



COST & COVERAGE
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THE BRIEFING ROOM:

Responding to Medicaid Work Requirements & Waste, Fraud, and Abuse

WEBINAR

April 2, 2025

Please drop your name and organization into the chat.

The Moment We Are In



- **Congress is pursuing at least \$880 billion in cuts to Medicaid.** Likely to include work requirements and FMAP cuts. We still expect this to evolve.
- **These cuts would have a devastating impact on millions of people** – terminating healthcare for seniors, children, veterans, and people with disabilities and decimating the budgets of state Medicaid programs around the country.
- **The win: stopping cuts.**

The Research



NEW

Waste, Fraud, Abuse Survey

National, 800 Likely Voters

Mar. 24-27, 2025

Work Requirements Survey

National, 800 Likely Voters

Mar. 4-5, 2025

BUILDING ON

Block Grant Digital RCT Test

15,185 Likely Republican Voters

Dec. 9-12, 2024

QualBoards (online discussions)

36 Republican Voters

Dec. 17-18, 2024

Focus Groups

28 Trump Voters

- 2 groups with voters 40+
- 1 group with voters under 40
- 1 group with young men of color

Jan. 15-16, 2025

Methodology

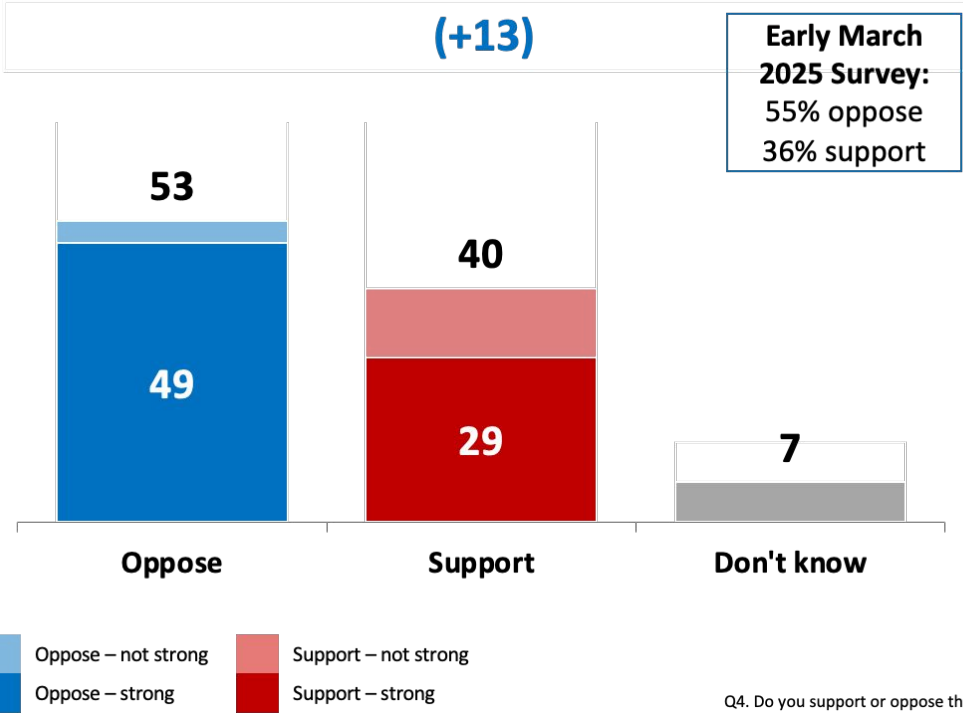
- Lake Research Partners designed and administered these surveys that were conducted by phone and text-to-online. Each survey reached a total of 800 likely 2026 voters nationwide. The first survey was conducted from March 4-5, 2025 and the second survey was conducted from March 24-27, 2025.
- The data sets were weighted slightly by age, gender, region, age, race and ethnicity, partisanship, and 2024 presidential vote to reflect the demographic composition of likely voters nationwide.
- The margin of error for the total sample for each survey is +/- 3.5 percentage points.



Medicaid Cuts

In both surveys, we found majority opposition for cutting \$880 billion from Medicaid. Opposition tends to be higher among women than men, especially younger and college-educated women, voters of color, and Democrats. Independents also oppose cuts.

Initial \$880 Billion Medicaid Cuts – Late March 2025

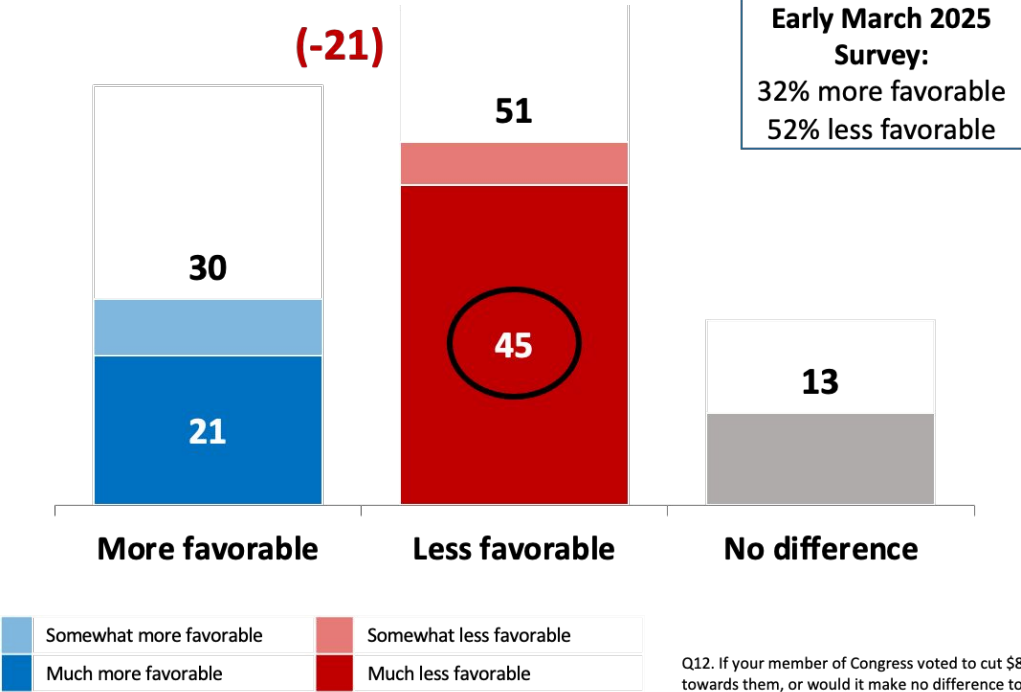


	Oppose	Support
Men	42	48
Women	62	33
Men <50	39	48
Women <50	74	23
Men 50+	44	48
Women 50+	54	39
Northeast	52	39
Midwest	57	36
South	50	42
West	53	40
Non-college men	36	54
Non-college women	55	38
College men	52	39
College women	70	26
White	50	42
Black	74	18
Latino/a	63	34
Democrat	94	4
Independent/DK	54	37
Republican	12	77

Q4. Do you support or oppose the budget plan recently passed in Congress that would cut \$880 billion from Medicaid?

Cutting Medicaid is widely unpopular and has a political impact. In both surveys, a majority of voters say they would be less favorable toward their member of Congress if they voted to cut \$880 billion from Medicaid.

Member of Congress Favorability if Cut Medicaid



	More Favorable	Less Favorable
Men	35	42
Women	25	59
Men <50	42	41
Women <50	18	74
Men 50+	29	43
Women 50+	29	50
Northeast	22	54
Midwest	27	56
South	35	46
West	28	53
Non-college men	37	35
Non-college women	28	49
College men	33	52
College women	20	72
White	32	49
Black	11	69
Latino/a	28	60
Democrat	4	90
Independent/DK	28	51
Republican	57	13

Q12. If your member of Congress voted to cut \$880 billion from Medicaid, would that make you feel more or less favorable towards them, or would it make no difference to you?



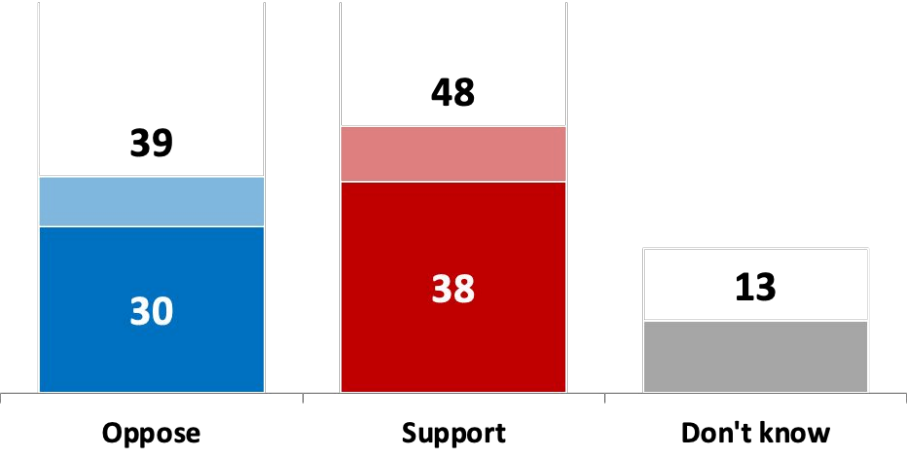
Views on Work Requirements



Voters are divided when it comes to work requirements, with a 48% plurality who support adding work requirements to people who get their health insurance from Medicaid.

Initial Medicaid Work Requirements

(-9)



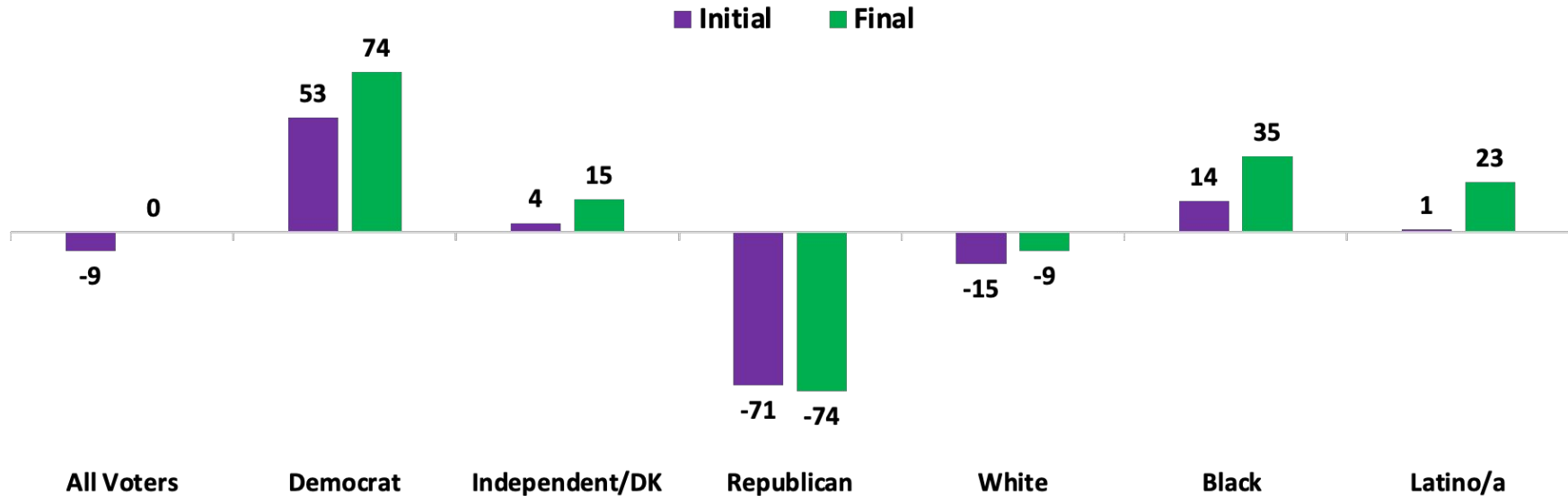
Oppose – not strong
Oppose – strong
Support – not strong
Support – strong

	Oppose	Support
Men	34	55
Women	43	42
Men <50	38	53
Women <50	47	34
Men 50+	32	57
Women 50+	41	49
Northeast	36	44
Midwest	42	47
South	38	51
West	42	48
Non-college men	33	54
Non-college women	40	47
College+ men	35	57
College+ women	52	31
White	37	52
Black	50	36
Latino/a	38	37
Democrat	70	17
Independent/DK	44	40
Republican	9	80

Q7. Now for a slightly different question. Do you support or oppose Congress adding new work requirements for people who get their health insurance from Medicaid?

With messaging, we move voters to a tie on work requirements and increase margins among Democrats, independents, Black, and Latino/a voters.

Work Requirements Margin Change (Oppose-Support)

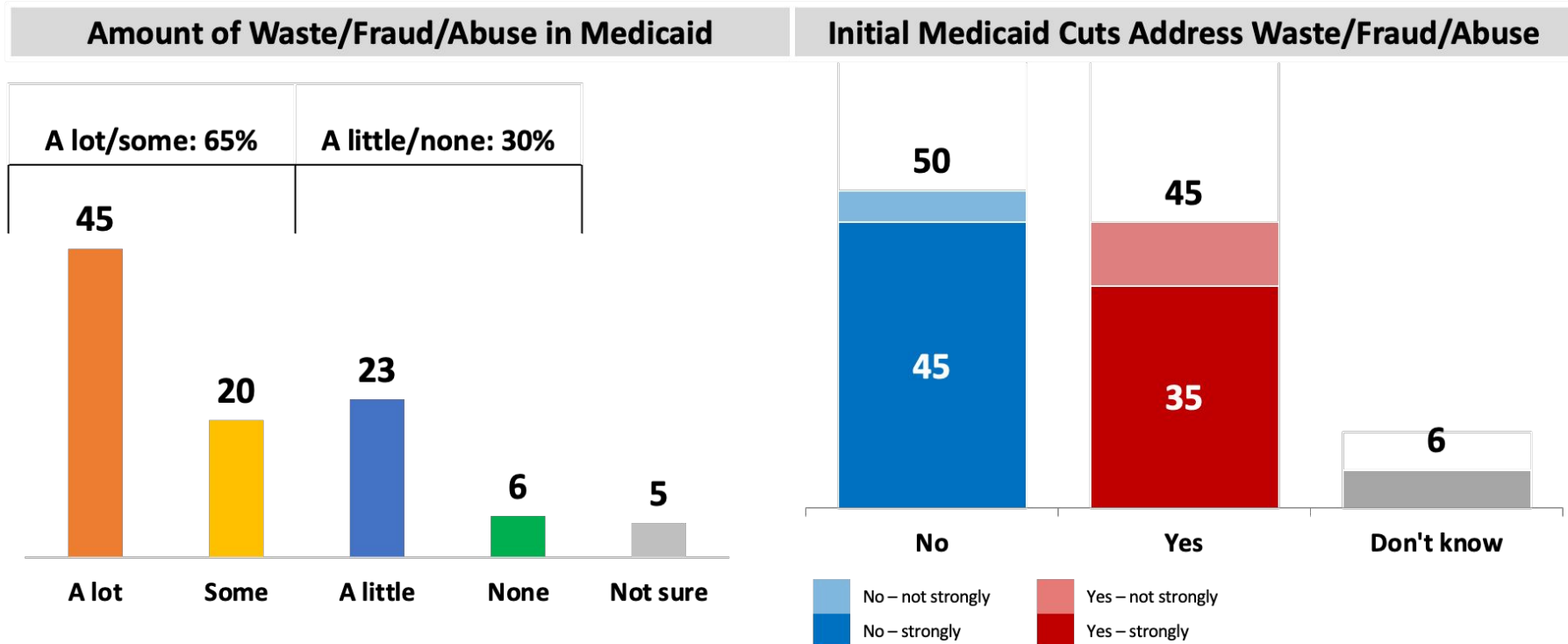


Q7/10. Do you support or oppose Congress adding new work requirements for people who get their health insurance through Medicaid?



Views on Waste, Fraud, and Abuse

Voters are sensitive to waste, fraud, and abuse. But while two-thirds of voters do think there is a lot or some waste, fraud, and abuse in Medicaid, half do NOT think cutting \$880 billion would address that waste, fraud, and abuse.

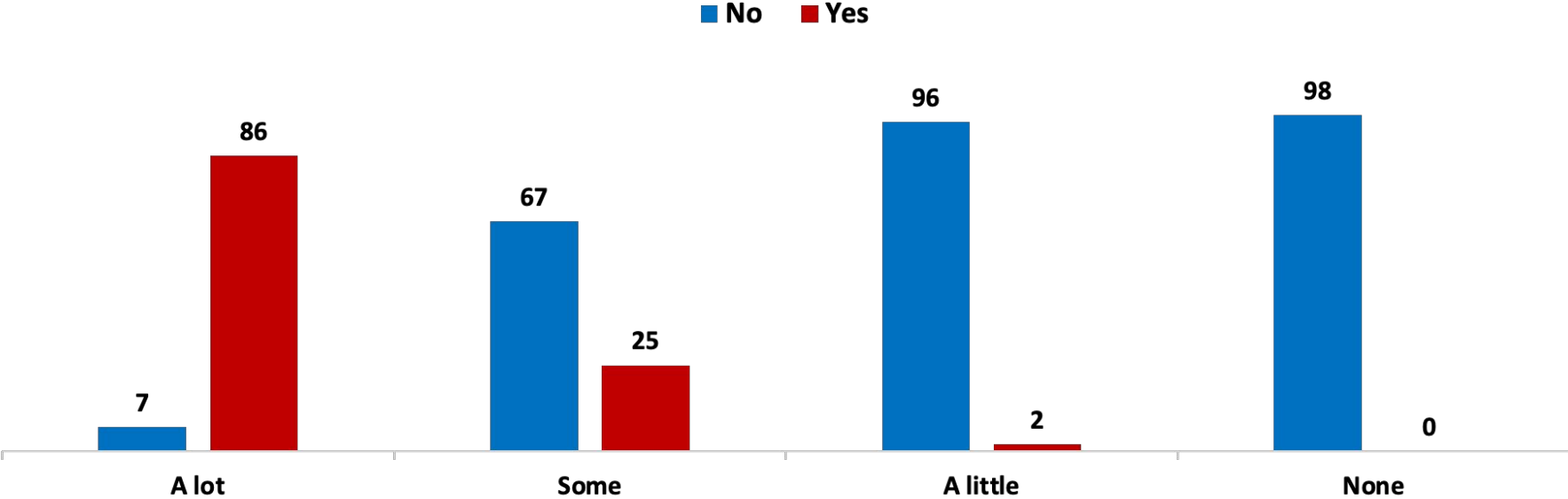


Q5. How much waste, fraud, and abuse do you believe there is in Medicaid?

Q6. Do you think cutting \$880 billion from Medicaid will address waste, fraud, and abuse in the program?

The belief that cutting Medicaid would address waste, fraud, and abuse is driven by voters who think there is *a lot* of waste, fraud, and abuse in Medicaid.

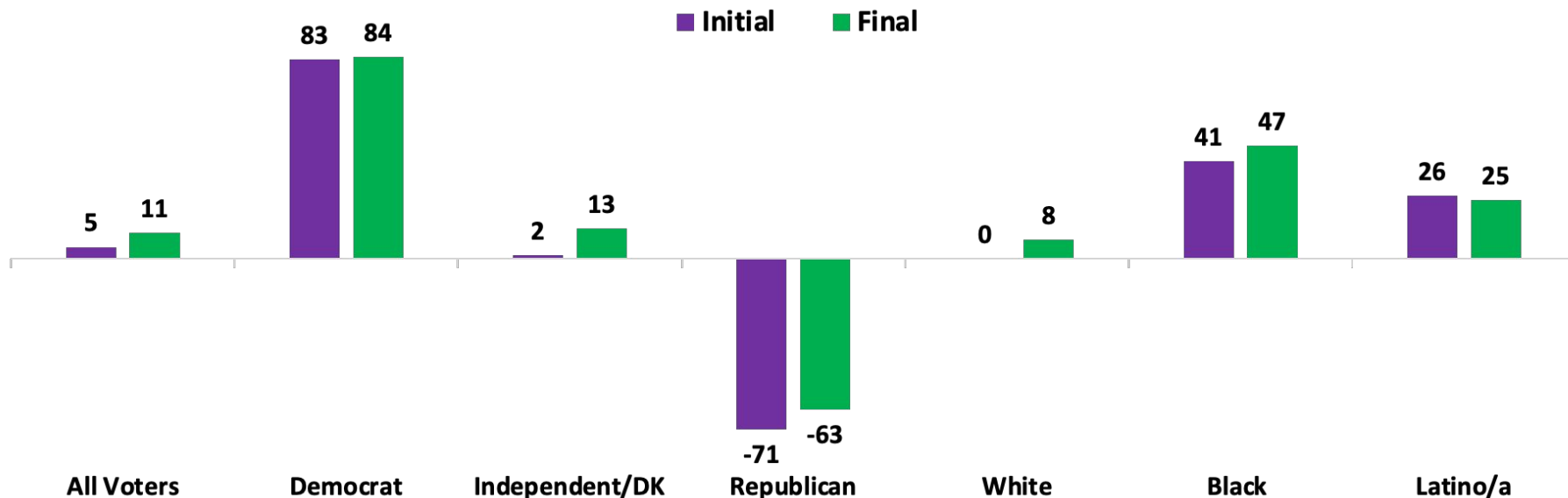
Initial Medicaid Cuts Address Waste/Fraud/Abuse by Amount of Waste/Fraud/Abuse in Medicaid



Q6. Do you think cutting \$880 billion from Medicaid will address waste, fraud, and abuse in the program?
Q5. How much waste, fraud, and abuse do you believe there is in Medicaid?

Messaging moves voters slightly towards thinking that cuts will not address waste, fraud, and abuse, especially independents.

Medicaid Cuts Address Waste/Fraud/Abuse Margin Change (No-Yes)



Q7/10. Do you support or oppose Congress adding new work requirements for people who get their health insurance through Medicaid?

Message Takeaways



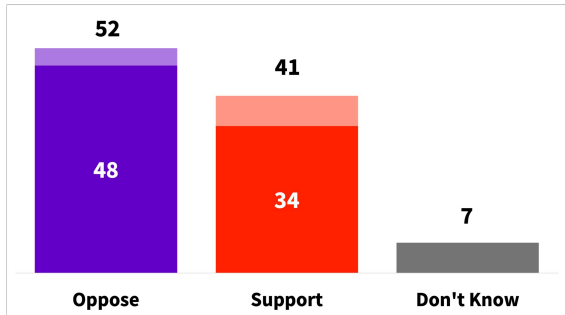
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This is a fight we can win



Do you support or oppose the budget plan recently passed in Congress that would cut \$880 billion from Medicaid?

Informed \$880B Medicaid Cuts



Darker colors indicate strong intensity

Strongest Message against Medicaid Cuts

Some in Congress are **rushing to terminate healthcare for millions**, including **people fighting cancer, seniors in nursing homes, veterans, children, and people with disabilities**. And rural hospitals will be forced to close. Politicians are pushing massive cuts to Medicaid to pay for new tax breaks that only benefit the wealthy and big corporations. These cuts will **terminate healthcare** for people who can least afford it—and **do nothing to crack down on the corporate greed that's driving up our costs**.

Work Requirements

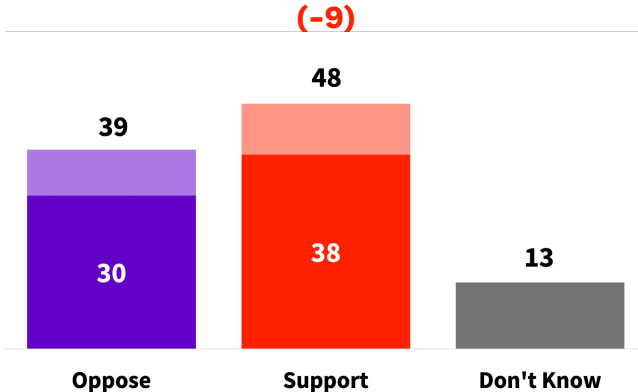


Work Requirements: Neutralizing Support



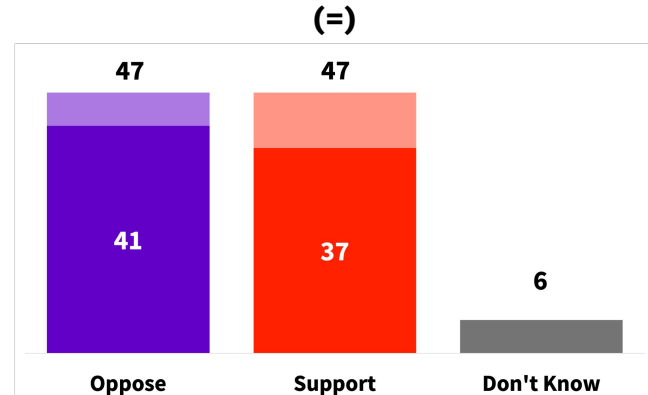
Where we start

Support begins at 48-39 for work requirements. Opposition's message is convincing at 59-39



Pushing back

Our messages get us to net even on support for work requirements at 47-47



Work Requirements: Key Takeaways



Focus on the consequences

Work requirements will **terminate healthcare for millions**—and won't lower costs.

Be specific about who will be hurt

Namely, **people fighting cancer and other serious chronic diseases**, gig workers and freelancers, and caregivers.

Take back the frame of common sense

Work requirements are **the opposite of common sense**.

Include corporate greed for motivating cuts

Don't single out billionaire tax cuts without also pointing to wealthy corporations.

Work Requirements: Effective Messages



1. Making people sick is not common sense.

This so-called work requirement is the **opposite of common sense**—it will actually make it **harder for people to get and stay healthy enough to work**. In order to work, you have to be healthy enough to show up. Punishing people **fighting cancer** and other serious chronic diseases, gig workers and **freelancers, caregivers, and people who get laid off**—by terminating their healthcare—will only make them **sicker and less able to work. That's not common sense.**

2. Corporate Greed + High Costs

Work requirements for **people who get health insurance through Medicaid** won't do anything to address the **corporate greed that is making healthcare so expensive**. Politicians just want an excuse to **terminate people's healthcare** so they can fund new **tax breaks for billionaires and wealthy corporations**—and does nothing to stop the **corporate greed and price gouging** that is making healthcare so unaffordable for everyone.

Waste, Fraud, & Abuse

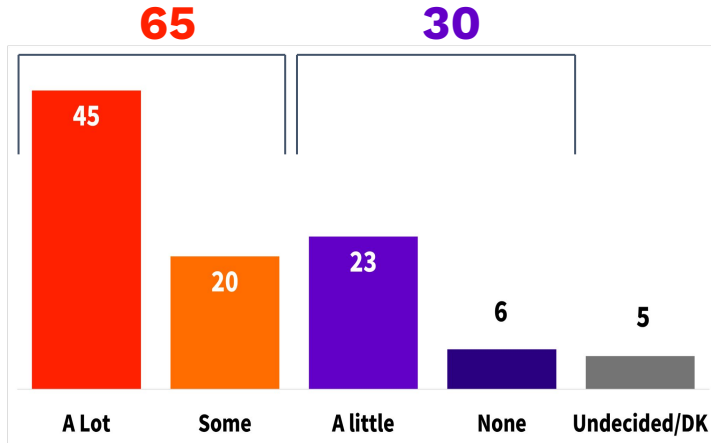


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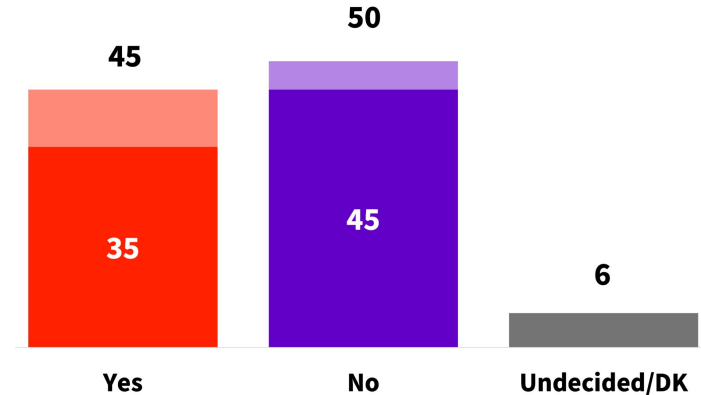
Baseline: Waste, Fraud, & Abuse in Medicaid



How much waste, fraud, and abuse do you believe there is in Medicaid?



Do you think cutting \$880 billion from Medicaid will address waste, fraud, and abuse in the program?



Darker colors indicate strong intensity

Waste Fraud, & Abuse: Key Takeaways



Lawmakers are going too far, too fast

Keep the focus on how **reckless** these cuts are. They go **too far, too fast**—and there will be consequences.

Focus on what these cuts will do...

Namely that they **terminate healthcare for millions of people.**

...and what these cuts don't do....

Cutting \$880 billion from Medicaid **does nothing to address** waste, fraud, and abuse.

We don't have to accept their WFA frame

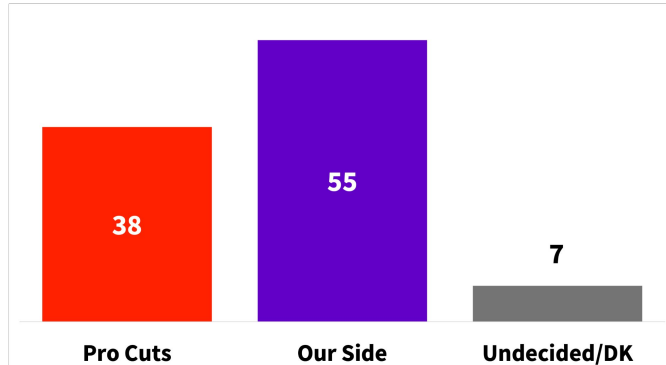
Acknowledging WFA doesn't get us anywhere. Keep the focus on what the cuts do and don't do.

Our Core Medicaid Cuts Message Works



Here are two statements about Medicaid. Which of the following is closer to your opinion?

Message Head-to-Head



Darker colors indicate strong intensity

[PRO CUTS] Some people say Medicaid and other government programs are filled with waste, fraud, and abuse. It's estimated that there's \$50 billion of fraud in Medicaid alone every year. That's 50 billion of our hard earned taxpayer dollars. We need to crack down on this and that starts with major spending cuts. Rooting out the waste, fraud, and abuse actually preserves Medicaid for the people it was designed for. These spending cuts will save taxpayer dollars and keep the program strong.

[OUR SIDE] Other people say cutting \$880 billion from Medicaid goes way **too far, too fast**. These reckless cuts will **terminate healthcare** for more than 15 million people. People fighting cancer would lose access to life-saving treatments. Seniors in nursing homes and their families would be left to shoulder the costs. Veterans, children, and people with disabilities would lose the care they need. Rural hospitals would be forced to close. And these cuts **do nothing to crack down on corporate greed and price gouging** that's making our healthcare costs skyrocket.

Waste, Fraud, & Abuse: Effective Messages



1. Medicaid cuts terminate healthcare and go too far, too fast.

Cutting \$880 billion from Medicaid **goes way too far, too fast**. These reckless cuts will **terminate healthcare for more than 15 million people**. People fighting cancer would lose access to life-saving treatments. Seniors in nursing homes and their families would be left to shoulder the costs. Veterans, children, and people with disabilities would lose the care they need. Rural hospitals would be forced to close. **And these cuts do nothing to crack down on corporate greed and price gouging** that's making our healthcare costs skyrocket.

2. Cuts do nothing to address waste, fraud, and abuse.

Cutting \$880 billion from Medicaid **does nothing to address waste, fraud, and abuse**. Instead, it **terminates healthcare for millions** of seniors in nursing homes, veterans, children, and people with disabilities. **Instead of investing in state fraud control units and prosecutors who will actually stop corporate abuse**, some in Congress want to simply take away healthcare and use the money to pay for new tax breaks for billionaires and wealthy corporations.

3. This will increase costs for all of us.

We're all struggling with the cost of healthcare, but **instead of working to lower our costs, some in Congress are rushing too far, and too fast**, to cut Medicaid by \$880 billion. They want to terminate affordable care for millions of people, while giving free rein to their corporate donors in the healthcare industry to keep price gouging us. **Their plan will terminate healthcare for those who can least afford it—and increase healthcare costs for all of us—while doing nothing to address waste, fraud, and abuse.**

Overall Takeaways



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Keys to Message Success



Keep it simple & big picture

This is about **terminating healthcare**, not a budget and spending fight

Focus on people

This is about **people getting hurt**, not about dollars and cents

Connect to public anger

Avoid defending the status quo—**focus on wealthy corporations**, AND high costs

We CAN and MUST respond on work requirements & WFA

We don't need to shy away from these topics—but we should use it as an opportunity to **shift to offense**

Takeaways Cheat Sheet



Too far, too fast:

- Leaders in Congress are going **too far, too fast. Recklessly** cutting \$880 billion from Medicaid will terminate healthcare for more than 15 million people.

Who gets hurt:

- You can't cut \$880 billion from Medicaid without terminating healthcare for 15 million people, including people fighting cancer, seniors in nursing homes, children, veterans, and people with disabilities.

Corporate greed & costs:

- Cutting \$880 billion from Medicaid does nothing to crack down on corporate greed and price gouging that's making healthcare so expensive.

Takeaways Cheat Sheet



Work Requirements

- **Making people sicker is the opposite of common sense.**
- **Work requirements punish people** [fighting cancer and other serious chronic diseases, gig workers and freelancers, caregivers, and people who get laid off] **by taking away their access to medications and healthcare.**

Waste, Fraud, & Abuse

- Cutting \$880 billion from Medicaid **does nothing to address waste, fraud, and abuse.** Instead, it **terminates healthcare for millions.**
- **Instead of working to lower our costs,** some in Congress are rushing too far, and too fast, to cut Medicaid by \$880 billion.
- Their plan will terminate healthcare for those who can least afford it and increase healthcare costs for all of us—**while doing nothing to address waste, fraud, and abuse.**

Shift to Offense: Cuts



If they say:

“We have to strengthen Medicaid for the people it was designed for by cutting excessive spending.”



“Medicaid is the fastest growing federal program. The costs are spiraling and we have to get spending under control before it bankrupts us.”



We say:

It defies common sense to think people who need care won't be left behind. You can't **rush to cut \$880 billion** without **terminating healthcare for millions of people**. Seniors in nursing homes, veterans, children, and people with disabilities would have the healthcare they need **terminated** as a result.

Healthcare costs in this country continue to skyrocket. But instead of focusing on lowering costs, some in Congress are putting the profits of their donors ahead of patients, **terminating healthcare for millions in the process**. We need to focus on bringing down healthcare costs—not terminating people's care.

Shift to Offense: Work Requirements



If they say:

“It’s common sense, if you receive Medicaid benefits you should have to prove you’re working. Work is good for you. You find dignity in work.”



We say:

It’s the opposite of common sense. It will actually make it harder for people to get and stay healthy enough to work. **In order to work, you have to be healthy enough to show up.** Punishing people fighting cancer and other serious chronic diseases, gig workers and freelancers, caregivers, and people who get laid off by terminating their healthcare will only make them sicker and less able to work.

Shift to Offense: Waste, Fraud, and Abuse



If they say:

“Medicaid is filled with waste, fraud, and abuse. It’s estimated that there’s \$50 billion of fraud every year. That’s \$50 million in taxpayer dollars. We need to crack down on this and that starts with major spending cuts.”



We say:

Cutting \$880 billion from Medicaid **does nothing to address waste, fraud, and abuse.** Instead, it terminates healthcare for millions of seniors in nursing homes, veterans, children, and people with disabilities.



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Thank You!

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