**HOUSE REP CARES**

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<tr>
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<tr>
<td>ACCOMPLISHMENTS</td>
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**REPUBLICAN**

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<td>ETHICS</td>
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<tr>
<td>ACCOMPLISHMENTS</td>
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</table>
Treatment Effects by Subgroup

RACE EDUCATION
HOUSE REP CARES

COLLEGE WHITE

- PRESCRIPTION_DRUGS: +6%
- PRE-EXISTING_CONDITIONS: +11%
- HEALTHCARE: +8%
- ETHICS: +3%
- ACCOMPLISHMENTS: +2%

NON-COLLEGE WHITE

- PRESCRIPTION_DRUGS: +7%
- PRE-EXISTING_CONDITIONS: +14%
- HEALTHCARE: +10%
- ETHICS: +4%
- ACCOMPLISHMENTS: +2%

PEOPLE OF COLOR

- PRESCRIPTION_DRUGS: +6%
- PRE-EXISTING_CONDITIONS: +12%
- HEALTHCARE: +7%
- ETHICS: +2%
- ACCOMPLISHMENTS: +3%
Treatment Effects by Subgroup

HOUSE 2018 VOTE
HOUSE REP CARES

- PRESCRIPTION_DRUGS: +10%
- PRE-EXISTING_CONDITIONS: +19%
- HEALTHCARE: +12%
- ETHICS: +4%
- ACCOMPLISHMENTS: +3%

VOTED DEMOCRAT
- +4%
- +7%
- +4%
- +2%
- +1%

VOTED REPUBLICAN
- PRESCRIPTION_DRUGS: +8%
- PRE-EXISTING_CONDITIONS: +15%
- HEALTHCARE: +12%
- ETHICS: +5%
- ACCOMPLISHMENTS: +3%
Treatment Effects by Subgroup

**GENDER**
HOUSE REP IN TOUCH

<table>
<thead>
<tr>
<th>Category</th>
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<td>ACCOMPLISHMENTS</td>
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Proprietary and Confidential. Powered by Civis Creative Focus
Treatment Effects by Subgroup

AGE BUCKET
HOUSE REP IN TOUCH

<table>
<thead>
<tr>
<th>AGE BUCKET</th>
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<th>35-49</th>
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<tbody>
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<tr>
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Treatment Effects by Subgroup

VOTE CHOICE 16
HOUSE REP IN TOUCH

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<th>Topic</th>
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<tr>
<td>Accomplishments</td>
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Other

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<th>Topic</th>
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<tr>
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Treatment Effects by Subgroup

**PARTY ID**
HOUSE REP IN TOUCH

<table>
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<tr>
<th>PARTY</th>
<th>PRESCRIPTION_DRUGS</th>
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<td>REPUBLICAN</td>
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<td></td>
<td></td>
<td>+0%</td>
<td>+2%</td>
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<tr>
<td></td>
<td>+8%</td>
<td>+6%</td>
<td>+12%</td>
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</tbody>
</table>
Treatment Effects by Subgroup

**Race Education**

**College White**
- Prescription_Drugs: +8%
- Pre-Existing_Conditions: +7%
- Healthcare: +9%
- Ethics: -1%
- Accomplishments: +1%

**Non-College White**
- Prescription_Drugs: +8%
- Pre-Existing_Conditions: +10%
- Healthcare: +13%
- Ethics: -3%
- Accomplishments: +1%

**People of Color**
- Prescription_Drugs: +5%
- Pre-Existing_Conditions: +5%
- Healthcare: +10%
- Ethics: -1%
- Accomplishments: +4%
Treatment Effects by Subgroup

**HOUSE 2018 VOTE**

**HOUSE REP IN TOUCH**

- **PRESCRIPTION_DRUGS**: +10%
- **PRE-EXISTING_CONDITIONS**: +11%
- **HEALTHCARE**: +17%
- **ETHICS**: -1%
- **ACCOMPLISHMENTS**: +4%

**VOTED REPUBLICAN**

- **PRESCRIPTION_DRUGS**: +7%
- **PRE-EXISTING_CONDITIONS**: +7%
- **HEALTHCARE**: +11%
- **ETHICS**: -1%
- **ACCOMPLISHMENTS**: +2%

**VOTED DEMOCRAT**

- **PRESCRIPTION_DRUGS**: +6%
- **PRE-EXISTING_CONDITIONS**: +7%
- **HEALTHCARE**: +7%
- **ETHICS**: -2%
- **ACCOMPLISHMENTS**: +1%
Treatment Effects by Subgroup

**GENDER**

HOUSE REP PROBLEM

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<td>-3%</td>
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<td>HEALTHCARE</td>
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<td>+0%</td>
</tr>
<tr>
<td>ETHICS</td>
<td>+1%</td>
<td>+0%</td>
</tr>
<tr>
<td>ACCOMPLISHMENTS</td>
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Treatment Effects by Subgroup

AGE BUCKET
HOUSE REP PROBLEM

<table>
<thead>
<tr>
<th></th>
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<th>35-49</th>
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<tr>
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<td>-2%</td>
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<tr>
<td>HEALTHCARE</td>
<td>-1%</td>
<td>-2%</td>
</tr>
<tr>
<td>ETHICS</td>
<td>+0%</td>
<td>+0%</td>
</tr>
<tr>
<td>ACCOMPLISHMENTS</td>
<td>+1%</td>
<td>+2%</td>
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</tr>
<tr>
<td>ACCOMPLISHMENTS</td>
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<td>+0%</td>
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</tbody>
</table>
Treatment Effects by Subgroup

**PARTY ID**
**HOUSE REP PROBLEM**

**DEMOCRAT**
- **PRESCRIPTION_DRUGS**: +0%
- **PRE-EXISTING_CONDITIONS**: -2%
- **HEALTHCARE**: -1%
- **ETHICS**: +0%
- **ACCOMPLISHMENTS**: +0%

**INDEPENDENT**
- **PRESCRIPTION_DRUGS**: +0%
- **PRE-EXISTING_CONDITIONS**: -5%
- **HEALTHCARE**: -1%
- **ETHICS**: +0%
- **ACCOMPLISHMENTS**: +1%

**REPUBLICAN**
- **PRESCRIPTION_DRUGS**: -1%
- **PRE-EXISTING_CONDITIONS**: -2%
- **HEALTHCARE**: -1%
- **ETHICS**: +0%
- **ACCOMPLISHMENTS**: +0%
Treatment Effects by Subgroup

RACE EDUCATION
HOUSE REP PROBLEM

<table>
<thead>
<tr>
<th>Category</th>
<th>College White</th>
<th>People of Color</th>
</tr>
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<tbody>
<tr>
<td>Prescription Drugs</td>
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<tr>
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</tr>
<tr>
<td>Healthcare</td>
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<td>Ethics</td>
<td>+0%</td>
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<tr>
<td>Accomplishments</td>
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<table>
<thead>
<tr>
<th>Category</th>
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<tr>
<td>Ethics</td>
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</tr>
<tr>
<td>Accomplishments</td>
<td>+0%</td>
</tr>
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</table>
Treatment Effects by Subgroup

**HOUSE 2018 VOTE**

- **HOUSE REP PROBLEM**
  - **PRESCRIPTION_DRUGS**: +0%
  - **PRE-EXISTING_CONDITIONS**: -4%
  - **HEALTHCARE**: -2%
  - **ETHICS**: -1%
  - **ACCOMPLISHMENTS**: +1%

- **VOTED DEMOCRAT**
  - **PRESCRIPTION_DRUGS**: +0%
  - **PRE-EXISTING_CONDITIONS**: -2%
  - **HEALTHCARE**: -1%
  - **ETHICS**: +0%
  - **ACCOMPLISHMENTS**: +0%

- **VOTED REPUBLICAN**
  - **PRESCRIPTION_DRUGS**: -1%
  - **PRE-EXISTING_CONDITIONS**: -2%
  - **HEALTHCARE**: -1%
  - **ETHICS**: +0%
  - **ACCOMPLISHMENTS**: +0%
Treatment Effects by Subgroup

**GENDER**

**HOUSE REP FAV**

<table>
<thead>
<tr>
<th>Category</th>
<th>Female</th>
<th>Male</th>
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<tbody>
<tr>
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<tr>
<td>PRE-EXISTINGCONDITIONS</td>
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<td>HEALTHCARE</td>
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<td>ETHICS</td>
<td>+4%</td>
<td>+3%</td>
</tr>
<tr>
<td>ACCOMPLISHMENTS</td>
<td>+3%</td>
<td>+4%</td>
</tr>
</tbody>
</table>
Treatment Effects by Subgroup

AGE BUCKET
HOUSE REP FAV

18-34
- PRESCRIPTION_DRUGS: +6%
- PRE-EXISTING_CONDITIONS: +7%
- HEALTHCARE: +4%
- ETHICS: +4%
- ACCOMPLISHMENTS: +3%

35-49
- PRESCRIPTION_DRUGS: +7%
- PRE-EXISTING_CONDITIONS: +7%
- HEALTHCARE: +5%
- ETHICS: +3%
- ACCOMPLISHMENTS: +4%

50-64
- PRESCRIPTION_DRUGS: +6%
- PRE-EXISTING_CONDITIONS: +9%
- HEALTHCARE: +4%
- ETHICS: +3%
- ACCOMPLISHMENTS: +2%

65+
- PRESCRIPTION_DRUGS: +7%
- PRE-EXISTING_CONDITIONS: +8%
- HEALTHCARE: +3%
- ETHICS: +4%
- ACCOMPLISHMENTS: +5%
Treatment Effects by Subgroup

VOTE CHOICE 16
HOUSE REP FAV

<table>
<thead>
<tr>
<th>Subgroup</th>
<th>Clinton Effect</th>
<th>Did Not Vote Effect</th>
</tr>
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<tbody>
<tr>
<td>Prescription Drugs</td>
<td>+4%</td>
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<tr>
<td>Pre-existing Conditions</td>
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<td>Healthcare</td>
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<td>Ethics</td>
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<td>Accomplishments</td>
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</table>

<table>
<thead>
<tr>
<th>Subgroup</th>
<th>Other Effect</th>
<th>Trump Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prescription Drugs</td>
<td>+9%</td>
<td>+8%</td>
</tr>
<tr>
<td>Pre-existing Conditions</td>
<td>+9%</td>
<td>+10%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>+4%</td>
<td>+5%</td>
</tr>
<tr>
<td>Ethics</td>
<td>+5%</td>
<td>+4%</td>
</tr>
<tr>
<td>Accomplishments</td>
<td>+5%</td>
<td>+4%</td>
</tr>
</tbody>
</table>

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Treatment Effects by Subgroup

**PARTY ID**

**HOUSE REP FAV**

- **DEMOCRAT**
  - PRESCRIPTION_DRUGS: +4%
  - PRE-EXISTING_CONDITIONS: +5%
  - HEALTHCARE: +2%
  - ETHICS: +2%
  - ACCOMPLISHMENTS: +3%

- **INDEPENDENT**
  - PRESCRIPTION_DRUGS: +9%
  - PRE-EXISTING_CONDITIONS: +12%
  - HEALTHCARE: +5%
  - ETHICS: +5%
  - ACCOMPLISHMENTS: +4%

- **REPUBLICAN**
  - PRESCRIPTION_DRUGS: +8%
  - PRE-EXISTING_CONDITIONS: +10%
  - HEALTHCARE: +5%
  - ETHICS: +5%
  - ACCOMPLISHMENTS: +4%
Treatment Effects by Subgroup

RACE EDUCATION
HOUSE REP FAV

COLLEGE WHITE

| Category               | Effect | People of Color
|------------------------|--------|-----------------
| PRESCRIPTION_DRUGS     | +7%    | +6%             
| PRE-EXISTING_CONDITIONS| +8%    | +7%             
| HEALTHCARE             | +4%    | +3%             
| ETHICS                 | +3%    | +3%             
| ACCOMPLISHMENTS        | +3%    | +3%             

NON-COLLEGE WHITE

| Category               | Effect | People of Color
|------------------------|--------|-----------------
| PRESCRIPTION_DRUGS     | +7%    | +6%             
| PRE-EXISTING_CONDITIONS| +9%    | +7%             
| HEALTHCARE             | +5%    | +3%             
| ETHICS                 | +4%    | +3%             
| ACCOMPLISHMENTS        | +4%    | +3%             

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Treatment Effects by Subgroup

HOUSE 2018 VOTE
HOUSE REP FAV

- PRESRIPTION_DRUGS: +10%
- PRE-EXISTINGCONDITIONS: +10%
- HEALTHCARE: +6%
- ETHICS: +5%
- ACCOMPLISHMENTS: +5%

VOTED DEMOCRAT

- VOTED REPUBLICAN

- PRESRIPTION_DRUGS: +8%
- PRE-EXISTINGCONDITIONS: +10%
- HEALTHCARE: +5%
- ETHICS: +4%
- ACCOMPLISHMENTS: +4%
Methodology

No matter where you are in life,

Our Representative Katie Porter:
Working to lower our health care costs.

Representative Katie Porter is working every day so hardworking families can afford health care.

That's why Representative Katie Porter is fighting to:

- Ensure no one can ever be denied care because of a pre-existing condition. (H.R. 986, Vote #196, 5/9/19; CNN, 5/9/19)
- Reduce prescription drug costs by helping make cheaper generic drugs more available. (H.R. 987, Vote #214, 5/16/19; New York Times, 5/16/19)
- Provide substance use disorder treatment to combat the opioid epidemic. (SCVTV, 7/11/19)

Congresswoman Katie Porter is fighting for quality health care you can afford.

Call Katie Porter at (202) 225-5611. Thank her for working to lower health care costs and protecting our coverage.
Methodology

What questions were asked?

Pre-Screen
Post-Message

Rep. Lauren Underwood fought back.

Big health insurance companies deny coverage for Illinoisans with pre-existing conditions, like Dan.

Example Creative

As a young child, Rep. Lauren Underwood was diagnosed with a heart condition. Since then, she has dedicated her life as a registered nurse, public health advisor, educator, and now legislator, to help others access quality, affordable health care.

That’s why she co-sponsored the Protecting Pre-Existing Conditions & Making Health Care More Affordable Act, which would:

- Expand affordability of insurance plans and lower health insurance premiums.
- Stop big insurance companies from denying Americans with pre-existing conditions access to health insurance.
- Prevent big insurance companies from selling “junk” health insurance plans, including those that do not cover essential medical treatments.

Call Lauren Underwood at (202) 225-2976. Thank her for voting to make sure every Illinoisan with a pre-existing condition can keep their health insurance coverage.