



AMERICAN OSTEOPATHIC ASSOCIATION

HPF/TIPS Seminar: Advocacy and the Legislative and Regulatory Process

March 14, 2010

Department of Government Relations

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Director

Federal Affairs

Congressional Affairs

Hospital and Medical
Educator Affairs

Washington Advocacy and
Communications

Osteopathic Political
Action Committee



Department of Government Relations

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Susan Friedman, Deputy Director

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 - Vacant, Congressional Lobbyist
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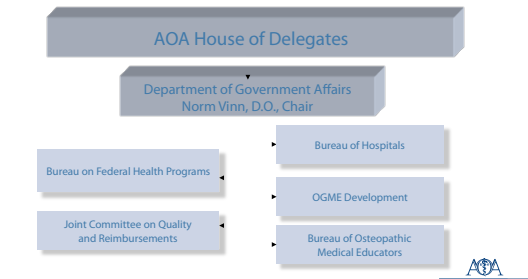


Department of Government Relations

- Political Affairs and the Osteopathic Political Action Committee
 - Charles Cascio, Director
- Hospital and Medical Educator Affairs
 - Margaret Hardy, J.D., Director
- Government Relations
 - Keisha Taylor, Office Administrator
 - Merinda Morley, Interim Office Administrator



AOA Policy Making Process



AOA House of Delegates

- Responsible for establishing health policy
- The House of Delegates consists of delegates elected by the divisional societies and other authorized units.
 - Each divisional society shall be entitled to one delegate and one additional delegate for each 100 regular members of this Association located in the state represented by that divisional society



Bureau on Federal Health Programs

- Meets 3 times per year (Jan., April, and Sept.)
- Structure
 - Consists of 10 members appointed by the AOA President
 - Members are appointed for a 3 year term. 4 slots are reserved for:
 - Chairman of Bureau of State Government Affairs
 - Association of Osteopathic State Executive Directors (AOSED)
 - Intern/Resident
 - Osteopathic Medical Student
- Reports to the AOA Board of Trustees and the House of Delegates.
- Responsible for establishing and overseeing AOA's federal legislative, regulatory, and advocacy agenda.



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Advocacy and Political Activism

Advocacy 101: **Advocating for the Future of Medicine**



Advocacy in Politics

When You Hear the Thunder, It's Too Late to Build the Ark.

- The Role of Advocacy in Lobbying Campaigns
- Grassroots vs. Grasstops
- Tools for Ark Building
- Advocacy in Action



Your Place in the Political Landscape

- Why Advocate? Look Around...
 - Who's Who in Congress
 - 16 Physicians serve in Congress (2 in the Senate and 14 in the House)
 - 58% of the Senate and 36% of the House of Representatives are attorneys
- Why Me?
 - It takes more than a lobbyist to get the job done.
 - You are the experts on the delivery of medicine.
 - You are responsible for the health of those that matter most to Congress – the VOTERS.



Your Place in the Political Landscape

- What is the Ultimate Goal?
 - Building a ground force of educated, politically savvy physicians who:
 - Can pick up the phone can deliver an effective message to the right person at a crucial time.
 - Can get a meeting with a Member of Congress in the district/state when necessary.
 - Is recognized by the Member of Congress and/or Health Aide as a valuable resource for health care policy.



Assessment Time: What Kind of Advocate Are You?

- The 2 Minute Advocate
 - Sends a letter to Congress occasionally
- The 10 Minute Advocate
 - Knows who their federal elected officials are
 - Frequently sends letters to Congress
 - Personalizes the message
 - Meets with elected officials in Washington and in the state
 - Knows how their Members voted on key issues
 - Encourages colleagues to get involved



Assessment Time: What Kind of Advocate Are You?

- The 20 Minute Advocate
 - All the qualities of the 10 Minute Advocate *plus*
 - Knows who their federal and state elected officials are
 - Sends letters to Congress and *always follows up with phone calls*
 - *Takes Members and staff on tours of their practice or hospital*
 - Encourages *colleagues and patients* to get involved
 - *Gets involved in campaigns on their own time and \$\$*
 - *Contributes to political action committees (PACs)*
- The Grasstops Advocate
 - The Holy Grail of Advocates
 - All of the above
 - Can deliver an effective message to the right person at a crucial time.
 - Has a reputation with a Congressional Office as a valuable resource for health care policy.



Now What? Building The Constituent Relationship

- The Basics
 1. Know who your Member of Congress is
 2. Know how they vote on key health care issues
 3. Use the D.O. Advocacy Action Center
- The Tactics
 - Communicate regularly; not only when you have something to ask from them.
 - Thank them for good votes and let them know (respectfully) about bad votes.
 - Most effective methods: personal meeting, phone call to key staff, email, fax.

TIP: Get Your Letters Noticed – Personalize, Personalize, Personalize.



Now What? Building The Constituent Relationship

- Know the Support System
 - Staff makes a Congressional office go round.
 - Get to know the staff, both in Washington and the district; specifically the Health Legislative Assistant.
 - Brownie Points Matter
 - If you meet with staff and they do an excellent job, be sure to point this out in a thank you letter.
 - Staff learn about who gives them 'kudos' to their boss and appreciate it.

TIP: Patients can be advocates on your behalf. Policies impacting your practice, impact their access to care. Many patients are more than willing to act on your behalf when given the facts.



Now What? Building The Constituent Relationship

- Take Your Message on the Road
 - Face-to-Face Meetings
 - *It's not just for DC in the springtime anymore*
 - Invite your Member to come speak to groups, state or specialty society meetings, hospital or facility.
 - Attend political functions and fundraisers.
- Take Your Message to the People
 - Use local and national media outlets to tell a story

TIP: Always write a note of thanks after a meeting, visit to your clinic or hospital, or a special event. Take the opportunity to re-introduce yourself emphasize key points.



Putting AOA and GOAL to Work for You



Find the AOA's legislative priorities

Take action on key legislation

Get contact info on your Members of Congress

Learn about candidates

Contact the Media




Putting AOA and GOAL to Work for You

See where your Members stand on key legislation

Find staff

Find local offices

Get bios



Putting AOA and GOAL to Work for You

Letters to the Editor

- A perfect means of influencing opinion or responding to comments that 'miss the mark' on key issues.
- Letters to the Editor should be kept short; three paragraphs are standard.
 - Introducing your argument
 - Detailing your argument
 - Closing the argument

Op-Eds

- Opportunity to bring an issue to the public's attention.
 - Not usually written in response to anything.
 - Longer format allows for more content/opinion.



Case Study: Pulling it All Together

- The 2008 Medicare Physician Payment Campaign
 - Utilizing broad-based grassroots
 - Long-term campaign
 - Tactics
 - Letter writing
 - Phone calls
 - Town Hall Meetings
 - Virtual Lobby Days
 - Utilizing the grasstops
 - Targeting key legislators
 - In-district meetings
 - Directed messaging to Capitol Hill



Political Affairs & OPAC

Politics 101:
Why is political involvement essential to the success of a legislative agenda?



Political Operations

- Candidate support is based on positions on key physician issues, which are determined by the profession's legislative agenda.
 - Incumbent Candidates: Based on legislative voting record
 - Non-incumbent Candidates: Based on responses to OPAC's candidate questionnaire
- OPAC supports candidates by
 - Endorsement
 - partisan communications to membership
 - voter education
 - non-coordinated GOTV and direct contributions.



2008 OPAC Voter Guide

★ TAKE A STAND FOR YOUR PROFESSION
★ VOTE FOR PRO-PHYSICIAN CANDIDATES

A red-themed voter guide for the 2008 election. It features a grid of candidate names and photos, organized by political district. The text is small and dense, typical of a printed voter guide.

OPAC on the Web
www.osteopathicpac.org



OPAC Facts and Club Information

Did You Know?

OPAC is the only national office committed to electing the osteopathic profession of the future!

Recommendations for support and endorsement are based on candidate profiles and track records by physicians, leaders, as established by the osteopathic profession's legislative agenda.

Every 20% of the necessary support (10 track year) to support OPAC, the osteopathic profession would have well over \$1 million to support our candidate activities each year.

Currently, less than 5% of 20% support is a promising political future for electing to OPAC.

OPAC Facts

Our 2014 class was used to contribute to candidates as to support OPAC's political activities, and opportunities to OPAC are in 2014 membership of 2014.

The 2014 political organizations with a 2014 class year, the 2014 class, based political organization. Therefore, you must be a member of the osteopathic profession's political organization for 2014. In order to be eligible for support, you must be a member of the osteopathic profession's political organization for 2014.

The OPAC Board, made up of seven 2014 members, will support and financial support of candidates for Congress.

OPAC Clubs

OPAC congressional club members through support of major knowledge and in the field of all the major events of major importance of the profession. Club members are those major donors who give or support funds each year.

Club Name	2014 Annual
Midwest Club	\$1,000
Florida Club	\$1,000
Charmers Club	\$1,000
Midwest Club	\$1,000
Midwest Club	\$1,000

OPAC Plans

OPAC supports the future growth of the osteopathic profession through the support of major knowledge and in the field of all the major events of major importance of the profession. Club members are those major donors who give or support funds each year.

Year	2014 Annual
1	\$1,000
2	\$1,000
3	\$1,000
4	\$1,000
5	\$1,000
6	\$1,000
7	\$1,000
8	\$1,000
9	\$1,000
10	\$1,000
11	\$1,000
12	\$1,000
13	\$1,000
14	\$1,000
15	\$1,000
16	\$1,000
17	\$1,000
18	\$1,000

Congressional Affairs

Lobbying 101:
How to Communicate with Members of Congress and Their Staff



AOA Lobbying Strategy

- Advance the AOA's legislative agenda with Members of Congress and the White House.
- Review and analyze legislation.
- Report on legislation and Congressional activity to BFHP, AOA BOT, AOA membership.
- Draft AOA correspondence on legislation.
- Represent the AOA in coalitions and workgroups.
- Serve as contacts for AOA members on legislative issues.



Key Issues for the 110th Congress

- Medicare Physician Payment
- Access and Coverage
- Graduate Medical Education
- Student Loans
- Medical Liability Reform



AOA Lobbying Strategy

- Triple Threat
 - Direct Lobbying
 - All 535 Members of Congress are assigned an AOA contact.
 - We focus on Members on a Committee of jurisdiction
 - Ways and Means, Energy and Commerce, Appropriations, Judiciary
 - Finance, HELP, Appropriations, Judiciary
 - Leadership and Committee Staff
 - Issues



AOA Lobbying Strategy

- Advocacy and Outreach
 - GOAL
 - The primary vehicle for educating and mobilizing D.O.s, students, and members of the osteopathic family on federal legislative and regulatory activities
 - Ensure a consistent message! Top Priority.
 - The "central nervous system" of the Department.
 - Coordinate communications between AOA members and Members of Congress.
 - Educate and inform AOA members on timely issues—prompt responses.
 - Clearinghouse of information for AOA members.
 - Media outreach
 - Advertising Campaigns



AOA Lobbying Strategy

- Osteopathic Political Action Committee (OPAC)
 - OPAC raises the profile of osteopathic medicine in Washington/state/district.
 - OPAC helps further our legislative agenda.
 - Elect pro-physician candidates to Congress.



AOA Lobbying Strategy

- Constituent Lobbying
- Policy versus Politics
- Role of Coalitions and Workgroups