



Health Alliance for Austin Musicians

Presentation to City of Austin Tourism Commission

September 13, 2023



OUR MISSION

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

HAAM'S VALUE

SINCE 2005 HAAM HAS PROVIDED OVER

6700 MUSICIANS

WITH OVER

\$144 MILLION

IN AFFORDABLE HEALTH CARE

HAAM Musician Vanessa Lively

BY CHARLIE SCHWAN PHOTOGRAPHY



HAAM Member Julian Acosta

BY ANDREW BENNETT PHOTOGRAPHY

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

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

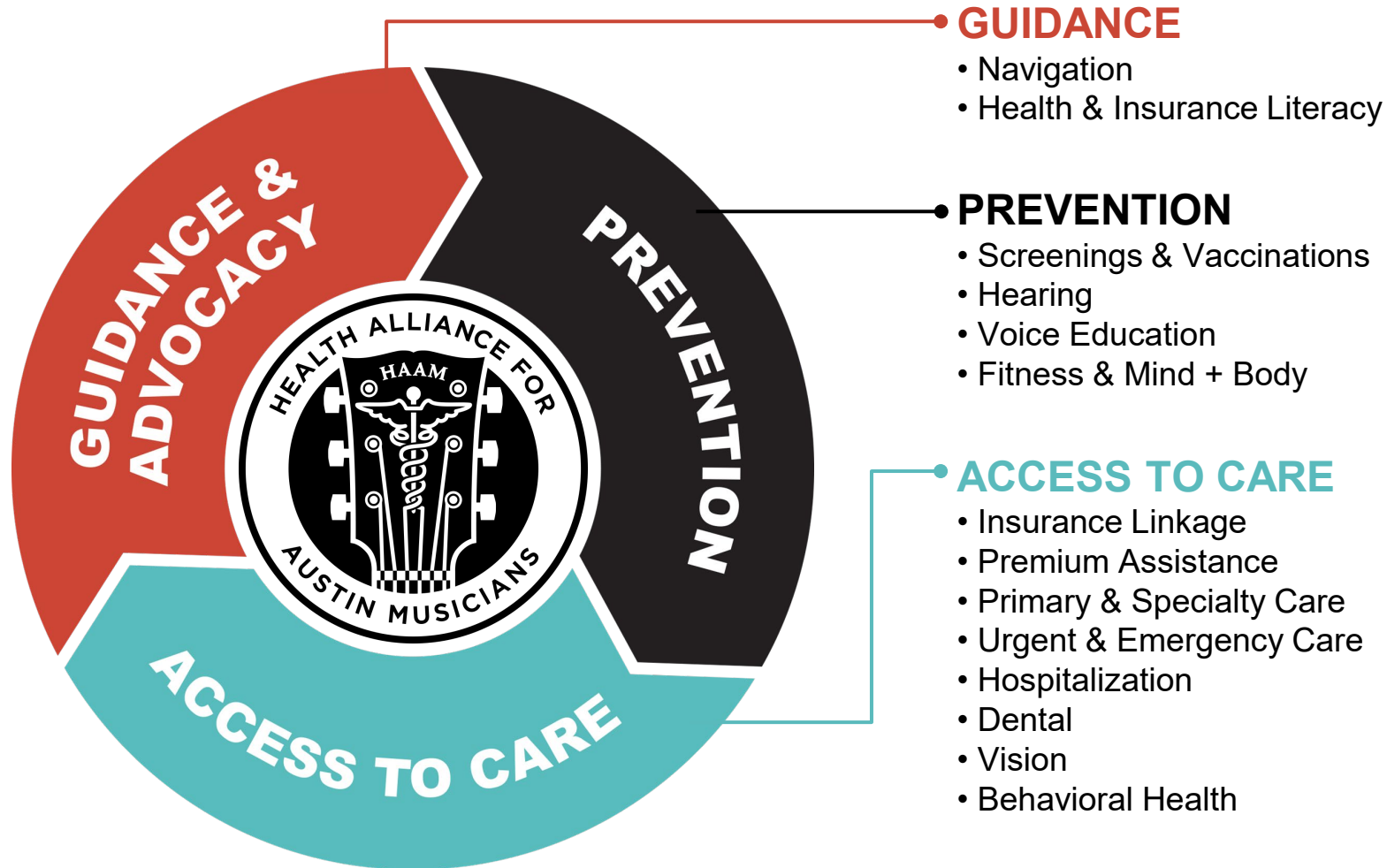
Cultural Competence

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

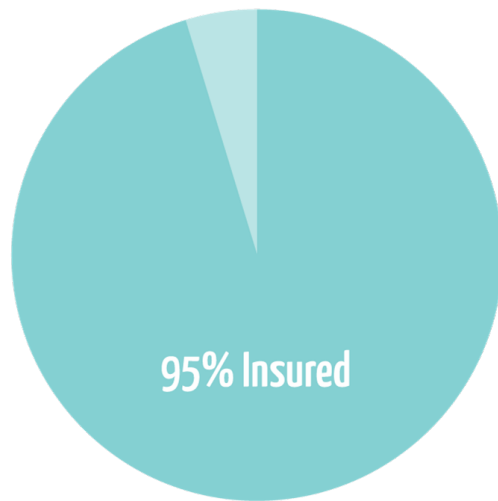
Annual musician premiums cost \$2,000/yr, leveraged into \$8,700/yr of coverage

At least 1000 musicians are eligible but not covered

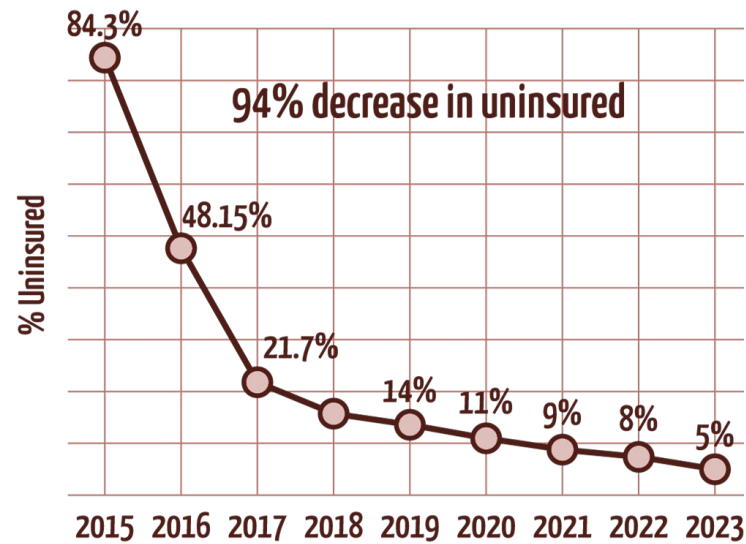
Impact

2023 Insured vs Uninsured

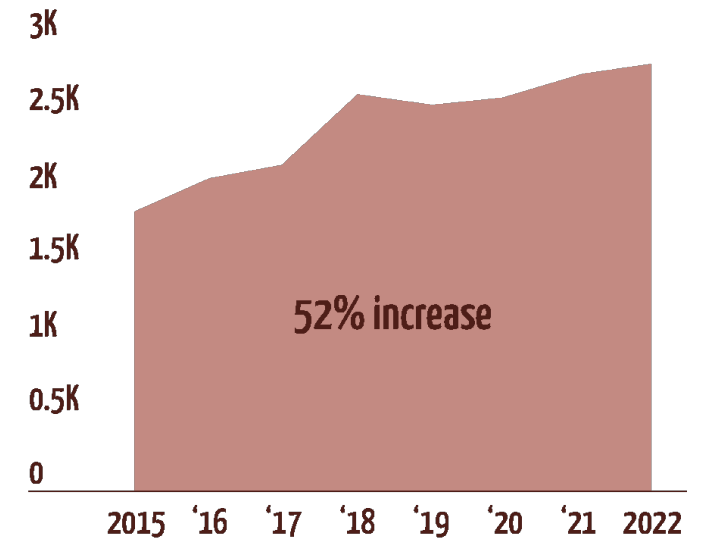
● Insured ● Uninsured



2023 Uninsured Rate



Membership Volume



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 9,000+ musicians



Live music is an economic engine



Cultural identity

Austin Events & Philanthropy

LOCAL EVENTS

Tourism Focused

Charitable Aspects



Austin Major Events

- ACL Fest
- SxSW
- F1
- Texas Relay
- Broadway CARES



Benefiting Local Nonprofits & Clients



Raise Awareness Local Impact

Corporate Philanthropy & Tourism

Philanthropic Benefit

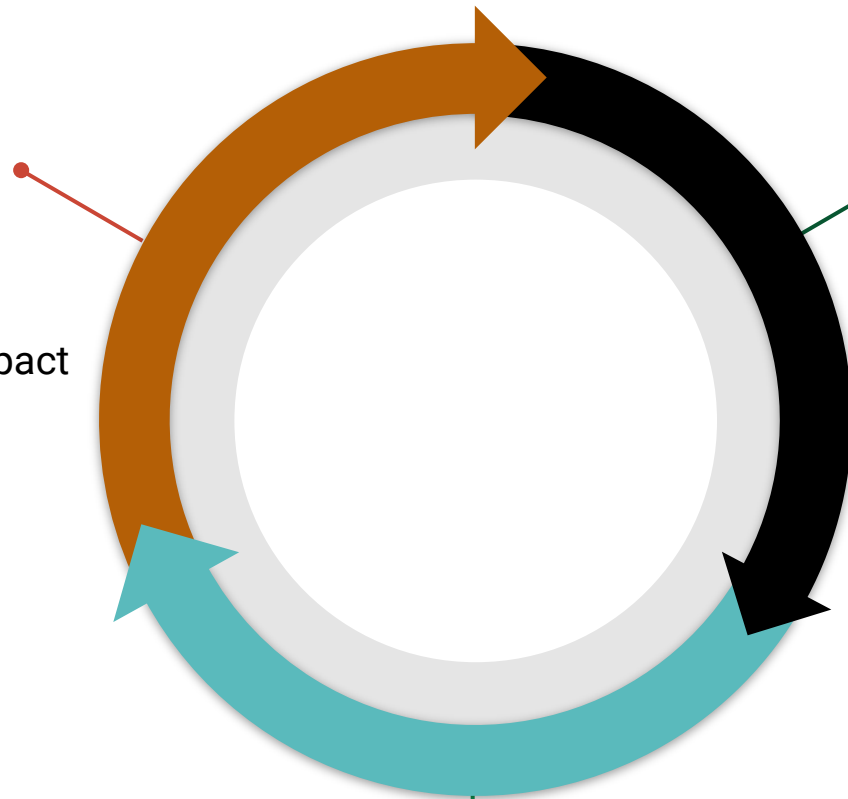
- Nonprofit Beneficiaries
- Client Impact
- Tie personal benefit (enjoyment) to social impact

Tourism

- Concerts
- Festivals
- Events

Local Impact

- Corporate Support
- Hotel Occupancy Tax
- Live Music Fund



**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



A photograph of a crowd of people at a concert or event, with many hands raised in the air. The image is heavily tinted with a red color, creating a high-contrast, energetic atmosphere. The text "THANK YOU!" is centered over the image in a white, bold, sans-serif font.

THANK YOU!

Paul Scott, CEO paul@myaam.org