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**SB264 -TO ESTABLISH THE ARKANSAS PRIMARY CARE PAYMENT IMPROVEMENT WORKING GROUP**Sponsors: Senator Irvin & Representative Dr. Lee Johnson

**Email Template**

Dear [Senator/Representative] [Last Name],

I am writing to express my strong support for **SB264, the Arkansas Primary Care Payment Improvement Working Group**, and to encourage you to vote in favor of this important legislation.

As a family physician,  I see firsthand every day how access to quality primary care makes a difference in my patients’ lives—helping them manage chronic conditions, prevent serious illnesses, and avoid costly hospital visits.

Access to quality primary care is critical for improving health outcomes and reducing overall healthcare costs in Arkansas. Studies show that investing in primary care leads to fewer emergency room visits, lower hospital admission rates, and better management of chronic diseases. Primary care accounts for  **35% of all health care costs annually, but receives only 4 to 6% of total health care spending.** Arkansas has repeatedly been ranked the 48th healthiest state while our workforce is diminishing and access to quality care is declining.  Investing more in preventative, long-term care delivered across the lifespan improves patient health and reduces health system costs.

SB264 will create a **working group of healthcare professionals, insurers, and policymakers** to evaluate current primary care funding and develop recommendations for strengthening our healthcare system. By establishing a **primary care spending target**, Arkansas can ensure that resources are allocated efficiently to improve patient care and control healthcare costs.

I urge you to support SB264 and help make primary care more accessible and effective for all Arkansans. Please let me know your position on this issue—I would appreciate the opportunity to discuss this further.

Thank you for your time and dedication to improving healthcare in our state.

Sincerely,
[Your Name]
[Your Address]
[Your Email]
[Your Phone Number]

**Phone Script Template**

**Hello, my name is [Your Name], and I am a family physician from [Your City or District].**

I am calling today to express my strong support for **SB264, the Arkansas Primary Care Payment Improvement Working Group**, and to urge you to vote in favor of this bill.

**Why SB264 Matters:**

* **Primary care saves lives**, improves population health and enables thriving, healthy communities.
* **Primary care accounts for 35% of all health care visits annually, but receives 4 to 6% of total health care spending**.  As Arkansas is repeatedly ranked as the **48th healthiest state, while our workforce is diminishing and access to quality  care declining**, it’s more important than ever to invest in preventative, long-term care delivered across the lifespan to **improve patient health and reduce health system costs.**
* This bill will create a **working group** to study and improve primary care funding in Arkansas.

I believe this legislation is a necessary step to ensuring that our healthcare system prioritizes primary care and supports the well-being of Arkansans. **Can I count on you to support SB264?**

[Wait for a response. If they are unsure:]

I’d love to follow up with additional information or hear about any concerns you may have regarding the bill. Who can I speak with in the office for further discussion?

Thank you for your time, and I appreciate your leadership on this important issue!

[Leave your name and phone # if leaving a voice mail]