



Health Alliance for Austin Musicians

Presentation to City of Austin Music Commission

March 4, 2024



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 9,000+ 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

7500 MUSICIANS

WITH OVER

\$144 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

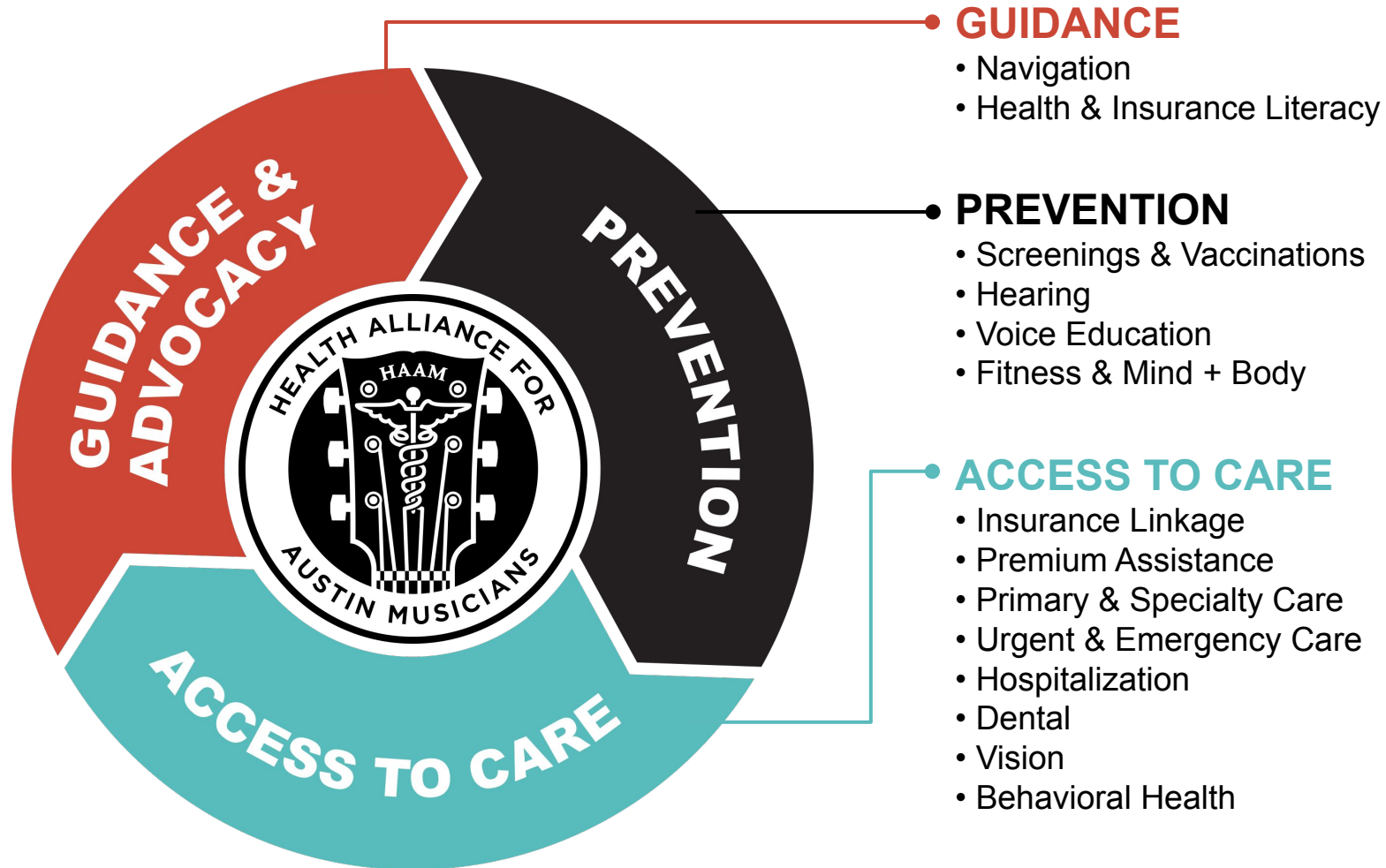
Cultural Competence

Dedicated outreach to underserved musicians

Deep understanding of iconic subpopulation with genuine relationships



Service Delivery Model

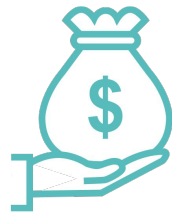


Comprehensive Coverage Saves Austin Millions

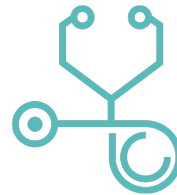
HAAM's Premium Assistance Programs provide nearly **\$17 million of healthcare coverage every year** to musicians who would otherwise be unfunded.



Funneling federal funds into local health systems



Full fee payment to local providers



Increasing all around access to care

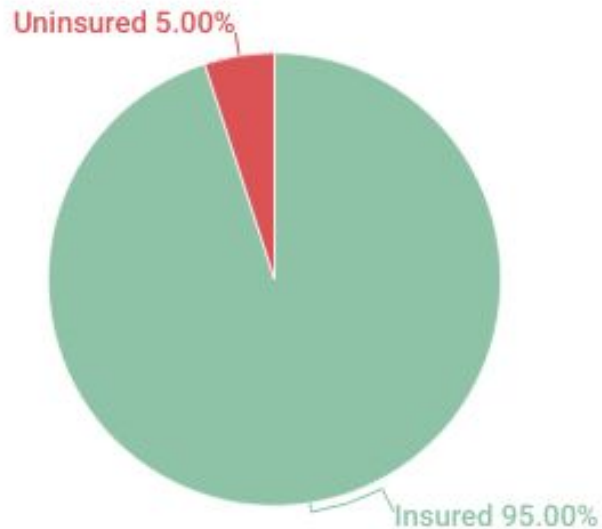


Partnerships, philanthropy, & local and federal dollars save our healthcare system

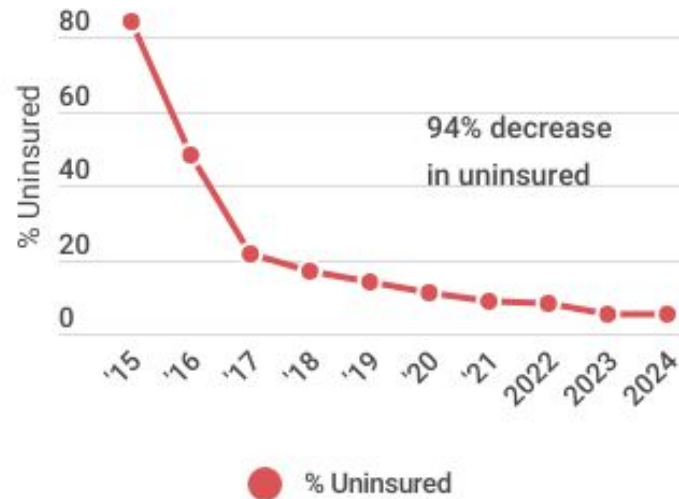
Annual musician premiums cost \$1,600/yr, leveraged into \$8,900/yr of coverage

Insurance Coverage Rates & Membership Growth

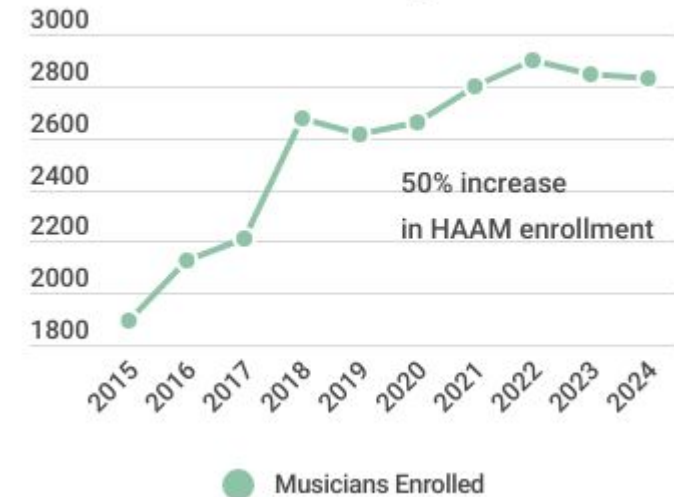
2024 Insured vs Uninsured



2024 Insured vs Uninsured



Membership Volume



**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



Request to Music Commission

Recommend \$500,000 in funding in the City of Austin budget to support low-incoming working musicians having access to affordable healthcare:

- \$250,000 for Premium Assistance support
- \$250,000 for Open Enrollment activities to assure health insurance enrollment:



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



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!

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