

**Consumers for Affordable Health Care
Foundation**

(Augusta, ME)

Promoting Dirigo Health

Total Award: \$100,000 over 1 year

Presidential Authority Grant

To support Promoting Dirigo Health to create a favorable environment within which the marketing and operations of Dirigo Health (Dirigo), Maine's universal access to health care program, will succeed. The project will advance this goal in two ways. First, it will promote Dirigo to Maine residents, especially potential purchasers and enrollees, highlighting the program's cost control and quality improvement measures. Second, it will conduct the research necessary to identify the factors that contributed to increasing health care and insurance costs in Maine and disseminate its findings. A strategic communications plan will be at the heart of the initiative.

Health Program: *Objective I, Strategy 1*