

December 23, 2013

Charles Krauthammer says we know what "the lie of the year" is, but what is the story of the year?

The lie of the year, according to Politifact, is "If you like your health care plan, you can keep it." But the story of the year is a nation waking up to just how radical Obamacare is — which is why it required such outright deception to get it passed in the first place.

Obamacare was sold as simply a refinement of the current system, retaining competition among independent insurers but making things more efficient, fair and generous. Free contraceptives for Sandra Fluke. Free mammograms and checkups for you and me. Free (or subsidized) insurance for some 30 million uninsured. And, mirabile dictu, not costing the government a dime.

In fact, Obamacare is a full-scale federal takeover. The keep-your-plan-if-you-like-your-plan ruse was a way of saying to the millions of Americans who had insurance and liked what they had: Don't worry. You'll be left unmolested. For you, everything goes on as before.

That was a fraud from the very beginning. The law was designed to throw people off their private plans and into government-run exchanges where they would be made to overpay — forced to purchase government-mandated services they don't need — as a way to subsidize others. (That's how you get to the ostensible free lunch.)

It wasn't until the first cancellation notices went out in late 2013 that the deception began to be understood. ...

Jonathan Tobin thinks the latest healthcare exemption shows the law is unraveling. *Only a few months ago, the White House and Democrats scoffed when Republicans suggested that the implementation of ObamaCare be postponed in order for the government to understand exactly what it was foisting upon the country. Nothing could stop the administration's determination to roll out the president's signature health-care legislation on time. All liberals and some conservatives as well were convinced that once it began, the debate about its wisdom would cease as the extension of benefits would make it as universally popular as Social Security and Medicare. But though the White House is still insisting that all will come right in the end, they may be wishing they had taken the GOP's offer. In the latest example of the problems the administration has encountered in trying to make ObamaCare work, it announced late yesterday that yet another aspect of the law will be delayed. As the New York Times reports:*

Millions of people facing the cancellation of health insurance policies will be allowed to buy catastrophic coverage and will be exempt from penalties if they go without insurance next year, the White House said Thursday night.

Kathleen Sebelius, the secretary of health and human services, disclosed the sudden policy shift in a letter to Senator Mark Warner, Democrat of Virginia, and five other senators. It was another effort by President Obama to cushion the impact of the health care law and minimize

political damage to himself and Democrats in Congress who adopted the law in 2010 over solid Republican opposition.

The decision is an attempt to shield Democrats from voter outrage about the impact of the law until after the 2014 midterm elections. But while beleaguered Democrats are happy of any reprieve, however belated, the decision comes too late to avoid adding to the general public impression of the rollout as a disaster that doesn't seem to get better despite repeated White House promises that the worst is behind them. Taken as a whole, the list of exemptions and delays in the implementation of the misnamed Affordable Care Act is leaving the country asking what exactly were all the geniuses in the West Wing and the Department of Health and Human Services doing during the two years between the bill's passage and the start of this fiasco?

Megan McArdle agrees.

... The White House is focused on winning the news cycle, day by day, not the kind of detached technocratic policymaking that they, and the law's other supporters, hoped this law would embody. Does your fix create problems later, cause costs to spiral or people to drop out of the insurance market, or lead to political pressure to expand the fixes in ways that critically undermine the law? Well, that's preferable to sudden death right now.

However incoherent these fixes may seem, they send two messages, loud and clear. The first is that although liberal pundits may think that the law is a done deal, impossible to repeal, the administration does not believe that. The willingness to take large risks with the program's stability indicates that the administration thinks it has a huge amount to lose -- that the White House is in a battle for the program's very existence, not a few marginal House and Senate seats.

And the second is that enrollment probably isn't what the administration was hoping. I don't know that we'll start Jan. 1 with fewer people insured than we had a year ago, but this certainly shouldn't make us optimistic. It's not like people who lost their insurance due to Obamacare, and now can't afford to replace their policy, are going to be happy that they're exempted from the mandate; they're still going to be pretty mad. This is at best, damage control. Which suggests that the administration is expecting a fair amount of damage.

Turning to the fortunes of Scott Brown, late of Massachusetts, **Jennifer Rubin** thinks he can go to New Hampshire and win a senate seat there courtesy of the affordable care act.

Scott Brown is relocating to New Hampshire, which we take as a near-certain sign he will run for Senate from that state. His potential opponent, Sen. Jeanne Shaheen (D-N.H.), should be very nervous. Like many Senate Democrats up for reelection in 2014, she will have a mammoth Obamacare problem. In fiscally tight New Hampshire, Shaheen's refusal to attack entitlements and address our long-term debt will not sit well. She ran as an independent voice and is now stuck to President Obama and his failing presidency like Velcro.

Moreover, Brown would be a candidate — albeit one who will have to beat back the carpetbagger attack — well suited for New Hampshire, experienced in running a Senate campaign, well-versed on the issues and fully vetted as a senatorial candidate. In a speech recently at the Ronald Reagan dinner in Iowa, Brown showed how effective he is in connecting with ordinary voters:

"I became a Republican when I was poor. ... Before I was a year old, my Dad went his own way ... and, unfortunately, he never really came back. My Mom raised my sister and me alone, working as a waitress, sometimes depending on welfare, and generally doing her best. We moved 17 times in 18 years. If it wasn't to another cheap apartment or second-floor walk-up, then we were the needy visitors in other people's homes.

I had a series of stepdads. Two out of 3 of them had a mean streak, and a few drinks made it a violent streak.

Both those guys brought a lot of fear into our lives and with no father to protect me, there were times in my boyhood when it felt like I couldn't trust anyone."

No, his biography is not the stereotypical Republican one. And as a result, he can convey with sincerity a theme now heard increasingly from conservatives, namely that liberalism has failed the poor and conservatives have something better to offer:

John Fund says the ad that all Dems should fear has been rolled out for the Scott Brown campaign in New Hampshire.

The conservative group Ending Spending may have premiered the ad that nationalizes the 2014 midterm elections around Obamacare.

The 30-second killer ad was produced by Republican media consultant Larry McCarthy and goes after Jeanne Shaheen, the first-term Democratic Senator from New Hampshire who is likely to face former GOP Senator Scott Brown next year.

The ad begins with footage of Shaheen on the Senate floor echoing President Obama by saying, "if you like your insurance you can keep it." An overlay graphic points out that Obama was given the "Lie of the Year" award from a fact-checking group for that whopper. ...

[Click here for the ad.](#)

Now for the fun - it's time for pajama boy!. We'll let **John Hinderaker** from Power Line do the intro.

One of the central imperatives of Obamacare is to persuade healthy young people to pay way too much for health insurance in order to subsidize the older and sicker. So far, this doesn't seem to be happening. So the administration has embarked on a PR campaign that conveys a whiff of desperation. In part, the campaign has been geared to the holiday season, and the administration was justly ridiculed for a series of tweets urging the party's faithful to bring up

health insurance at their families' Thanksgiving dinners, aided by a typically misleading Obamacare "fact sheet."

Yesterday, the administration's pro-Obamacare campaign jumped the—no, wait, you can't say that anymore. It went around the bend. Over the top. With this ad, tweeted by OFA, President Obama's permanent campaign organization:

Pajama Boy was born, and the hilarity ensued immediately. A doofus in a plaid onesie drinking hot chocolate—is this really how the Obama administration pictures its supporters? Pajama Boy takes the absurdity of the "talk about health insurance" campaign to new depths. Merciless ridicule has been heaped on the administration; see, for example, the reaction at [Twitchy](#). ("Obama appeals to the core 'grown man in a onesie' demographic.")

Jim Geraghty has more.

Where to begin? That appears to be a plaid adult onesie, and this is really testing my libertarian live-and-let-live limits. I suspect there's a reason grown men don't usually wear onesies. Probably something to do with zippers and midnight trips to the bathroom, and how you really don't want anything down there getting caught when you're half asleep and zipping up.

By the way, if you're in the market for a plaid adult onesie, apparently they cost \$69.95. What you wear to bed is your business, but that seems like a lot of money for something you sleep in.

Of course, he's not sleeping in that; he's having hot chocolate and discussing health insurance.

Naturally, the Photoshop folks went crazy with the pajama boy picture and we have many of those for you. However prolonged viewing of the image of a twenty-something guy in a onesie pajama needs an antidote. For that we have a series of pics of girls with guns. You don't want to miss those. Mrs. Pickerhead might not be amused, so this might happen just once.

Washington Post

[Story of the year](#)

by Charles Krauthammer

The lie of the year, [according to Politifact](#), is "If you like your health care plan, you can keep it." But the story of the year is a nation waking up to just how radical Obamacare is — which is why it required such outright deception to get it passed in the first place.

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That was a fraud from the very beginning. The law was designed to throw people off their private plans and into government-run exchanges where they would be made to overpay — forced to purchase government-mandated services they don't need — as a way to subsidize others. (That's how you get to the ostensible free lunch.)

It wasn't until the first cancellation notices went out in late 2013 that the deception began to be understood. And felt. [Six million Americans](#) with private insurance have just lost it. And that's just the beginning. By the Department of Health and Human Services' own [estimates](#), about [75 million Americans](#) would have plans that their employers would have the right to cancel. And millions of middle-class workers who will migrate to the exchanges and don't qualify for government subsidies will see their premiums, deductibles and co-pays go up.

It gets worse. The dislocation extends to losing one's doctor and drug coverage, as insurance companies narrow availability to compensate for the huge costs imposed on them by the extended coverage and "free" services the new law mandates.

But it's not just individuals seeing their medical care turned upside down. The insurance providers, the backbone of the system, are being utterly transformed. They are rapidly becoming mere extensions of the federal government.

Look what happened just last week. [Health and Human Services unilaterally](#) and without warning changed coverage deadlines and guidelines. It asked insurers to start covering people on Jan. 1 even if they signed up as late as the day before and even if they hadn't paid their premiums. And is "[strongly encouraging](#)" them to pay during the transition for doctor visits and medicines *not* covered in their current plans (if covered in the patient's previous — canceled — plan).

On what authority does a Cabinet secretary tell private companies to pay for services not in their plans and cover people not on their rolls? Where in Obamacare's 2,500 pages are such high-handed dictates authorized? Does anyone even ask? The bill itself is simply taken as a kind of blanket warrant for HHS to run, regulate and control the whole insurance system.

Remember the uproar over forcing religious institutions to provide contraception coverage? The president's "[fix](#)" was a new regulation ordering insurers to provide these services for free. Apart from the fact that this transparent ruse does nothing to resolve the underlying issue of conscience — God sees — by what right does the government order private companies to provide free services for anyone?

[Three years ago I predicted](#) that Obamacare would turn insurers into the lapdog equivalent of utility companies. I undershot. They are being treated as wholly owned subsidiaries. Take the phrase “strongly encouraging.” Sweet persuasion? In reality, these are offers insurers can’t refuse. Disappoint your federal master and he has the power to kick you off the federal exchanges, where the health insurance business of the future is supposed to be conducted.

Moreover, if adverse selection drives insurers into a financial death spiral — too few healthy young people to offset more costly, sicker, older folks — their only recourse will be a government bailout. Do they really want to get on the wrong side of the White House, their only lifeline when facing insolvency?

I don’t care a whit for the insurance companies. They deserve what they get. They collaborated with the White House in concocting this scheme and are now being swallowed by it. But I do care about the citizenry and its access to a functioning, flourishing, choice-driven medical system.

Obamacare posed as a free-market alternative to a British-style single-payer system. Then, during congressional debate, the White House ostentatiously rejected the so-called “public option.” But that’s irrelevant. The whole damn thing is the public option. The federal government now runs the insurance market, dictating deadlines, procedures, rates, risk assessments and coverage requirements. It’s gotten so cocky it’s now telling insurers to cover the claims that, by law, they are not required to.

Welcome 2014, our first taste of nationalized health care.

Contentions

[Latest Exemption Shows OCare Unraveling](#)

by Jonathan S. Tobin

Only a few months ago, the White House and Democrats scoffed when Republicans suggested that the implementation of ObamaCare be postponed in order for the government to understand exactly what it was foisting upon the country. Nothing could stop the administration’s determination to roll out the president’s signature health-care legislation on time. All liberals and some conservatives as well were convinced that once it began, the debate about its wisdom would cease as the extension of benefits would make it as universally popular as Social Security and Medicare. But though the White House is still insisting that all will come right in the end, they may be wishing they had taken the GOP’s offer. In the latest example of the problems the administration has encountered in trying to make ObamaCare work, it announced late yesterday that yet another aspect of the law will be delayed. [As the New York Times reports:](#)

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Kathleen Sebelius, the secretary of health and human services, disclosed the sudden policy shift in a letter to Senator Mark Warner, Democrat of Virginia, and five other senators. It was

another effort by President Obama to cushion the impact of the health care law and minimize political damage to himself and Democrats in Congress who adopted the law in 2010 over solid Republican opposition.

The decision is an attempt to shield Democrats from voter outrage about the impact of the law until after the 2014 midterm elections. But while beleaguered Democrats are happy of any reprieve, however belated, the decision comes too late to avoid adding to the general public impression of the rollout as a disaster that doesn't seem to get better despite repeated White House promises that the worst is behind them. Taken as a whole, the list of exemptions and delays in the implementation of the misnamed Affordable Care Act is leaving the country asking what exactly were all the geniuses in the West Wing and the Department of Health and Human Services doing during the two years between the bill's passage and the start of this fiasco?

The list of ObamaCare delays is impressive. As the *Times* noted in the conclusion of their article about the latest one:

The move Thursday followed delays in many other parts of the health care law.

On July 2, the White House abruptly announced a one-year delay, until 2015, in a provision that requires larger employers to offer coverage to their workers or pay penalties.

On Nov. 27, it deferred a major element of the law that would allow small businesses to buy insurance online for their employees through the federal exchange.

Earlier, in April, the administration said that the federal exchange would not offer employees of a small business the opportunity to choose from multiple health plans in 2014.

And in October 2011, the administration scrapped a long-term care insurance program created by the new law, saying it was too costly and would not work.

Each of these moves, if taken in isolation, might be defended as the exception to the rule of a smooth rollout. But taken together, it's difficult to avoid the conclusion that what we are witnessing is the slow-motion unraveling of a hubristic and complicated big government plan whose consequences weren't fully thought out by an administration whose sole focus was putting it in place before it could be stopped by Republicans.

But the problem here is more than just a matter of perceptions, though the decision not to mention the move during a press briefing yesterday and then to reveal it later in what was obviously an end-of-week news dump shows the administration knows all too well how badly they are losing the battle to brand their plan as anything but a costly failure. By waiting until only days before the deadline for consumers to purchase insurance without facing a fine, the government burned those who previously purchased more costly and often unwanted plans. It also is a slap at insurance companies that were forced to cancel the plans that millions of Americans preferred as a result of the ObamaCare fiat.

While the belated move will help some, it also makes it a given that, as Republicans have predicted for months, the number of Americans who lost their coverage as a result of ObamaCare will far exceed the number of those who signed up for the ACA via the government or the state exchanges. It now is highly unlikely that there will be anything like the number of

people in the program that will be needed to make the plan work. Without vast numbers of younger, healthy people or former individual insurance consumers in the exchanges, there won't be enough in it to pay for the elderly, poor, or those with pre-existing conditions that the plan was designed to help. That means that those who have been sucked into it will likely face far higher costs than the already expensive plans and exorbitant deductibles than even the government was planning to provide:

Insurers, already struggling with problems caused by the chaotic debut of the federal insurance exchange in October, expressed surprise and dismay.

"This latest rule change could cause significant instability in the marketplace and lead to further confusion and disruption for consumers," said Karen M. Ignagni, the president of America's Health Insurance Plans, a trade group.

Another insurance executive said that insurers had not expected a significant number of people over 30 to enroll in catastrophic plans, so their costs were not factored into the premiums.

Moreover, the executive said, the exemptions undermine the requirement for people to have coverage. That requirement, often called an individual mandate, is needed to guarantee that insurers attract young healthy people to help offset the costs of covering older Americans who require more medical care, insurers say.

Democrats continue to insist that once the bumps are smoothed out opposition will cease. But as we continue to learn, the problem with ObamaCare isn't just a website that crashes or the lies that the president and his supporters were forced to tell Americans about the impact of the plan before it was passed. It's that the scheme itself, which imposes government dictates on the private sector, simply wasn't properly thought out before it was drafted or implemented. Had the president been honest and told the American people that it was a redistributionist plan that would hurt as many, if not more citizens than it helped, it would never have passed even on a straight party line vote.

More such announcements as the one handed down yesterday won't convince the public that ObamaCare wasn't a liberal nightmare that should never have been tried. Republicans will be asked, as they should, how they can deal with the problem of the uninsured or those with pre-existing conditions. But Democrats up for reelection anywhere but in the most blue of districts and states will continue to distance themselves from a bill that is now synonymous with incompetence. As the number of ObamaCare losers continues to grow while the ranks of those who have joined it continue to fall below expectations, the prospect of having to face the voters next year must chill the president's party.

Bloomberg **[Obamacare Initiates Self-Destruction Sequence](#)**

by Megan McArdle

On Wednesday, Politico's Carrie Budoff Brown [reported](#) that the administration was saying fewer than 500,000 people had actually lost insurance due to Obamacare-induced

cancellations. This struck me as a strange leak: Half a million is a lot less than many people (including me) have been estimating, but it is still not a small number, and the administration has tended to sit on negative information until the last possible moment.

Yesterday, we had a more official announcement from the administration: Anyone who has had their policies cancelled will be exempt from the individual mandate next year. The administration is also allowing those people to buy catastrophic plans, even if they're over 30.

What to make of these two statements? On the one hand, the administration is trying to minimize the number of people who have been affected by cancellations, and on the other hand, it is unveiling a fix to the problem of cancellations. And these are not minor changes.

As Seth Chandler [points out](#), Healthcare.gov doesn't even let you see catastrophic plans if you're more than 30 years old. Is now the time to be making technical changes to the website?

As Avik Roy [points out](#), catastrophic plans aren't that much cheaper than the so-called bronze plans. They're also not eligible for subsidies. This is unlikely to be much help to folks who lost insurance; all it does is introduce some much-unnecessary complexity to Healthcare.gov.

As Aaron Carroll [points out](#), insurers calculated their premiums for this year on the expectation that the relatively healthy folks who were already buying insurance would be buying policies on the exchange. The insurers are not happy about this latest change, and Carroll predicts that they will ask the administration to push more money to them through the "risk corridors." I think he's right.

As Ezra Klein [points out](#), this seriously undermines the political viability of the individual mandate: "But this puts the administration on some very difficult-to-defend ground. Normally, the individual mandate applies to anyone who can purchase qualifying insurance for less than 8 percent of their income. Either that threshold is right or it's wrong. But it's hard to argue that it's right for the currently uninsured but wrong for people whose plans were canceled ... Put more simply, Republicans will immediately begin calling for the uninsured to get this same exemption. What will the Obama administration say in response? Why are people whose plans were canceled more deserving of help than people who couldn't afford a plan in the first place?"

Arnold Kling put it more pithily: "[Obama Repeals Obamacare.](#)"

I'd ask this: What do you do for an encore? Will the administration force these folks to buy insurance next year? Or will they keep allowing special exceptions rather than take the political heat for changing health insurance that people liked?

I'm not sure the administration is thinking that far ahead. The White House is focused on winning the news cycle, day by day, not the kind of detached technocratic policymaking that they, and the law's other supporters, hoped this law would embody. Does your fix create problems later, cause costs to spiral or people to drop out of the insurance market, or lead to political pressure to expand the fixes in ways that critically undermine the law? Well, that's preferable to sudden death right now.

However incoherent these fixes may seem, they send two messages, loud and clear. The first is that although liberal pundits may think that the law is a done deal, impossible to repeal, the

administration does not believe that. The willingness to take large risks with the program's stability indicates that the administration thinks it has a huge amount to lose -- that the White House is in a battle for the program's very existence, not a few marginal House and Senate seats.

And the second is that enrollment probably isn't what the administration was hoping. I don't know that we'll start Jan. 1 with fewer people insured than we had a year ago, but this certainly shouldn't make us optimistic. It's not like people who lost their insurance due to Obamacare, and now can't afford to replace their policy, are going to be happy that they're exempted from the mandate; they're still going to be pretty mad. This is at best, damage control. Which suggests that the administration is expecting a fair amount of damage.

Right Turn

[Scott Brown can run and win on Obamacare](#)

by Jennifer Rubin

Scott Brown is [relocating](#) to New Hampshire, which we take as a near-certain sign he will run for Senate from that state. His potential opponent, Sen. Jeanne Shaheen (D-N.H.), should be very nervous. Like many Senate Democrats up for reelection in 2014, she will have a mammoth Obamacare problem. In fiscally tight New Hampshire, Shaheen's refusal to attack entitlements and address our long-term debt will not sit well. She ran as an independent voice and is now stuck to President Obama and his failing presidency like Velcro.



Then-Sen. Scott Brown (R-Mass.) waves to supporters from his bus after a campaign rally at Faneuil Hall in Boston.

Moreover, Brown would be a candidate — albeit one who will have to beat back the carpetbagger attack — well suited for New Hampshire, experienced in running a Senate campaign, well-versed on the issues and fully vetted as a senatorial candidate. [In a speech recently at the Ronald Reagan dinner in Iowa](#), Brown showed how effective he is in connecting with ordinary voters:

I became a Republican when I was poor. ... Before I was a year old, my Dad went his own way ... and, unfortunately, he never really came back. My Mom raised my sister and me alone, working as a waitress, sometimes depending on welfare, and generally doing her best. We

moved 17 times in 18 years. If it wasn't to another cheap apartment or second-floor walk-up, then we were the needy visitors in other people's homes.

I had a series of stepdads. Two out of 3 of them had a mean streak, and a few drinks made it a violent streak.

Both those guys brought a lot of fear into our lives and with no father to protect me, there were times in my boyhood when it felt like I couldn't trust anyone.

No, his biography is not the stereotypical Republican one. And as a result, he can convey with sincerity a theme now heard increasingly from conservatives, namely that liberalism has failed the poor and conservatives have something better to offer:

Back then, just like today, national Democrats offered themselves as champions of the little guy ... a voice for people at the bottom who didn't have it easy. But I had been pretty close to the bottom myself, and I didn't see it that way. When critics talked about Republicans as defenders of wealth and privilege, that sure didn't describe the party and the cause that earned my loyalty when I had nothing.

Sometimes it seems that all the Democratic establishment has to offer America is better managed poverty. And as we're often reminded, their managing skills aren't so good either. This party of OURS, it has a different mission: We are in the business of spreading opportunity.

And "opportunity" is more than just another word in politics, when you've had a glimpse of life without it.

We believe in the goodness and possibilities of every life. We Republicans speak, at our best, for men and women who work hard to make a decent living ... want schools that build knowledge and character ... in a nation committed to security, fairness, and freedom. They see their country as a force for the good like no other in this world, and they're right. Such people have always filled the ranks of the United States military, as their sons and daughters still do today.

That common touch, not just Obamacare, helped him win in Massachusetts in 2009. His outlook is grounded in personal experience, one which most voters can identify with on some level. ("A few years of staring poverty in the face, or feeling like you're a step away from poverty, can bear down on a person. They feel like they're missing out on life. And let me tell you, our whole country is missing out on the skills and talent that they have to share. However these millions of citizens voted last time, the Democratic Party is certainly testing their patience. And when we offer something better in 2016, they will be listening.")

In 2013, as in 2009, he easily slides from his own story into an indictment of Obamacare. Now it's even easier to make the case since his dire predictions have largely come to pass:

It began with the promise, "If you like your plan, you can keep it, period." The attitude now is, "You're going to *change* your plan and *like* it, period." And guess what? Here's the message America is actually waiting to hear: "If we don't like *Obamacare*, we can get rid of it, period."

Remember when Obamacare was supposed to *save* everyone money, actually *reduce* federal costs? And, of course, how could anyone even *question* the federal government's competence to make it all work? Ladies and gentlemen, this nation fought and won the Second World War in three years and eight months – and in the same amount of time, the Obama administration couldn't even build a Web site. And we are supposed to trust the federal government to run our health care? No thanks!!

It's bad all around, and I voted three times to repeal it. Today, the unions don't want it. The middle class is sick of hearing about it. The original cost estimates are a joke.

It's turning full-time jobs into part-time jobs. And more than anything else, the underhanded way that the program was forced into law explains the nasty atmosphere in Washington.

That's what, I strongly suspect, his campaign would sound like and why he would likely make New Hampshire a toss-up race. Can he do it again, win against a Democrat by riding the anti-Obamacare wave? Well, he's got a better chance than anyone to win another New England seat back for the GOP.

National Review

[WaPo: 'Every Democrat Should Be Scared' of this Obamacare Ad](#)

by John Fund

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[Click here for the ad.](#)

The ad then shifts to a local focus: It notes 20,000 people in New Hampshire have lost their insurance to date and that Obamacare exchanges offer only a single provider on the state's individual market.

The ad ends with a zinger sign-off: "Next November, if you like your senator, you can keep her. If not, you know what to do."

"It's a very powerful ad indeed," Grace Marie Turner, the head of the Galen Institute, a health-care advocacy group, told me.

Chris Cillizza, the *Washington Post's* top political blogger, says “Obamacare’s growing unpopularity makes the ad’s message dangerous for any Democrat.” The latest ABC News poll shows 70 percent of independents oppose Obama on health care. Nearly half of all voters think Obamacare is making the health-care system worse versus only 19 percent who think it will improve matters. Cillizza’s conclusion: “You have a very scary situation for Shaheen — and any other Democrat, which is almost all of them, on the record supporting the ACA. Get used to this ad. You are going to see it thousands of times — in various forms — before 2014 is over.”

<http://www.youtube.com/watch?v=BAgrWBAkk28>

Power Line

[Pajama Boy Sweeps the Internet](#)

by John Hinderaker

One of the central imperatives of Obamacare is to persuade healthy young people to pay way too much for health insurance in order to subsidize the older and sicker. So far, this doesn’t seem to be happening. So the administration has embarked on a PR campaign that conveys a whiff of desperation. In part, the campaign has been geared to the holiday season, and the administration was justly ridiculed for a series of tweets urging the party’s faithful to bring up health insurance at their families’ Thanksgiving dinners, aided by a typically misleading Obamacare “fact sheet.”

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Drink hot chocolate.
**Talk about getting
health insurance.**

#GetTalking
barackobama.com/talk

 **Barack Obama** 
@BarackObama

How do you plan to spend the cold days of December? OFA.BO/d7uvBY
[#GetTalking](#)

4:54 PM - 17 Dec 2013

 Follow

Pajama Boy was born, and the hilarity ensued immediately. A doofus in a plaid onesie drinking hot chocolate—is this really how the Obama administration pictures its supporters? Pajama Boy takes the absurdity of the “talk about health insurance” campaign to new depths. Merciless ridicule has been heaped on the administration; see, for example, the reaction at [Twitchy](#). (“Obama appeals to the core ‘grown man in a onesie’ demographic.”)

Those whose mastery of Photoshop is greater than ours went to work. (I can’t wait for next Saturday’s edition of Steve’s “Week In Pictures.”) Here, Pajama Boy, Zelig-like, inserts himself into the most infamous selfie of them all:



And this genius mocks Obama by echoing the president’s *faux* tribute to Nelson Mandela, which consisted of a photo of himself...looking at a picture of Mandela:

One of my daughters texted me about Pajama Boy toward bedtime last night. She thought the ridicule was hilarious, but wondered whether some of the humor, at least, may have been intentional. I considered this possibility and rejected it. President Obama and his minions are nowhere near self-aware enough to engage in that kind of self-deprecation. Besides, the entire “talk about health insurance” campaign has been only slightly less ridiculous than the now-immortal man in the plaid onesie.

Mockery won’t bring about the repeal of Obamacare by itself, but it definitely helps.

National Review

Obamacare Finds the Poster Boy It Always Deserved

by Jim Geraghty

He's no Pajamahadeen.

Obamacare Finds the Poster Boy It Always Deserved



Hmm. Nope, nope, and nope, pal.

Where to begin? That appears to be a plaid adult onesie, and this is really testing my libertarian live-and-let-live limits. I suspect there's a reason grown men don't usually wear onesies. Probably something to do with zippers and midnight trips to the bathroom, and how you really don't want anything down there getting caught when you're half asleep and zipping up.

By the way, if you're in the market for a plaid adult onesie, apparently they cost [\\$69.95](#). What you wear to bed is your business, but that seems like a lot of money for something you sleep in.

Of course, he's not sleeping in that; he's having hot chocolate and discussing health insurance. (Wonder if Michelle signed off on the hot chocolate.) It's probably fair trade Mexican hot chocolate. It's spicy, Ibarra. Hard to find but "he knows a guy." (This is the only point where my mockery is mixed with a bit of envy.)

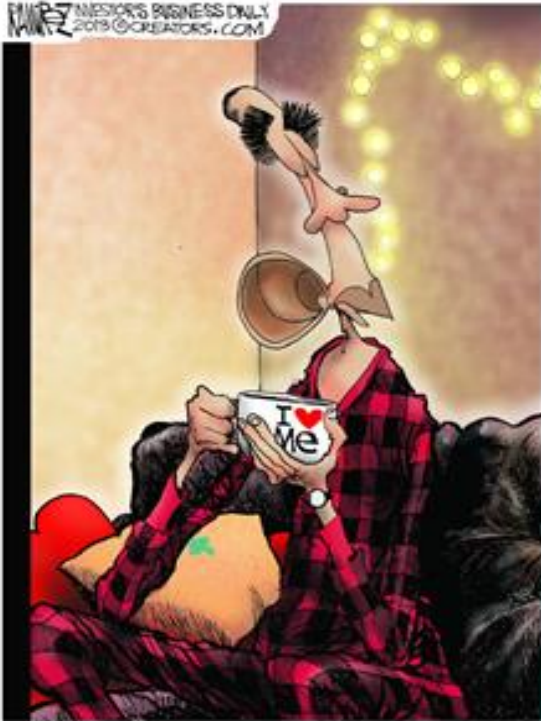
He appears to be raising his eyebrow and smirking a bit, as if there's someone directly to his left who he thinks should be quite impressed with him at the moment. Maybe this person just checked out the closet of his Brooklyn apartment and noticed all of the Urban Outfitters, Amercrombie & Fitch, and American Apparel clothes — this is after he's mentioned to his guest his disdain for "blind consumerism." Lots of "skinny jeans," of course. He undoubtedly has already mentioned that he has a lot of vinyl records of a bunch of bands you've never heard of, or the early work of your favorite bands "before they went mainstream." He doesn't actually need those glasses. He just wears them because he likes the way they "frame his face."

Obviously, he's going to be discussing health insurance with someone. He's wearing his watch, which seems a little odd. Christmas lights — er, wait, it's an Obamacare ad, probably "Holiday Lights" — are up on the relatively bare walls.

I'm definitely getting a ["Pottery Barn Leather Sofa" vibe, which retails for about \\$2,999](#). If you're plunking down \$70 for your pajamas, you're probably not going to be that horrified by the prices on Healthcare.gov.



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Wear pajamas.
Drink hot chocolate.
Talk about fixing
health insurance...
But ONLY Talk about it.

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outfit**



**is inappropriate
for a job interview.**

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Wear pajamas.
Drink lots of wine.
**Talk about losing
health insurance.**

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Wear pajamas.
Drink hot chocolate.
**Talk about getting
health insurance.**

#GetTalking
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**THEY ASKED ME TO BE
#PAJAMABOY**



**BUT I WAS LIKE, "NAW, MAN, I HAVE
MY DIGNITY."**



Here's the antidotes to pajama boy images. **Girls with guns!**





Girls With Weapons





Here's a girl with a gun and an airplane.

Take that Pajama Boy!



Serious Scatterguns Here





Feel better now?

Here's girls with beer!

because this photo never gets old



Merry Christmas from Pickerhead!