CommonSense

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Ad Budget Slashed

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This Republican politicians, who had been running since 2010 on killing ObamaCare, did not. Not when they had a chance. Despite dominating Congress, they failed, because

1. they opted for a goofy way to do it (the House's AHCA plan being a terrible mess, probably worse than the monster it was trying to replace) and

2. partly because the libertarians — along with a few "liberal" Republican — blocked it in the Senate.

But that's the olds; here's the news: the Trump Administration *has* cut back ObamaCare's advertising budget.

> *The facts: ObamaCare outreach has been cut by 90 percent, and outsourcing grants to groups engaging in sign-up efforts have been cut by 40 percent. . .*

Progress?

I'm not sure. Maybe. Probably not.

The facts: ObamaCare outreach has been cut by 90 percent, and outsourcing grants to groups engaging in sign-up efforts have been cut by 40 percent:

> The Trump administration downplayed the impact of boosted ad spending, noting that during 2017 open enrollment there was a decline of 5 percent in overall sign-ups. It also saw a 42 percent decline in first-time enrollment and enrollment of people who pay their premiums decline by 500,000 people.

So, it seems natural to respond to a perceived decline in "demand" with a reduction in "supply" — or any attempt to drum up more "customers" for subsidized policies.

Also natural is the partisan fall-out, with Democrats crying "foul" over the decided lack of support for their program. As Peter Suderman noted over at *Reason*, ObamaCare *became* partisan because it *started out* partisan.

But it was always — from conception in the Heritage Foundation braintrust* to its current choking gasps — an unworkable monstrosity.

And folks of all parties — and none — should be able to understand that.

This is Common Sense. I'm Paul Jacob.

* Note: the Heritage folks not unreasonably distance themselves from their past association with some of ObamaCare's core notions, and others are skeptical of the distancing.