



Health Alliance for Austin Musicians

Presentation to City of Austin Public Health Committee

May 11, 2022



OUR MISSION

HAAM provides access to affordable healthcare to Austin's low-income, working musicians, with a focus on prevention and wellness.

The Live Music Capital of the World

LIVE MUSIC'S IMPACT ON AUSTIN

\$2 billion

Economic activity each year

\$38 million

Local tax revenue each year



Austin is home to 8,000+ musicians



Live music is an economic engine



Cultural identity

HAAM Member Julian Acosta

BY ANDREW BENNETT PHOTOGRAPHY



**MUSICIAN LIFE EXPECTANCY IS 25 YEARS LESS
THAN THE AVERAGE POPULATION**

HAAM'S VALUE

SINCE 2005 HAAM HAS PROVIDED OVER

6440 MUSICIANS

WITH OVER

\$113 MILLION

IN AFFORDABLE HEALTH CARE

HAAM Member Vanessa Lively

BY CHARLIE SCHWAN PHOTOGRAPHY

Leveraging Community Partnerships



City of Austin and HAAM

Economic Development Department

Music & Entertainment Division

Arts Commission

Austin Public Health

Mayor's Office



“

When I got that first vaccine, it was such a relief. I almost cried.

- Mama Duke



HAAM's Model

Access to Care

Partner organizations providing preventative and proactive healthcare

Affordability

Community enrollment and eligibility resources leveraged

Success in the Healthcare System

Healthcare navigation and proactive education

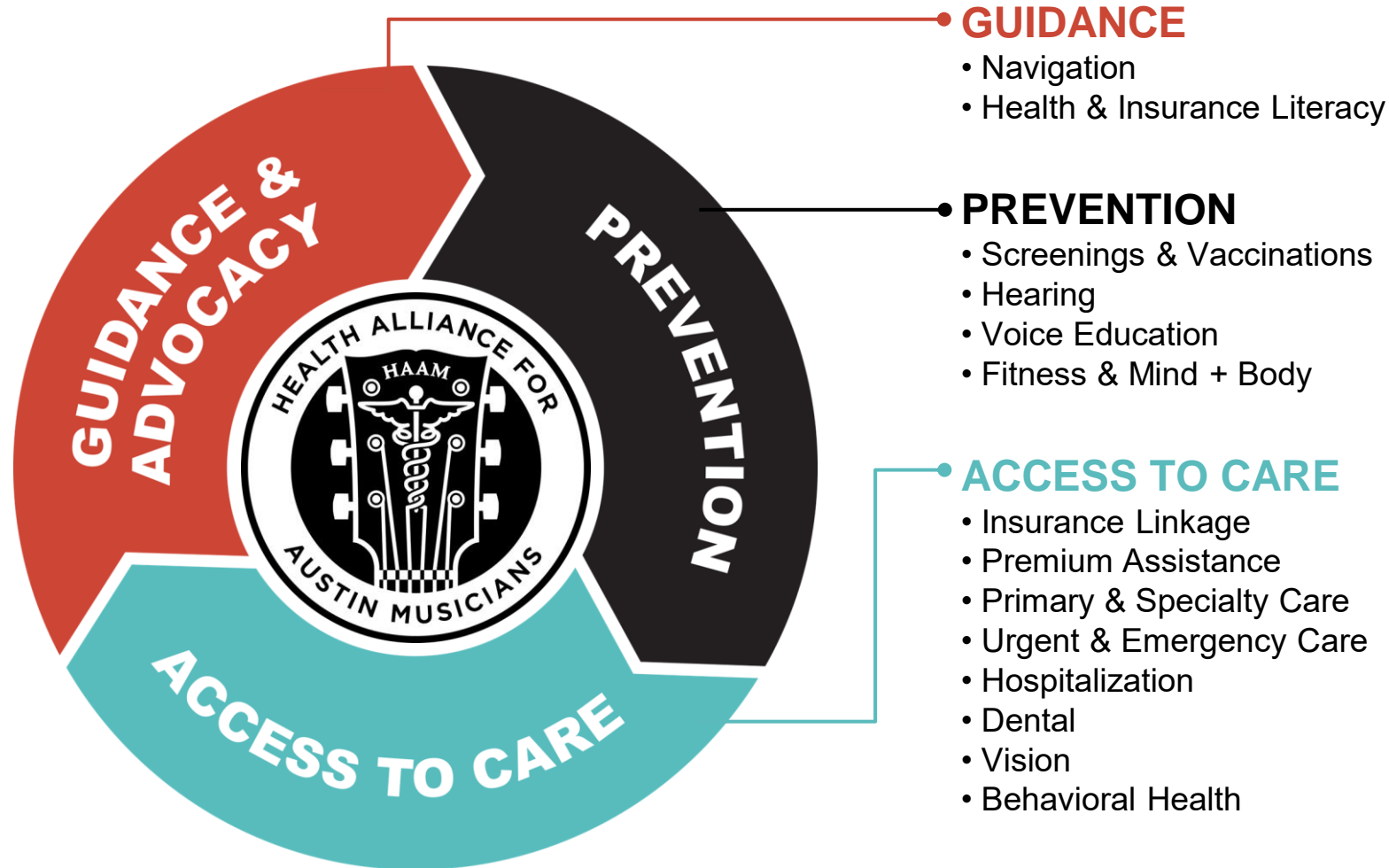
Cultural Competence

Dedicated outreach to underserved musicians

Deep understanding of iconic subpopulation with genuine relationships



Service Delivery Model



Comprehensive Coverage Saves Austin Millions

HAAM's Premium Assistance Programs provide over **\$14 million of healthcare coverage every year** to musicians who would otherwise be unfunded.



Funneling federal funds
into local
health systems



Full fee payment
to local providers



Increasing all around
access to care



Partnerships, philanthropy, &
local and federal dollars save
our healthcare system

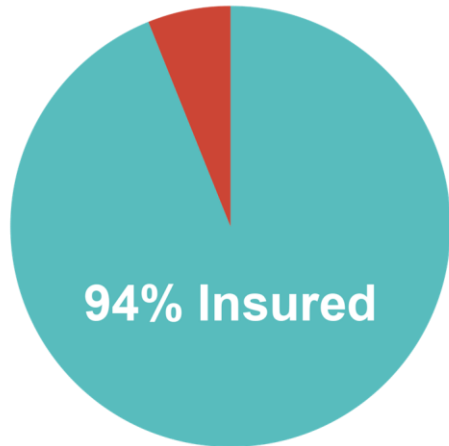
Annual musician premiums cost
\$2,000/yr, leveraged into
\$8,700/yr of coverage

**At least 1 000 musicians are
eligible but not covered**

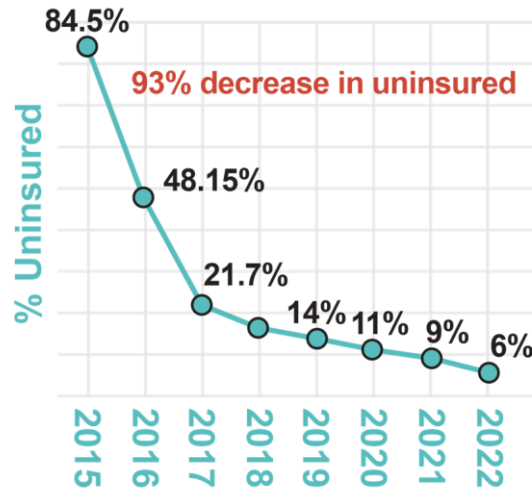
Impact

2022 Insured vs Uninsured

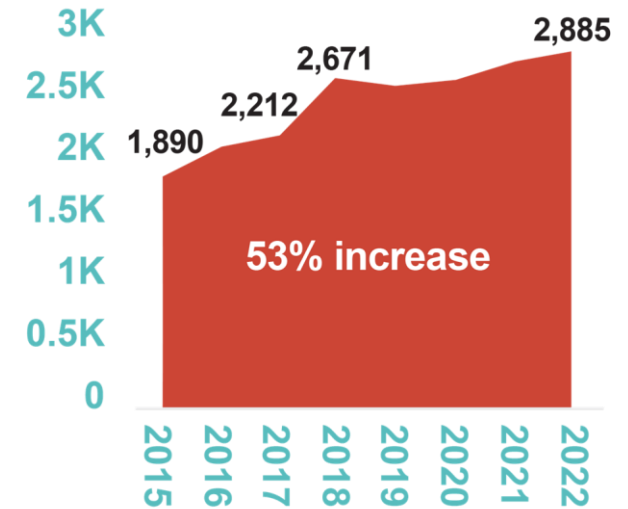
● Insured ● Uninsured



Uninsured Rate



HAAM Musician Enrollment



**I'm playing, I'm playing a lot.
And if it weren't for HAAM I
certainly wouldn't be.**

“

**I would have been dead. I
wouldn't have even tried to go
to Seton Hospital if it hadn't
been for HAAM.**

- Jon Blondell



Ongoing Need

HAAM is integral to Austin Music

Supporting HAAM is supporting Music in Austin

Increased musician & industry need

HAAM's sustainability crucial to the health of Austin's musicians



Sustainability

HAAM needs the City of Austin's help to close the gap

Strategic conversation between City of Austin and HAAM

Investment in healthcare for underserved, low-income residents



I think we are on the cusp of a musical renaissance that is going to be historic.

Supporting musicians in this moment is like a gate-opener for the future.



It's such an optimistic thing to invest in as live music starts to open back up and we can be back together again.

- Alejandro Rios





THANK YOU!

Paul Scott, CEO paul@myaam.org | **Rachel Blair, COO** rachel@myhaam.org