



FOR IMMEDIATE RELEASE

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JUNE 12th FORUM TO FOCUS ON NEW YORK'S HEALTH CARE PULSE

Co-sponsored by
BALCONY / AMERICAN CANCER SOCIETY / BARUCH COLLEGE / NYAAPOR

RSVP by June 10 at researchforum@balconynewyork.com or www.BalconyNewYork.com

New York, NY (May 23, 2008) – BALCONY, The Business and Labor Coalition of New York, www.balconynewyork.com, the American Cancer Society, Baruch College, and the New York American Association of Public Opinion Research (NYAAPOR) announced today that they are co-sponsoring a Forum on New York's Public Opinion Trends in the critical issue of Health Care Coverage. The forum will be held from 8:30 – 11:00 AM on Thursday, June 12, at Baruch College at 55 Lexington Avenue and East 24th Street, 14th Floor, Conference Room 14-220. Admission to the event is free. Continental breakfast will be served.

"We have taken the health care pulse of New Yorkers and it shows an overwhelming beat for reform of our Health Care system," stated BALCONY co- chair Alan Lubin, Executive Vice President of the 600,000 member New York State United Teachers (NYSUT).

"Businesses small and large are having a difficult time meeting the skyrocketing cost of health care, health insurance and drugs," stated BALCONY'S business co- chair, Bruce Ventimiglia, President of Saratoga Capital Management.

"Health care reform is the crucial domestic issue in the 2008 election both nationally and here in New York as we grapple with many reform policies. The panelists will report on the current opinions and strength of opinions of business, workers, and the public at large that state political leaders will confront as they consider action to address the myriad problems in the nation's health care system," says Robert Y. Shapiro, President of NYAAPOR and Professor of Political Science at Columbia University.

The New York Health Care Research Forum will serve as a platform where coherent public opinion research from different perspectives can be brought together and discussed in context in front of a diverse audience. We aim for a productive debate that will generate a deeper understanding of New Yorkers' concerns about health care, what they favor and what they fear the most about the current system, and also to rank the most popular of the reform proposals.



The forum will feature research studies by:

- **Elisabeth Ryden Benjamin**, MSPH, JD presents research by **Lake Research Associates** (Celinda Lake) and the 160-year old public policy institution **Community Service Society** (www.cssny.org).
- **John Arensmeyer**, President of Small Business Majority, and **Eleni Delimpaltadaki**, Director of Research for BALCONY present a new survey of New York Small Business' attitudes towards Health Care Coverage by **BALCONY / American Cancer Society / AARP / Small Business Majority** (www.balconynewyork.com, www.smallbusinesscalifornia.org, www.cancer.org).
- **JoAnn Lamphere**, DrPH, Director, State Government Relations HLTC, presents research by **AARP** (www.aarp.org/research/knowledge).
- **James Parrott**, Chief Economist, presents research by **Fiscal Policy Institute** (www.fiscalpolicy.org).

The discussion will be moderated by Robert Y. Shapiro, President of NYAAPOR and Associate Director of the Center for the Social Sciences at Columbia University. Bruce Ventimiglia and Alan Lubin, Co-Chairs of BALCONY, and Catherine Abate, President and CEO of the Community HealthCare Network will participate on the convening panel.

According to a Community Service Society / Lake Research Partners recent study, health care tops the agenda for New Yorkers. Two out of three New Yorkers (66%) personally worry about health care more than any other issue. The vast majority of New Yorkers think that the state's health care system should either be rebuilt (44%) or undergo fundamental changes (49%) as indicated in an AFL-CIO / America Works March 2008 online survey.

At the same time, BALCONY, the Business and Labor Coalition of New York, and the American Cancer Society have been working to build support for Affordable Health Care for all New Yorkers by holding public forums, testifying at state-sponsored sessions, encouraging discussions among business, labor unions and patient advocacy groups, coordinating meetings for the New York State Department of Health and Department of Insurance with businesses and labor unions around the State, and running a media outreach campaign.

BALCONY is a statewide, non-partisan, non-profit organization that is committed to finding common ground between business and labor. BALCONY represents more than 500 small businesses, labor unions, trade associations in New York State.

RESERVATION INFORMATION:

To RSVP by June 10, email your full name, affiliation and contact information to researchforum@balconynewyork.com, or fill out the RSVP form at www.BalconyNewYork.com. Admission to the event is free. Continental breakfast will be served.