



# TOOLKIT



HELPING PATIENTS  
**FIGHT BACK.**



**my** Patient  
**RIGHTS**

[www.MyPatientRights.org](http://www.MyPatientRights.org)

 @MyPatientRights  
 @MyHealthRights

## My Patient Rights Toolkit

Help patients access the care they need by raising awareness of My Patient Rights – a one-stop-shop for patients to appeal the decisions made by their health plan and state regulators so they can access the care they need. This toolkit contains sample social media, newsletter and website content as well a website badge and presentation materials to help spread the word.

Many patients either don't understand their health care treatment options or are subject to their health plan's barriers to care. My Patient Rights helps patients who experience:



**Denials to important procedures and/or specialists**



**Barriers to prescription medicines**



**Delays in accessing care**



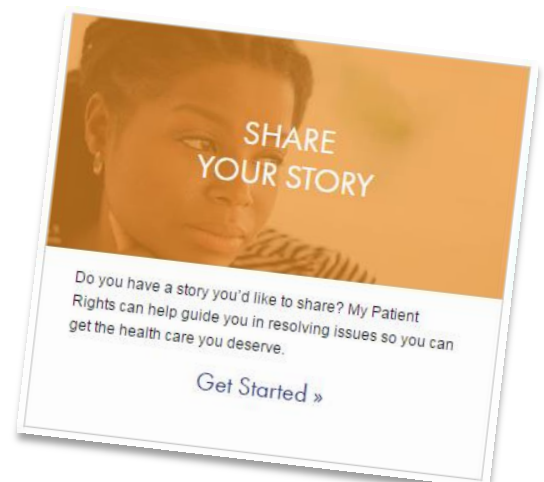
**Step therapy, prior authorization and other barriers to care**



**Surprise medical bills and other billing issues**

Patients can also share their stories through the website.

By doing so, My Patient Rights **empowers patients, amplifies voices** and helps **impact public policy** changes by educating policymakers about how health plans and others block access to care.





## Sample Partner Social Media Content

There are many social media channels your partners can use to get the word out about this helpful resource. We have provided sample posts your partners can use for Facebook and Twitter channels. This content can also be repurposed for Google +, Pinterest, Instagram and other social channels.

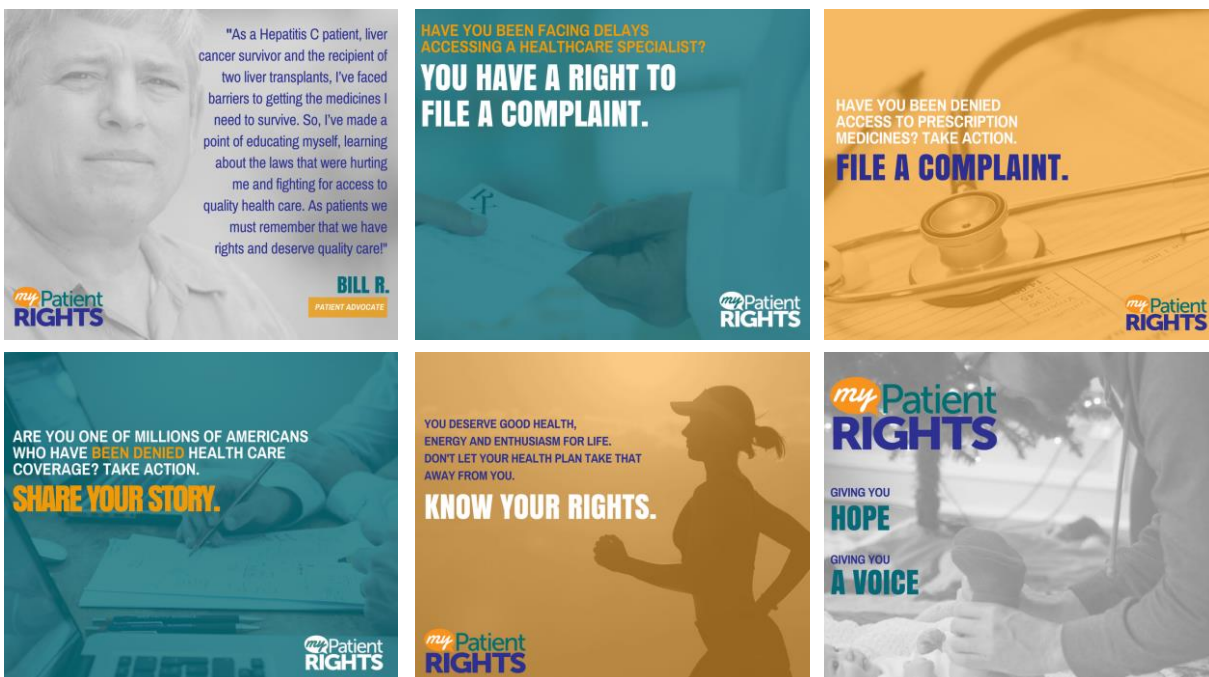
### Facebook

- Denied health care coverage? Facing delays accessing a specialist? Denied access to prescription medicines? @MyPatientRights can help!
- Your physician isn't covered by your health plan and you've been billed for the cost. What do you do? Appeal the decision by your health plan. Visit @MyPatientRights to learn more.
- Have you been denied health care coverage? Learn your rights, share your story, file a complaint! @MyPatientRights can help you navigate your health plan to ensure you get the care you need and deserve.
- Many patients are not only fighting a painful illness, they are fighting to get the health care they need. @MyPatientRights was created to make sure they don't have to fight alone. Visit [www.MyPatientRights.org](http://www.MyPatientRights.org) to learn more.

### Twitter

- #HealthAccess denied? Help is here. Learn about your #PatientRights and how you can fight back to get the care you need and deserve. Follow @MyHealthRights & visit their website for more information.
- Have you been denied #HealthCare coverage? @MyHealthRights can help you learn your #PatientRights to get the care you need.
- Facing delays seeing a specialist? Denied prescription medicines or a crucial treatment? You have #PatientRights – visit @MyHealthRights to learn more.

### Social Media Graphics



## ***Sample Partner Website Content***

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*Know Your Rights. Access the Health Care You Need.*

My Patient Rights is an online resource helping patients access the care they need and deserve. It is available to help patients who have experienced denials, delays, high-out-of-pocket costs, out-of-network charges and other barriers to quality, affordable health care from their health plans. By filing a complaint through My Patient Rights, you can help change the system for the better and keep all patients healthy.

My Patient Rights helps you:

- Learn your rights as a patient
- Stay informed about important health care news
- File a complaint with your health plan
- File a complaint with the *right* state government agency
- Share your story

Visit [My Patient Rights](#) to learn how to exercise your right and demand the quality health care coverage you need and deserve.

## ***Sample Partner Newsletter Content***

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*Not getting the health care you need? My Patient Rights can help.*

Patients across the state – particularly those needing specific specialists, medicines or treatment – are not always able to access the care they need and deserve; often, because they don't know where to begin. It's important to know there is a resource available to help patients who have experienced denials, delays, high out-of-pocket costs, out-of-network charges and other barriers to quality, affordable health care from their health plans.

Inspired by real patients frustrated with their inability to access the health care they need, [My Patient Rights](#) helps patients learn their rights, know where to go to get the answers they need and file a complaint with their health plan and state government agency.

By channeling patients' complaints through their state's regulatory agency, [My Patient Rights](#) is informing decision makers about the pattern of issues, delays, problems and denials patients face in their state's current health care system.

Help to improve patient education and increase the accessibility, affordability and quality of the health care that all patients deserve by taking one simple step: file a complaint.

Visit [My Patient Rights](#) for more information.



## My Patient Rights Website Badge

Link to My Patient Rights from your website using the code file below.



### Code for Badge

```
<a href="http://mypatientrights.org/" title="Visit the My Patient Rights website" target="_blank"></a>
```

## My Patient Rights Presentation Content

Email [info@mypatientrights.org](mailto:info@mypatientrights.org) to receive the PowerPoint presentation

