

Congressional Outlook and Preparing for Hill Visits

This session will begin at 8:00 PM EDT

**LEADERSHIP
AND
ADVOCACY
SUMMIT**
LEAD. ENGAGE. INSPIRE.

Welcome

Kristin Butterfield

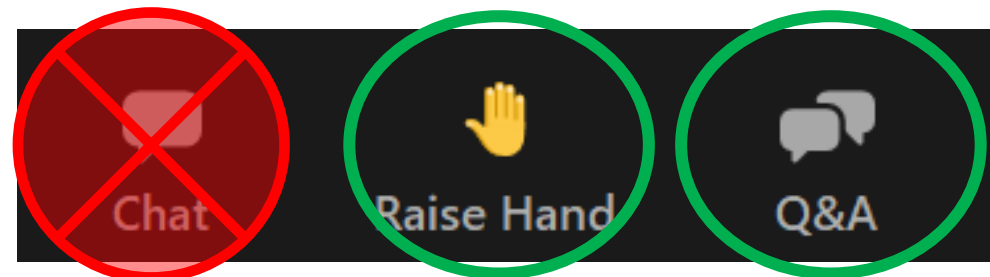
Director, Grassroots & Political Advocacy

AAPA

Virtual LAS Tips

- Zoom Attendee Interface:

- Please use the Raise Hand feature to get in line to ask your question aloud.
- Please use the Q&A feature to ask technical questions or to get assistance from AAPA staff.
- Chat feature will be disabled during this session.





Gregory Burns, DHSc, MMS, PA-C, DFAAPA (Chair)

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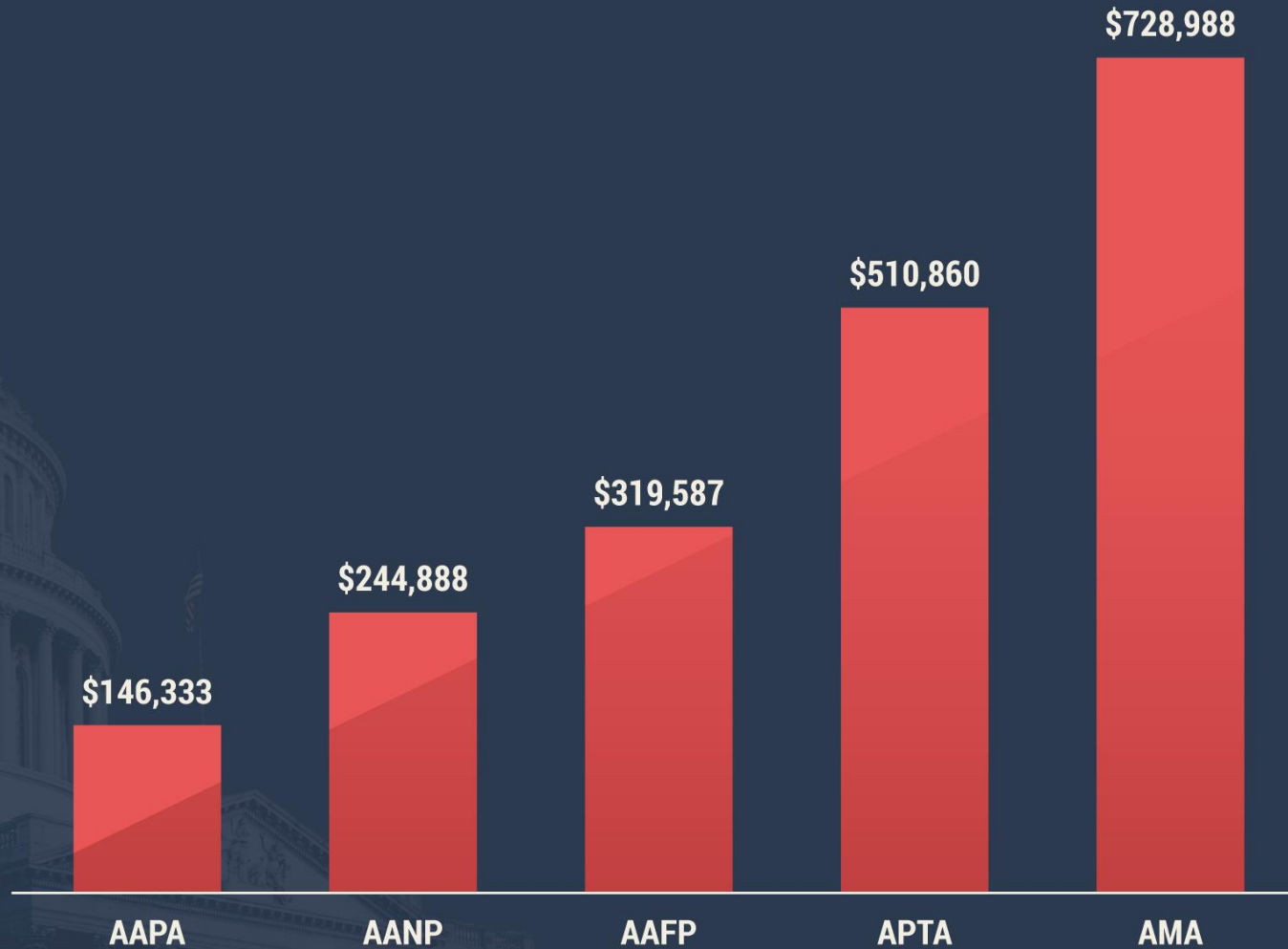
Why PA PAC is Important

- ✓ Is the only federal healthcare PAC dedicated to advancing the PA profession.
- ✓ Enhances AAPA's advocacy efforts by providing greater visibility on Capitol Hill and increased opportunities to meet with and educate congressional candidates and legislators.
- ✓ Expands AAPA's ability to build longstanding relationships with federal legislators, contributing to success on Capitol Hill.

PA PAC By The Numbers: In 2020...

- ✓ Raised a record amount, tripling in size since 2014
- ✓ Raised **\$146,333** from 2,565 AAPA members & employees
- ✓ Received donations from fewer than 4% of AAPA members (industry average is 20% of members)
- ✓ Lagged significantly behind our peers in primary care and other similarly-sized healthcare professions

HOW DOES PA PAC COMPARE?



Thank you

to the following leadership donors in 2020



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*Contributions to PA PAC are voluntary, must be paid with personal funds, and may be accepted from **current AAPA members and employees only.***

You have the right to refuse to contribute without fear of reprisal, and AAPA will not favor or disadvantage anyone by reason of the amount of their contribution or decision not to contribute.

Contributions to PA PAC are not tax deductible as charitable donations.



Health care in Washington

Heather Meade
Washington Council Ernst & Young



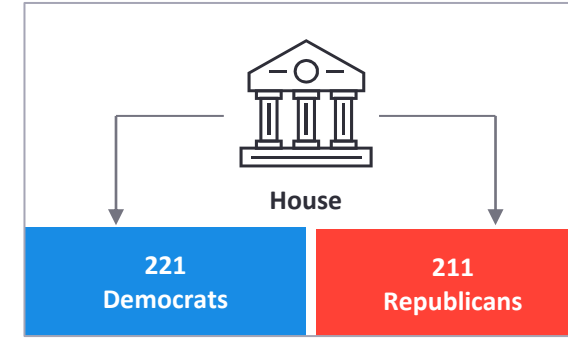
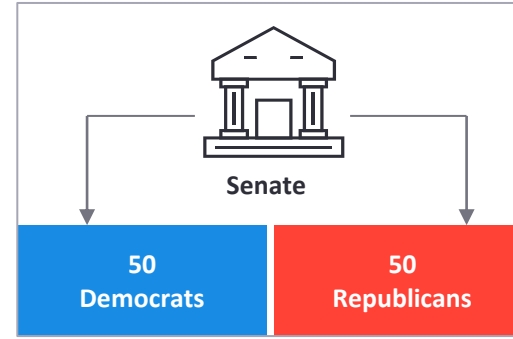
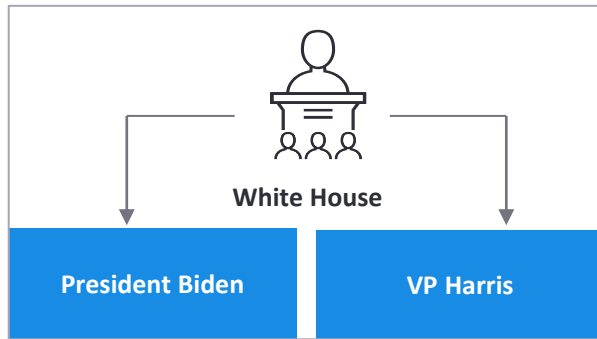
EY

Building a better
working world



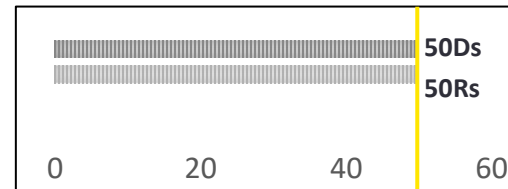
Congress

Washington division of power



Narrow margins, high budget deficits and low levels of bipartisanship make legislating difficult

51 for control (including VP breaking tie)

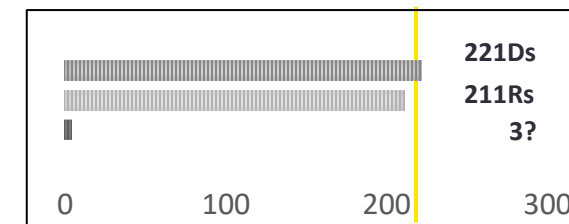


- Up for re-election in 2022:
 - 20 Republicans
 - 14 Democrats

President's party typically loses seats in first midterm election.

- Trump lost 40 House seats and gained two Senate seats in 2018
- Obama lost 63 House seats and six Senate seats in 2010

218 for control

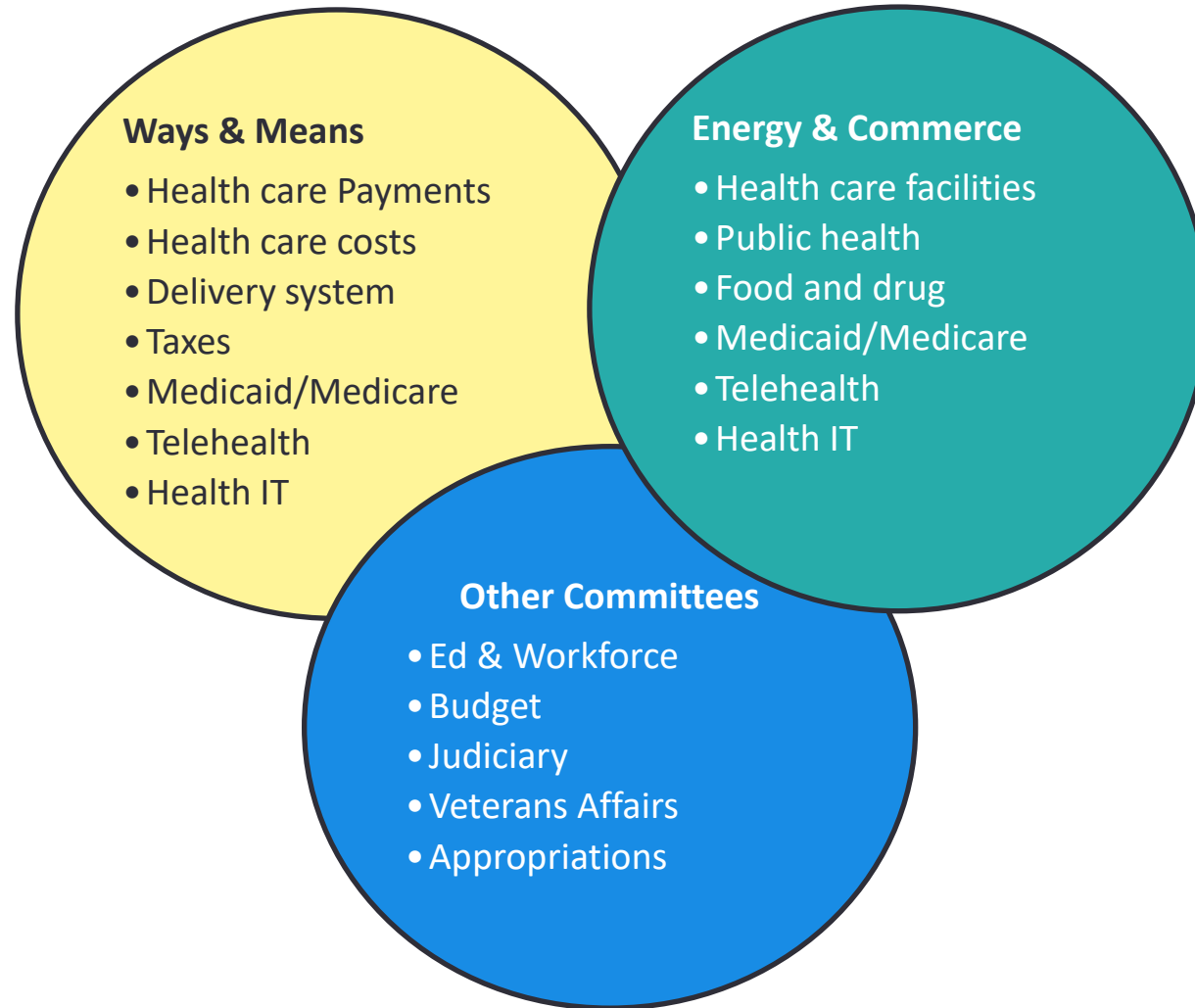


Four open seats:

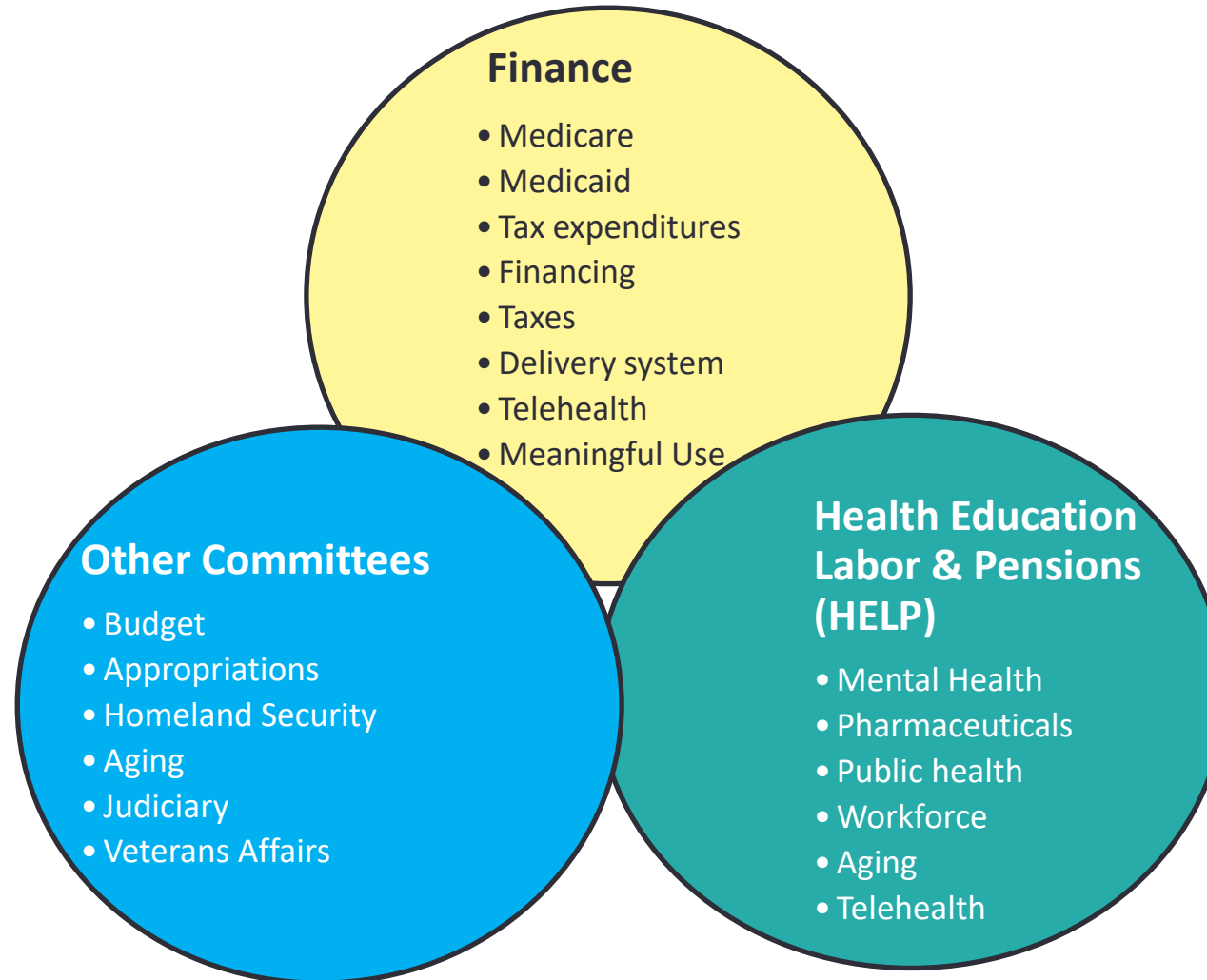
- Two vacancies in LA due to passing of Rep.-elect Letlow and Rep. Richmond joining Biden administration
- Rep. Marcia Fudge (D) of Ohio joined the Biden Administration as the HUD Secretary
- Rep. Ron Wright (R) of Texas died Feb. 7 after contracting COVID-19

- Bush gained eight House seats and two Senate seats in 2002
- Clinton lost 54 House seats and eight Senate seats in 1994

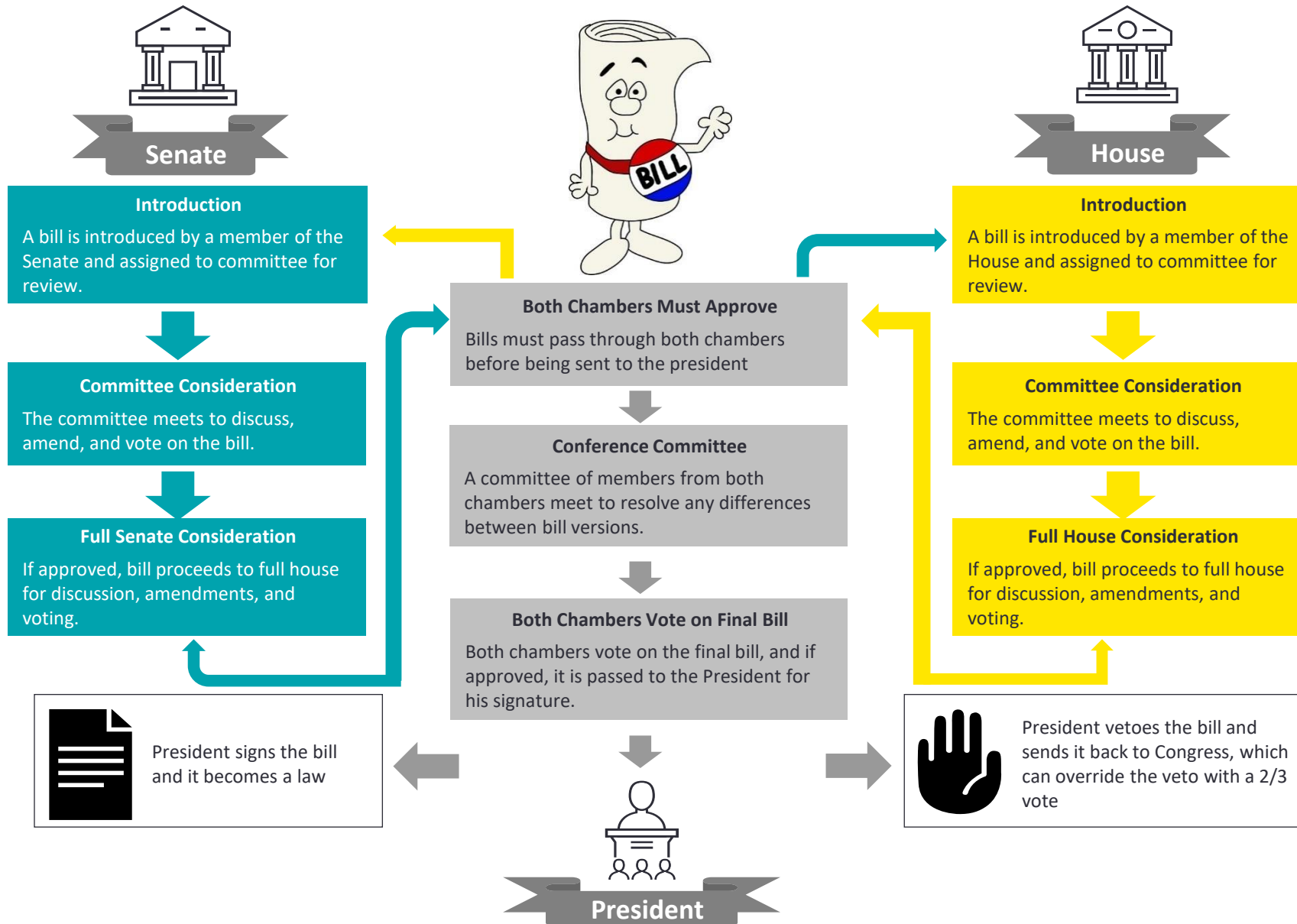
Health Care: House Committee Jurisdiction



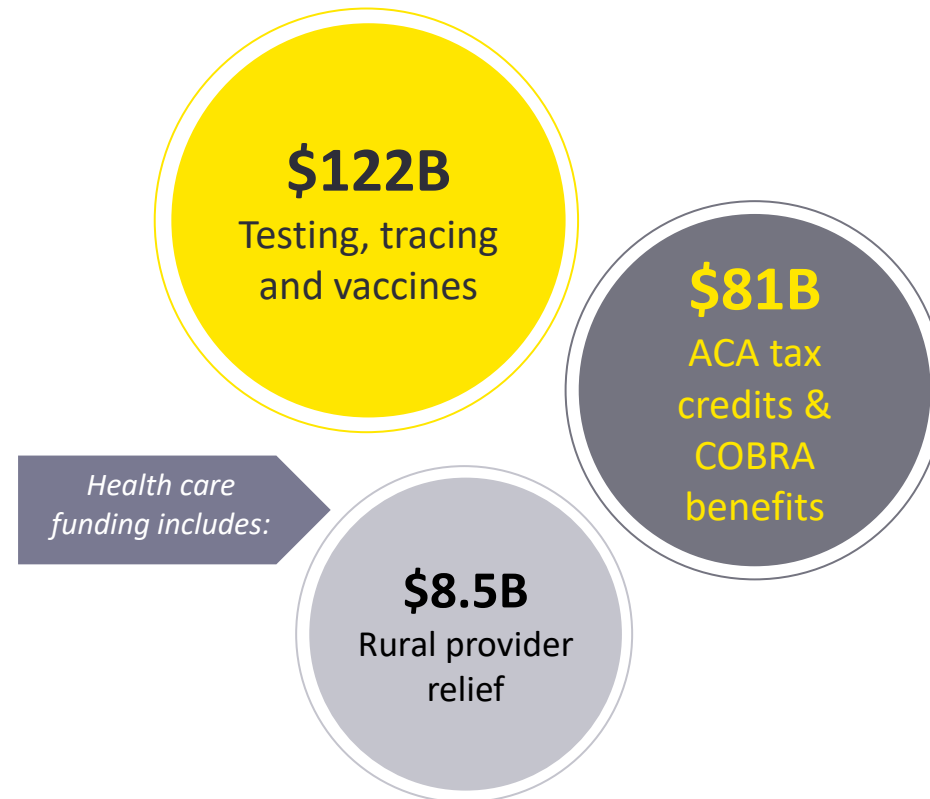
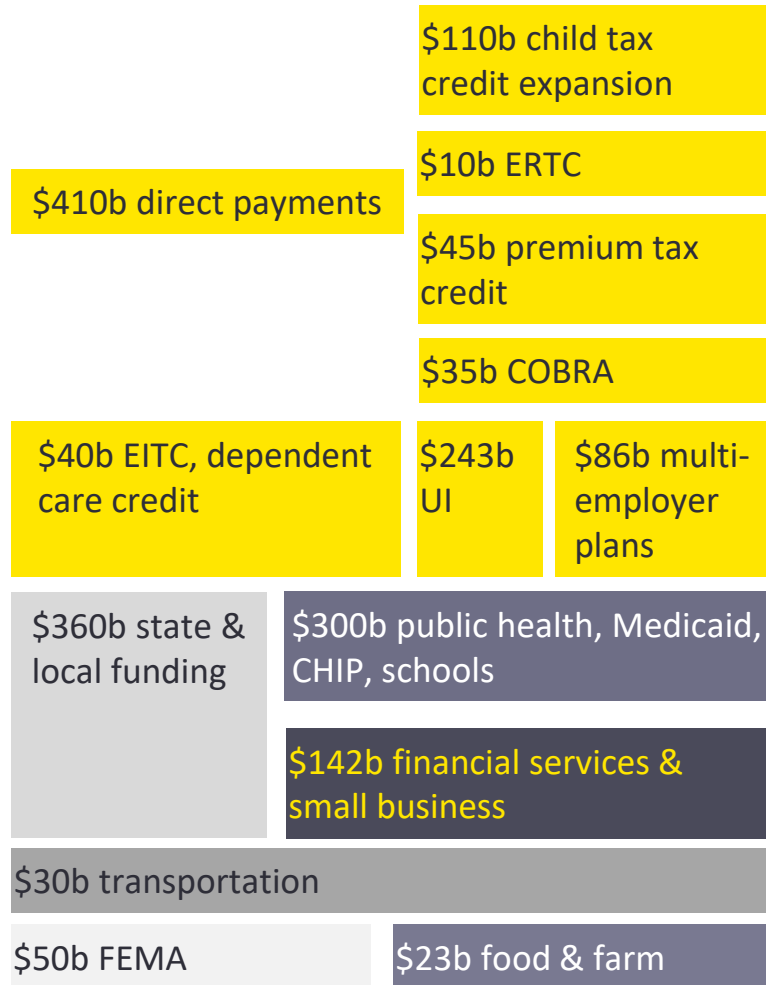
Health Care: Senate Committee Jurisdiction



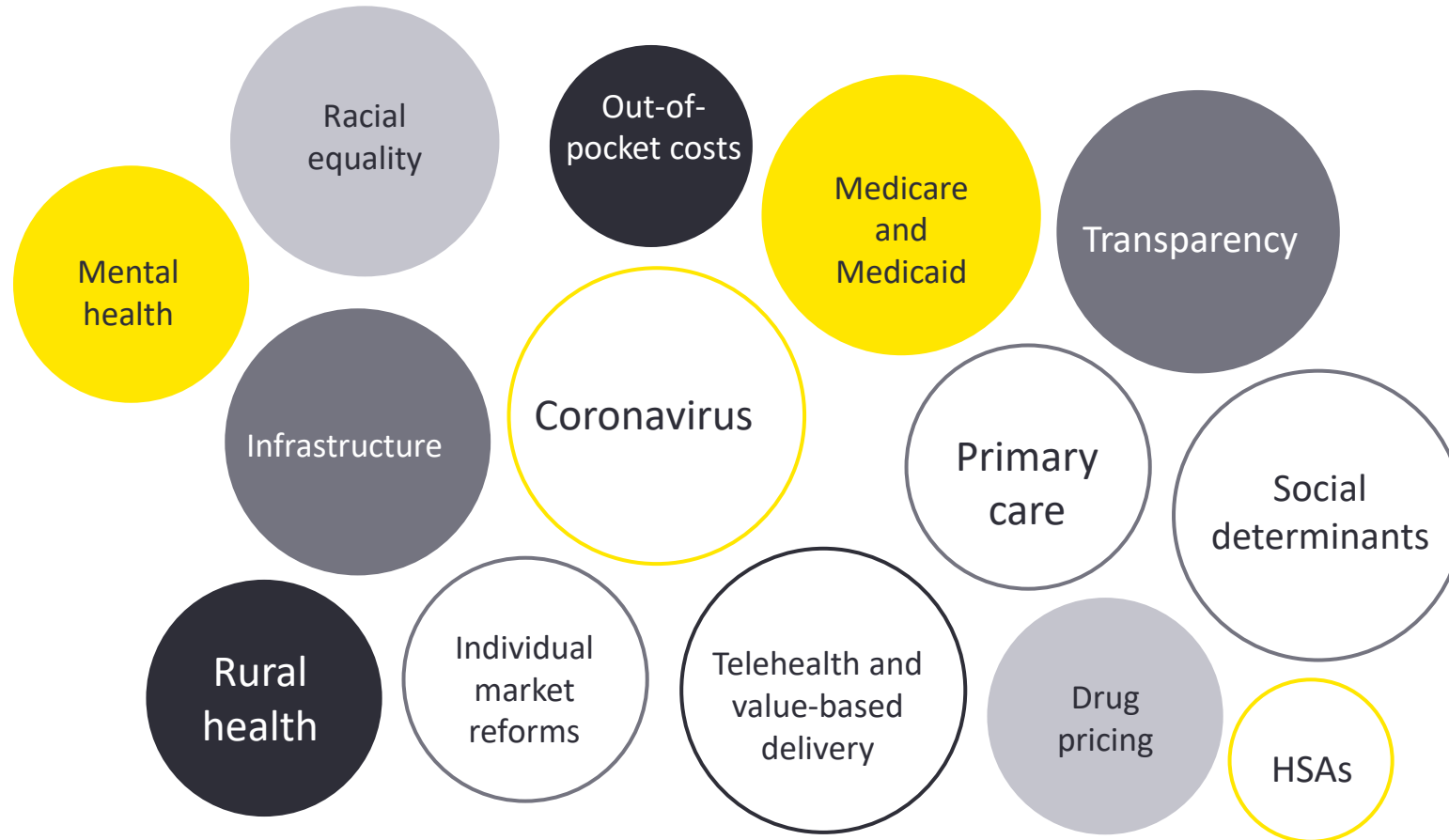
“I’m just a bill...”



American Rescue Plan Act: What's in it?



Congressional health care priorities



Democrats will set the committee agendas

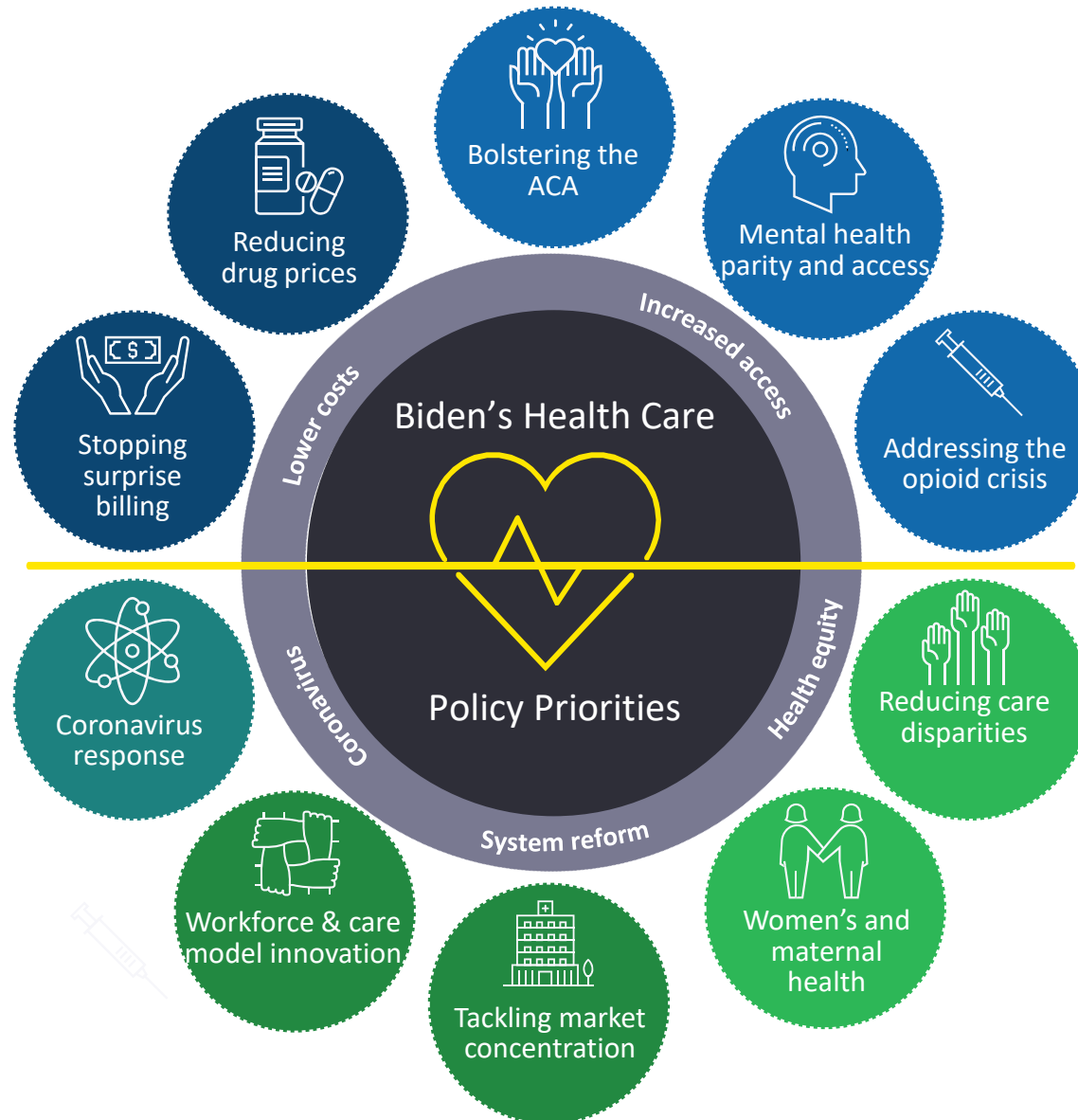
House Committees	Democratic Chairman	Republican Ranking Member	Chairman health care focus areas
Ways & Means	Chairman Richard Neal (D-MA)	Ranking Member Kevin Brady (R-TX)	Health equity, work force investments, technology and infrastructure, rural health care, drug pricing
Energy and Commerce	Chairman Frank Pallone (D-NJ)	Ranking Member Cathy McMorris Rodgers (R-WA)	Address rising health care and prescription drug costs, increasing coverage and access

Senate Committees	Democratic Chairman	Republican Ranking Member	Chairman health care focus areas
Finance	Chairman Ron Wyden (D-OR)	Ranking Member Mike Crapo (R-ID)	Address rising health care and prescription drug costs, increasing access to telehealth and mental health
Health, Education, Labor & Pensions (HELP)	Chairman Patty Murray (D-WA)	Ranking Member Richard Burr (R-NC)	Build out public health infrastructure, lower health care costs for consumers, health equity

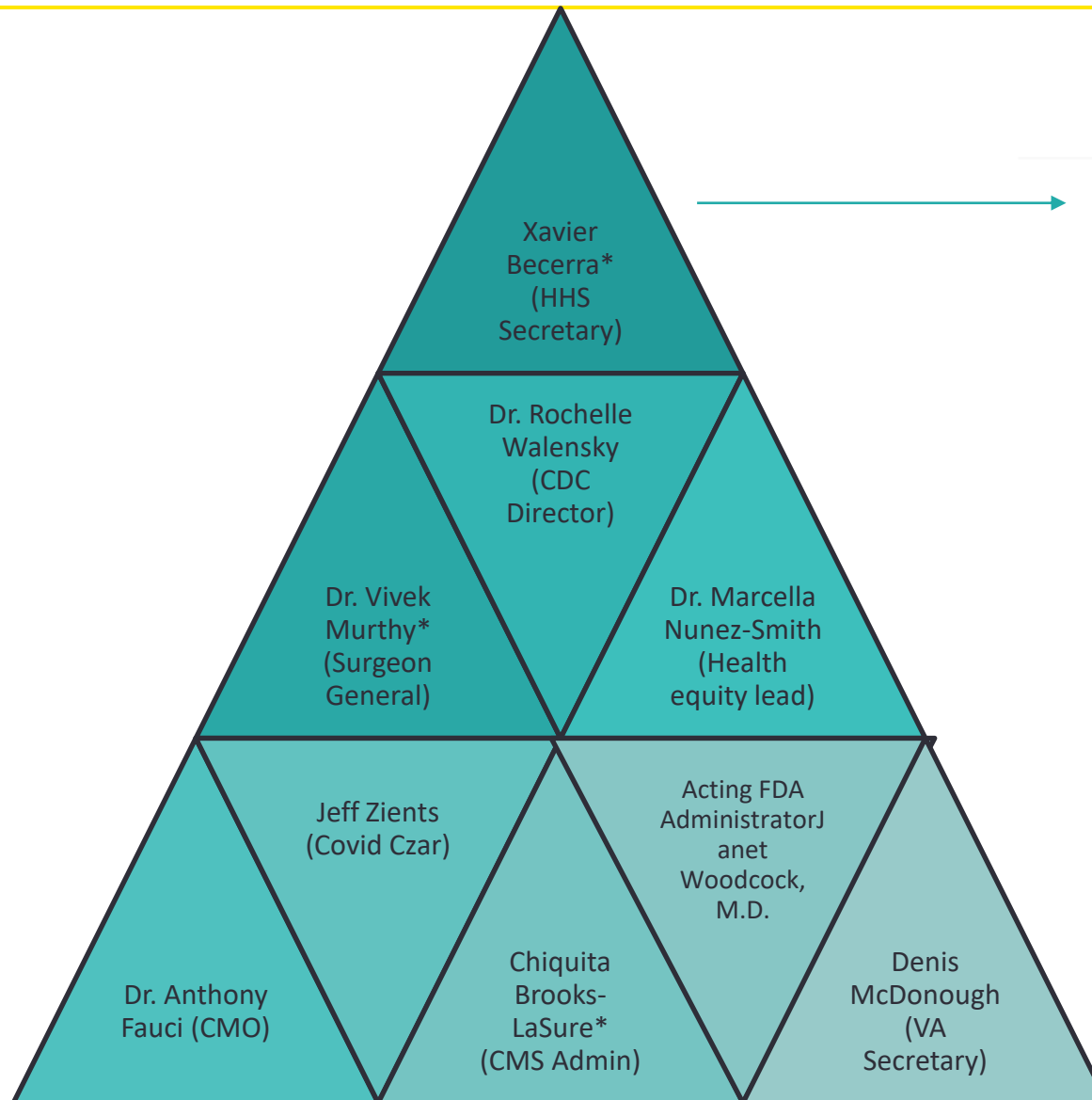
A man in a dark suit stands on a high-rise balcony, looking out over a sprawling city at night. The city lights are illuminated against a dark sky, with a prominent highway and several skyscrapers visible. The scene is captured from a high angle, looking down at the city.

President Biden's health care agenda

President-elect Joe Biden's health care agenda



Biden Health Team



Xavier Becerra, HHS Secretary Nominee

- Attorney General of California since 2017; previously a member of the House of Representatives
- Foremost defender of the ACA, leading more than a dozen other Democratic AGs in supporting the law at the Supreme Court.
- Outspoken on many issues including:
 - Women's health
 - Health disparities/equity
 - Addressing hospital and industry consolidation
 - Holding drug companies accountable for their role in the opioid crisis

* Nominee pending confirmation

Biden's executive orders and actions

Example executive action to date

COVID-19 orders

- ▶ Mask wearing and health practices
- ▶ Use of the Defense Production Act
- ▶ Development of novel therapies
- ▶ COVID-19 Pandemic Testing Board and provision of free testing
- ▶ Public health workforce program
- ▶ COVID-19 Health Equity Task Force Enhance data collection and collaboration

Non-COVID

- ▶ Strengthen the ACA, including opening a special enrollment period and restoring funding for ACA navigators
- ▶ Reverse "public charge" guidance
- ▶ Rescind the "global gag rule" and reevaluate Title X changes
- ▶ Freeze on all new regulations including several drug pricing regulations and those impacting the ACA markets.

Example future expected action

ACA marketplaces and Medicaid

- ▶ Reversing Trump guidance on Medicaid work requirements, block grants, etc.
- ▶ Reverse Trump guidance on ACA marketplace flexibilities
- ▶ Guidance aimed at enhancing coverage protections and access to care
- ▶ Reinstating protections women's health, LGBTQ community, etc.

Other

- ▶ Mental health parity enforcement
- ▶ Increased oversight of nursing home staffing and oversight
- ▶ Policies that strengthen home and community-based services

Value-based payment under Biden



Shift away from fee-for-service and towards value (e.g. capitation)

Greater overall participation and more model options

Leveraging CMS Innovation Center, including mandatory models



Enhanced access to primary care

Focus on racial and other care disparities

Rethinking of the ACO/MSSP model

What's next



How YOUR advocacy improves PA practice

Recent AAPA advocacy “wins” :

- Direct Payment for PAs
- Authorizing PAs to order Home Health services
- Supervision for diagnostic tests
- Temporary authorizations under the PHE
- PAs federally recognized as vaccinators

AAPA advocacy priorities for the 117th Congress and this year’s LAS:

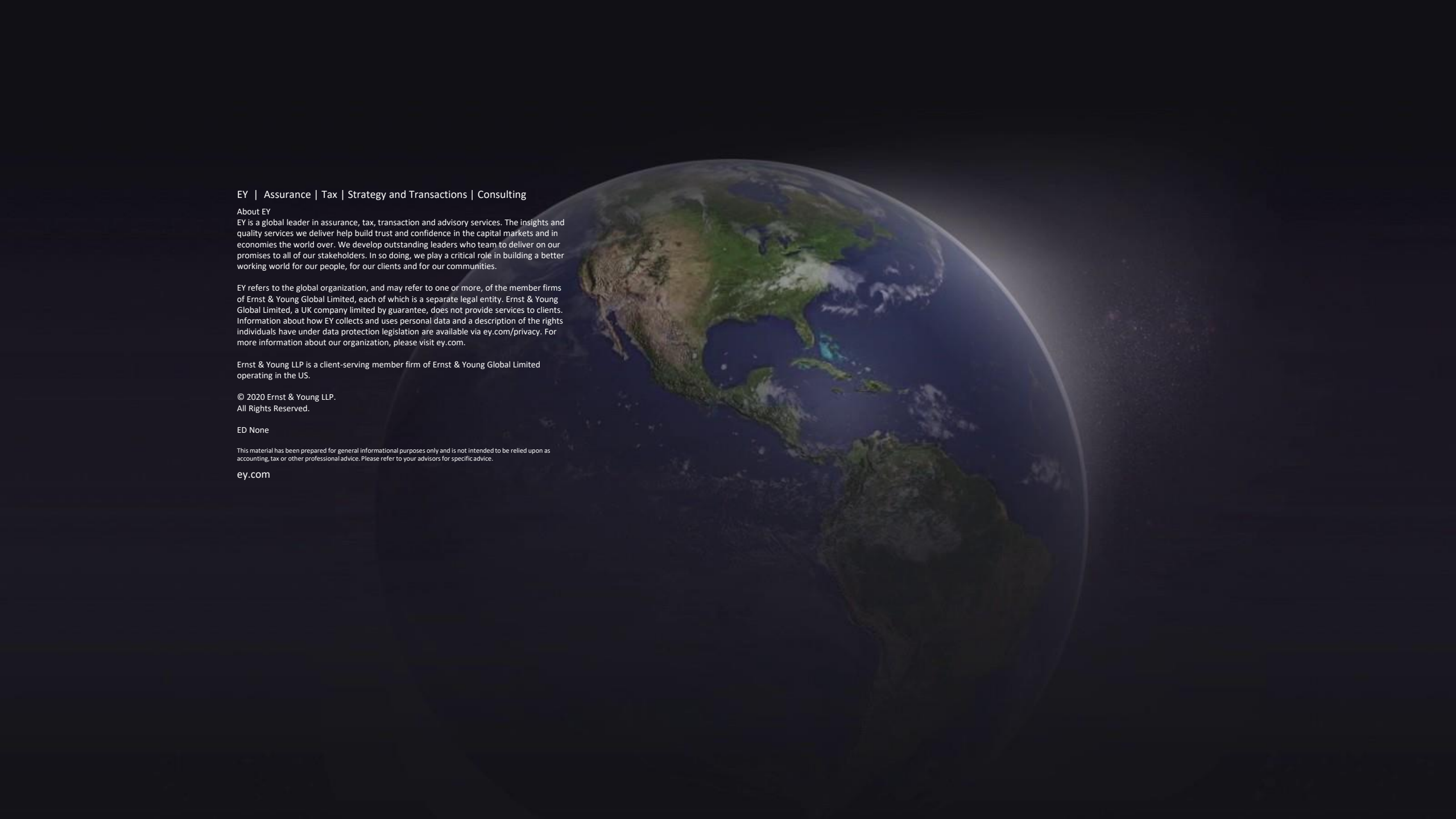
- Promoting Access to Diabetic Shoes Act
- Increasing Access to Quality Cardiac Rehabilitation Care Act



Promoting Access to Diabetic Shoes Act

**Increasing Access to Quality Cardiac Rehabilitation
Care Act**





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ED None

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You Got This: A Blueprint for Successful Meetings on Capitol Hill

Kristin Butterfield

Director, Grassroots & Political Advocacy

AAPA

March 2021

What We'll Cover:

- Why are we Doing This?
- Your Super Power: Storytelling
- Successful Meetings on the Hill
- The Worst that Could Happen

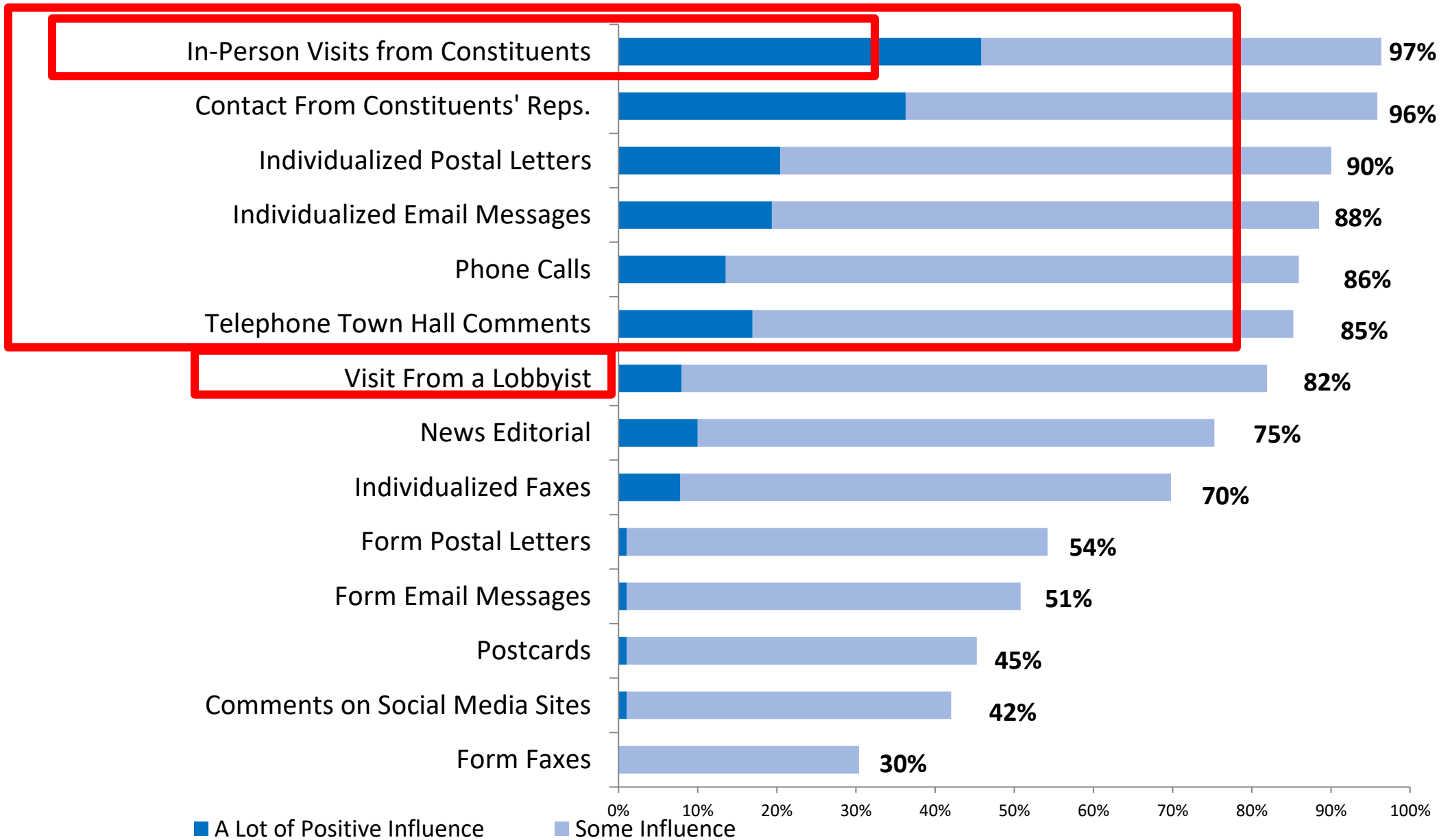


Goals of Hill Day:

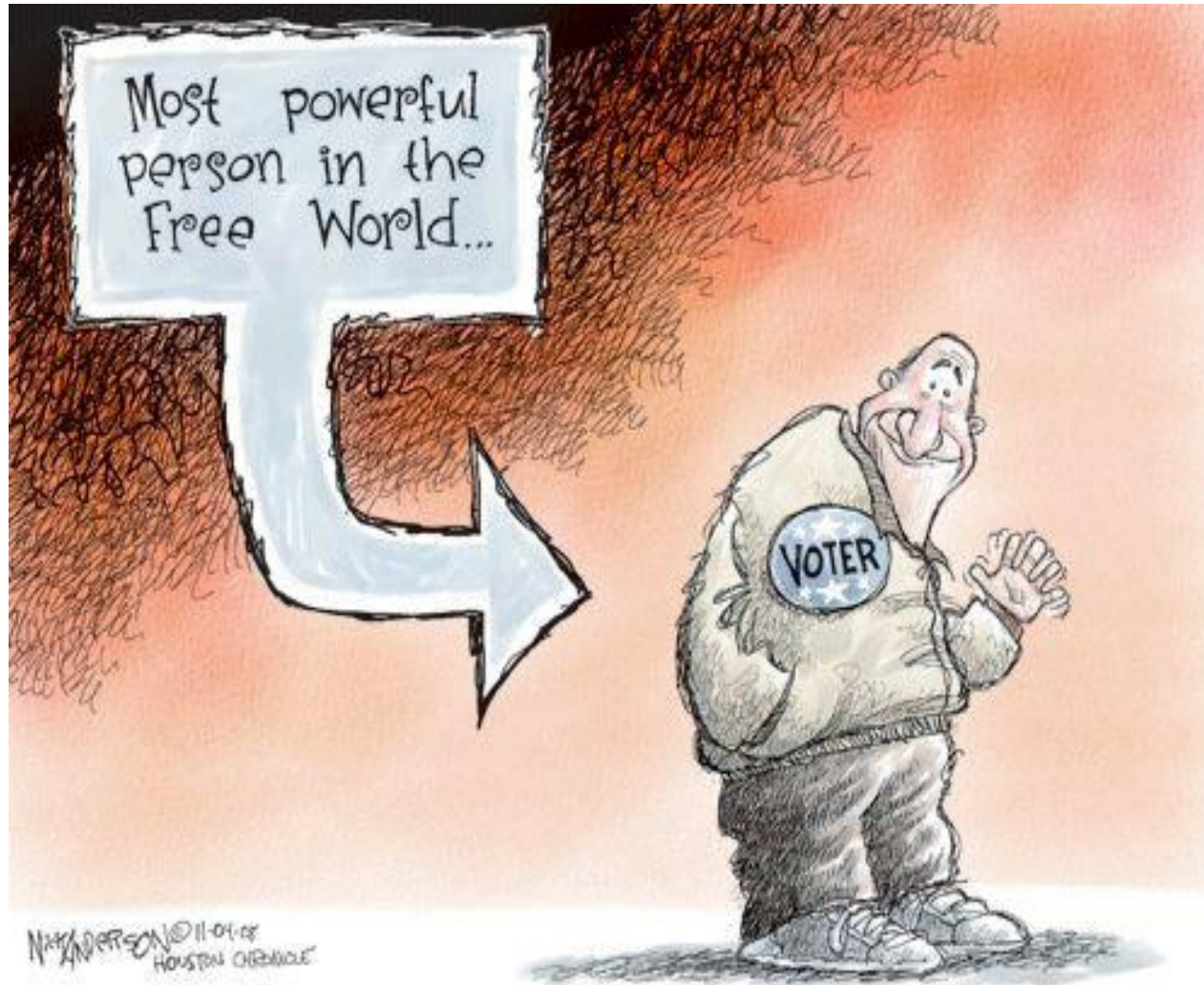
- Educate policy makers and staff about PAs and your role in health care
- Build support for the PA profession and for the policy priorities we're advocating
- Establish new (and build upon existing) relationships with legislators and staff
- Have fun!

Who Am I and Why am I Here: It's a No Brainer

- Advocacy WORKS
- Constituents > Lobbyists!
- Health care landscape is changing - your *perspective and expertise* are very valuable
- If you're not at the table, you're on the menu
- Everybody's doing it



Can One Person *REALLY* Make a Difference?



- You are an expert
- You are a constituent
- The work you do is extremely important
- Together we can create positive change

What Legislators Want to Know, And Why You're the Best Person to Tell Them

- What actions do **constituents** want me to take?
- Why do **constituents** want me to do that?
- What are the impacts of this on **our community or state**?
- What are **constituents'** personal stories or connections to the issue?

Story Telling: The Advocate's Super Power

Story-telling:

- Provides an instant connection, emotional impact
- Brings PA practice to life
- Makes issues local and relevant
- Gives legislator reason to become a champion
- Differentiates your meeting *from every other meeting that day*



IMPORTANT NOTE:

****All members of the groups go to ALL meeting listed *for* the group.****

You might not be a constituent, and – this year – that’s ok!

Please go to ALL the meetings listed on your schedule regardless of whether you are a constituent or not.

Blueprint for Successful Meetings

1.) Introduce yourselves

- “I am a PA (or PA student), and I work [where] in [what town] in your district/state”
- Offer “quick and dirty” overview of profession
- Define profession by **description**
- Say thanks (if a cosponsor last year – see list)



Blueprint for Successful Meetings

2.) Introduce the issue

- “Today we’re here to talk about an issue that is very important to PAs from our district/state”
- **What** (including bill #), **why**, **how**
- Have a plan, be concise
- Stay on message

Blueprint for Successful Meetings

3.) Make it personal, local (*story time!*)

- Connect the dots to constituents, community
- Personal anecdotes, examples
- Speak from your heart
- YOU make the issue relevant
- “Tell me why I should remember/highlight THIS issue over the 27 others I will hear about today.”

Blueprint for Successful Meetings

4.) Make a clear ask

- Say what you want the Member to do: “we’re here to ask for your support – please cosponsor this bill”
- Ask what additional information you can provide to help them decide
- Offer to follow-up, especially if staff have asked questions or “need time to talk to the boss”

Blueprint for Successful Meetings

5.) Wrap it up: thanks and future contact

- Always end on a positive note
- Offer to be a resource in the district
- Restate any upcoming outreach/followup you will do
- Thank them for their time and consideration

Putting your Best Foot Forward - Virtually

- Test your technology before the meeting
- Raise webcam to eye-level (beware iPads)
- Check your visible background
- Have adequate lighting
- Use a good microphone
- Avoid multi-tasking – put your phone away!
- Dress the part
- Limit background noises, interruptions



Reminder:

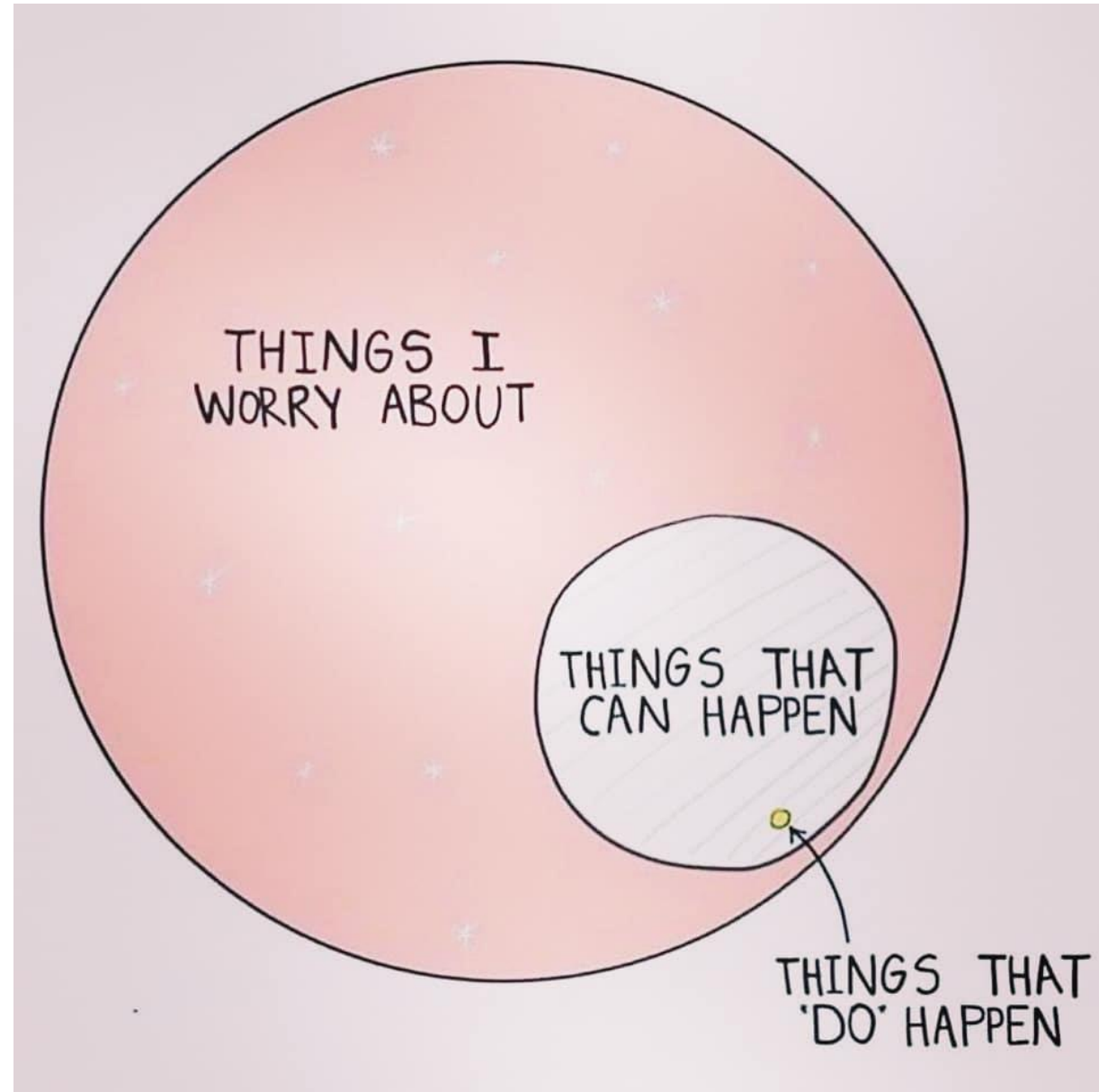
We Hill Staff

- Meeting with staff has big advantages
- They are institutional memory, make recommendations
- Who you might see:
 - Chief of Staff
 - Legislative Director (“LD”)
 - Health Legislative Assistant (“Health LA”)
 - Legislative Correspondent (“LC”)
- **REMEMBER:** staff juggle many issues, health is just one

What's the Worst that Could Happen?

- They ask a question you can't answer.
- They say no.

Don't Panic!



After the Meeting: Your Job's Not Done Yet!

That week:

- ALWAYS send a thank you email
- Provide any requested follow-up, restate “ask”
- Offer to be a resource in the district

In the future:

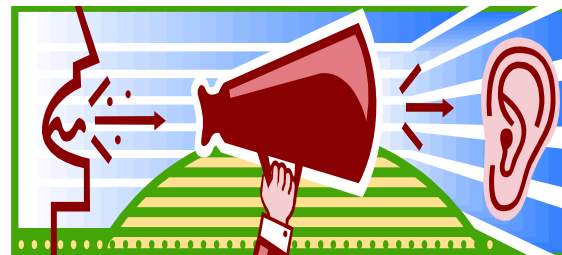
- Stay in touch
- Attend district events
- Find opportunities to engage legislator

Rules for Successful Advocacy (and Successful Life!)

- Always be polite/professional
- Never fudge the truth/don't make stuff up
- Don't talk about politics or money
- Be yourself
- SMILE!
- Say thank you

“Our professional organizations are the voice, but we are the megaphone.”

- Stephane VanderMeulen, MPAS, PA-C



What's the Issue: Preparing for Hill Meetings

Chris Stewart
Director, Congressional Advocacy
AAPA

Tate Heuer
VP, Federal Advocacy
AAPA

Promoting Access to Diabetic Shoes Act

Modernizes current Medicare policy by authorizing PAs to certify a patient's need for diabetic shoes.

Talking Points

- As a PA, I can diagnosis diabetes, prescribe insulin, manage a patient's diabetes and other chronic conditions, and order complex medical equipment for Medicare patients (such as insulin pumps and wheelchairs); but Medicare does not authorize me to order diabetic shoes for patients who need them.
- This unreasonable restriction is a barrier to timely care for older Americans who frequently live in rural areas facing provider shortages.
- This restriction also causes the Medicare program to incur additional costs by requiring patients to undergo an additional and unnecessary office visit to see another provider.
- The current policy makes no sense when we are trying to minimize unnecessary trips to medical providers to avoid unnecessary exposure to COVID-19.
- Please cosponsor the Promoting Access to Diabetic Shoes Act.

Access to Quality Cardiac Rehabilitation Care Act

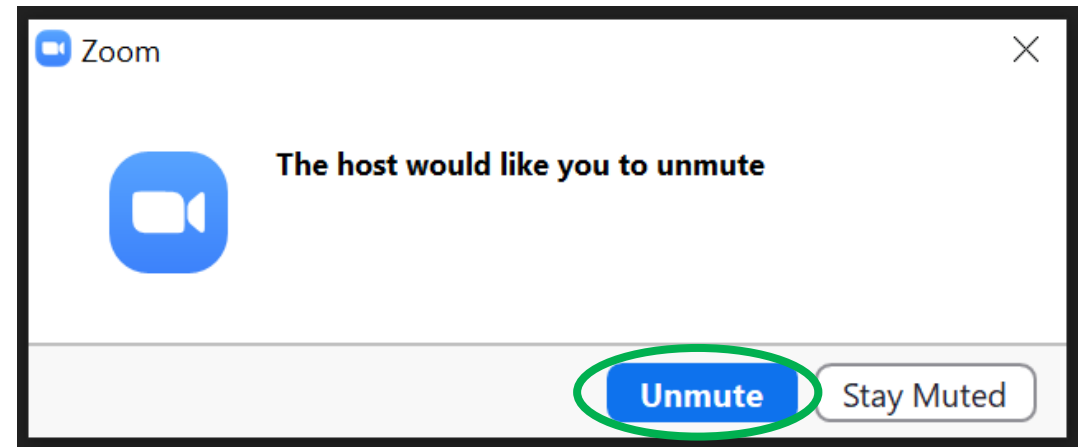
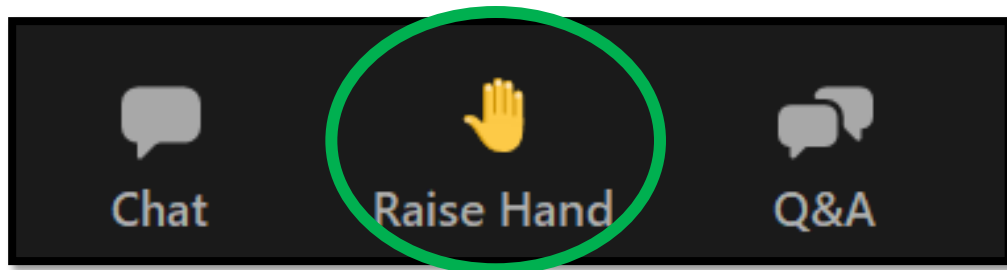
Moves up the effective date of previously enacted legislation authorizing PAs to supervise cardio rehabilitation and pulmonary rehabilitation (CR/PR) from 2024 to 2022, **AND** authorizes PAs to order CR/PR services for patients.

Talking Points

- As a PA, I can provide care for patients with cardiovascular or pulmonary diseases. Senseless Medicare restrictions currently keep PAs from supervising or ordering such services. *[Provide examples.]*
- Congress has already authorized PAs to supervise CR/PR programs beginning in 2024. It needs to move this up to 2022 and authorize PAs to order CR/PR.
- CR/PR improves healthcare outcomes for patients who have had a heart attack, have chronic obstructive pulmonary disease (COPD), and may be helpful to former COVID-19 patients.
- Supported by American Heart Association, American College of Cardiology, American Nurses Association.
- Please cosponsor the Increasing Access to Quality Cardiac Rehabilitation Care Act.

Time for Q&A

- Please use the Raise Hand button to be placed in the queue. You will be called on by name and will see a prompt to unmute yourself appear on your screen. Please click “Unmute” to ask your question aloud.



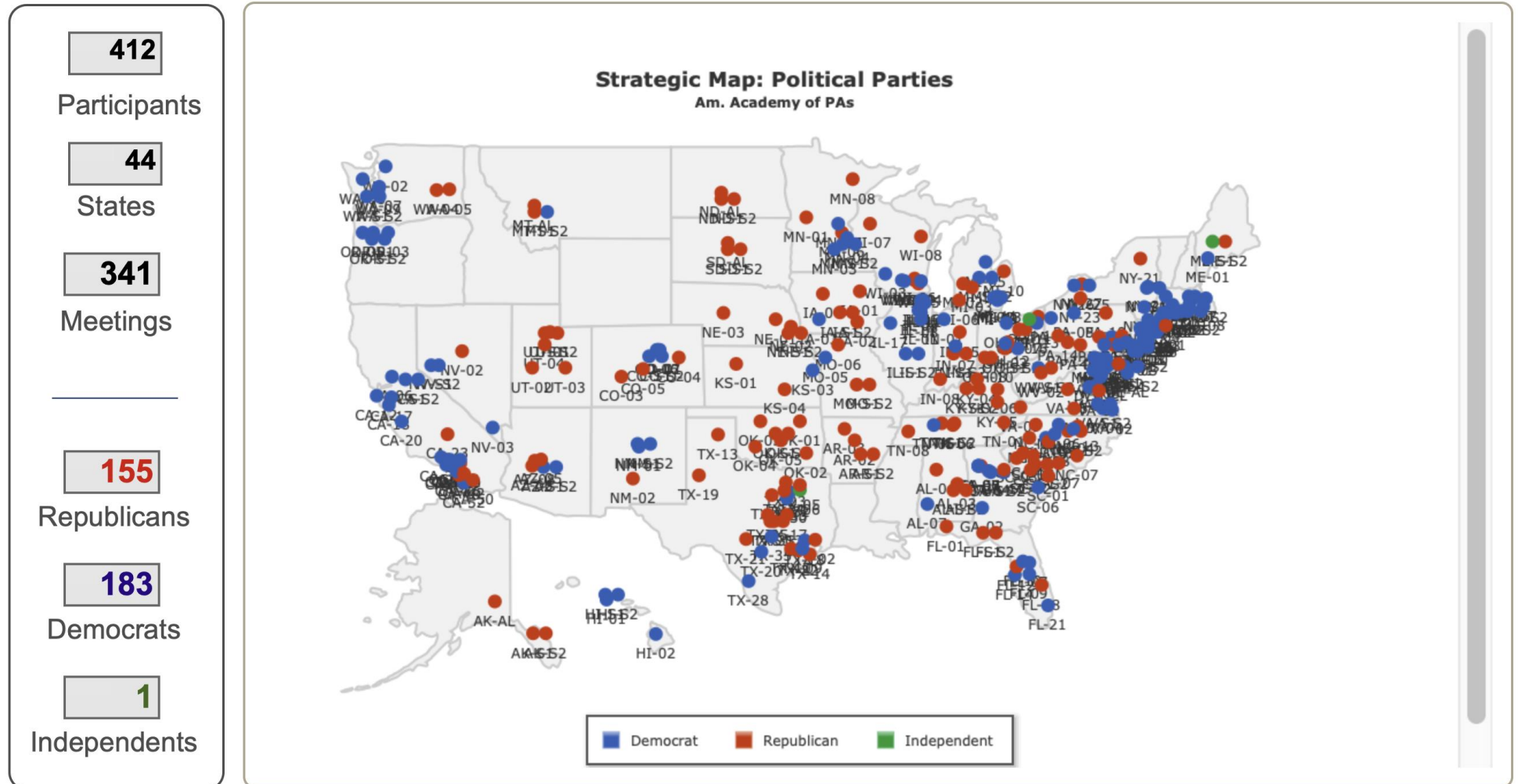
Virtual Hill Visits

Christopher Kush, MPP

CEO

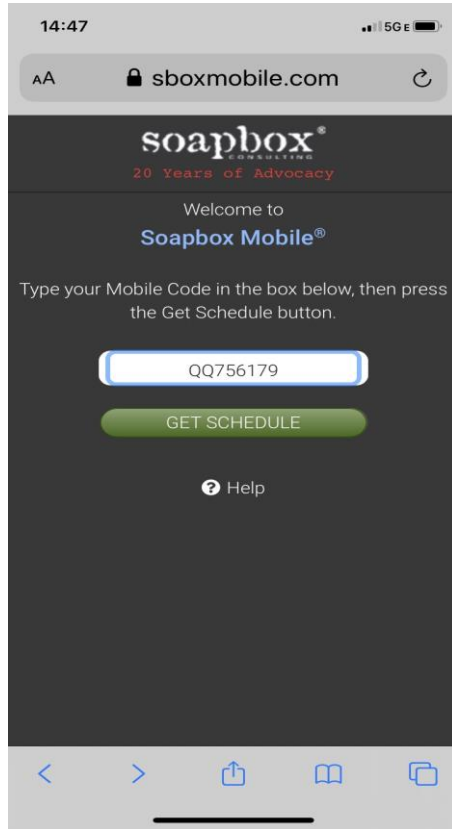
Soapbox Consulting

Strategic Map

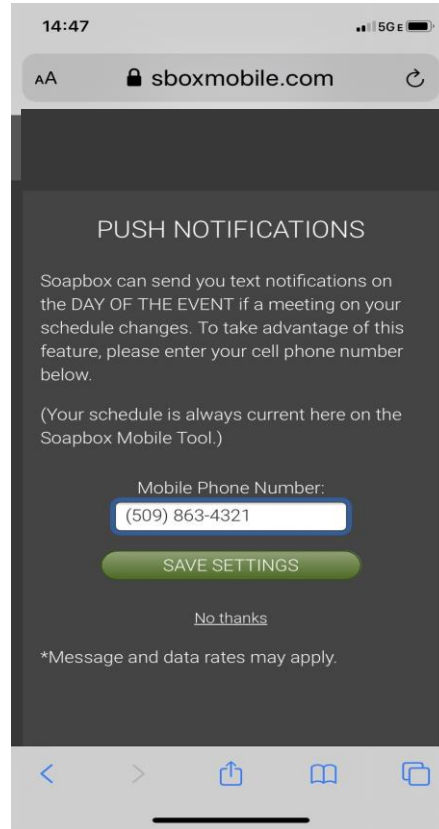


It is NOT an APP.
(Nothing to download)

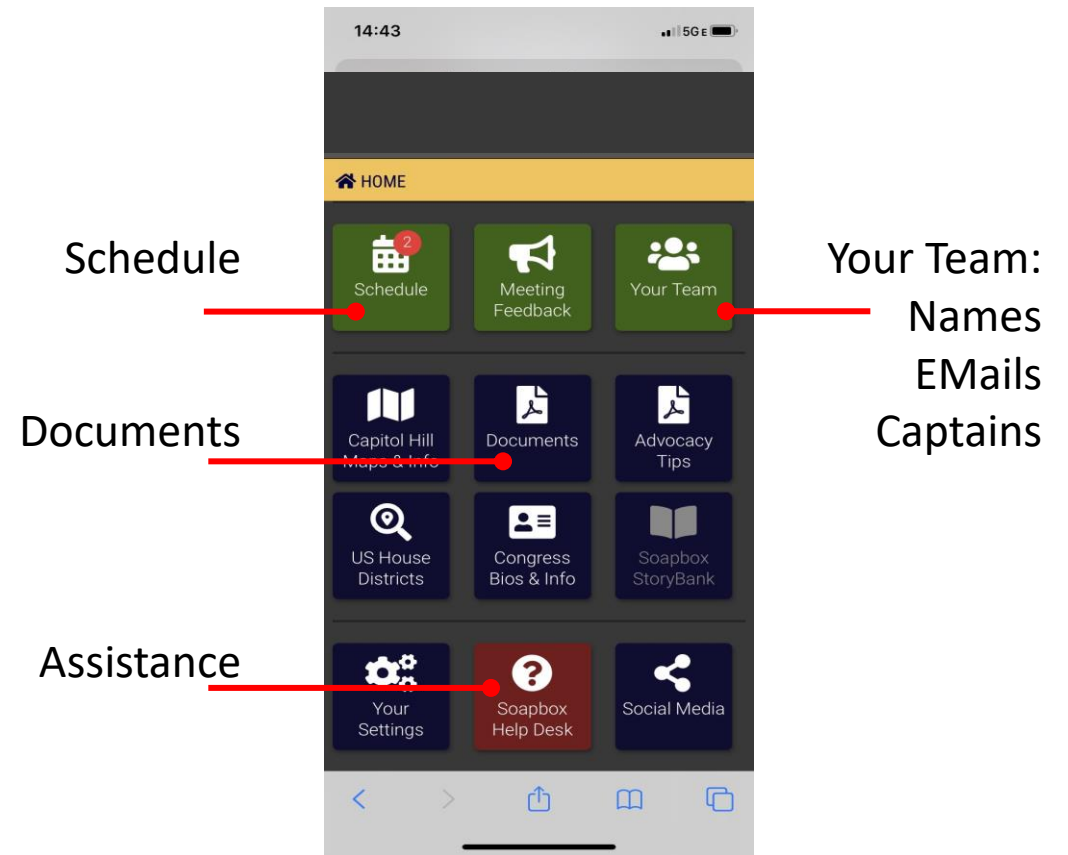
1. Log-in



2. Accept Push Notifications



3. Main Screen



Push notifications will provide:

- Meeting reminders
- Day-of-event changes

Team Captains
may reach out to
help prepare for
your meetings

The screenshot shows the Soapbox Consulting app interface. At the top, the logo "soapbox CONSULTING" is displayed. Below it, the text reads "GOLDMAN SACHS", "10,000 Small Businesses Voices Virtual Capitol Hill Week", and "06/10/2020". A navigation bar contains "HOME" and "YOUR TEAM". The main content area is divided into two sections: "YOU" and "YOUR TEAM".

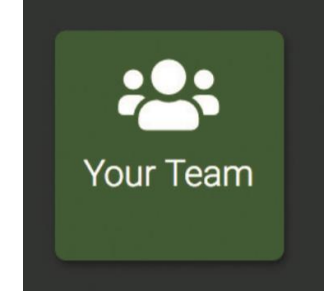
YOU

- Laile Fairbairn (LEADER) (laile@snowcitycafe.com)
- Anchorage, AK
- House Dist: AK-AL
- Your Team Number: AK-01
- Mobile Tool Code: YE921510

YOUR TEAM

- Laile Fairbairn (LEADER) (laile@snowcitycafe.com) (AK-AL)
- Stephanie Millane (SPEAKER) (stephanie@unnycove.com) (AK-AL)
- Stephen Trimble (SPEAKER) (st@arcticsolarventures.com) (AK-AL)
- Jeanie Val (alaskansweetthings@gmail.com) (AK-AL)

Your Team

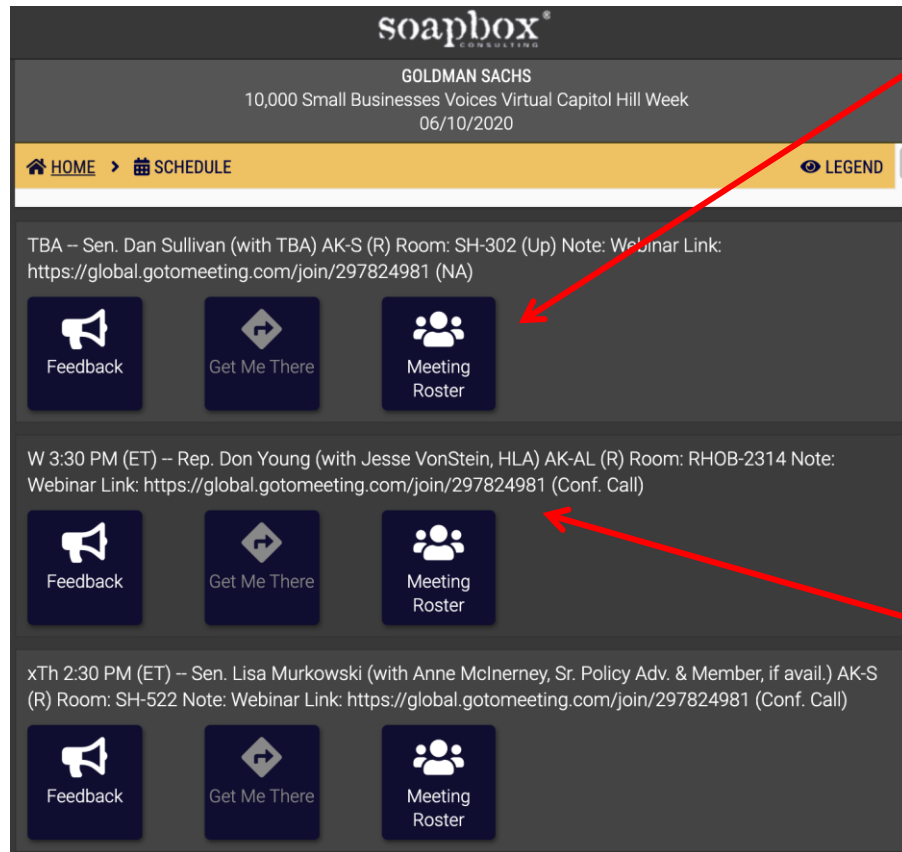
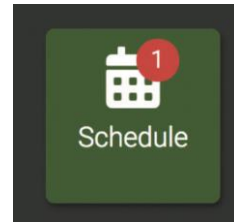


EMails can be found here

Note: Senate meetings are going to be larger and may have different team leaders

Using the Mobile Tool (Part II)

4. Your schedule



TBA – Sen. Dan Sullivan (with TBA) AK-S (R) Room: SH-302 (Up) Note: Webinar Link: <https://global.gotomeeting.com/join/297824981> (NA)

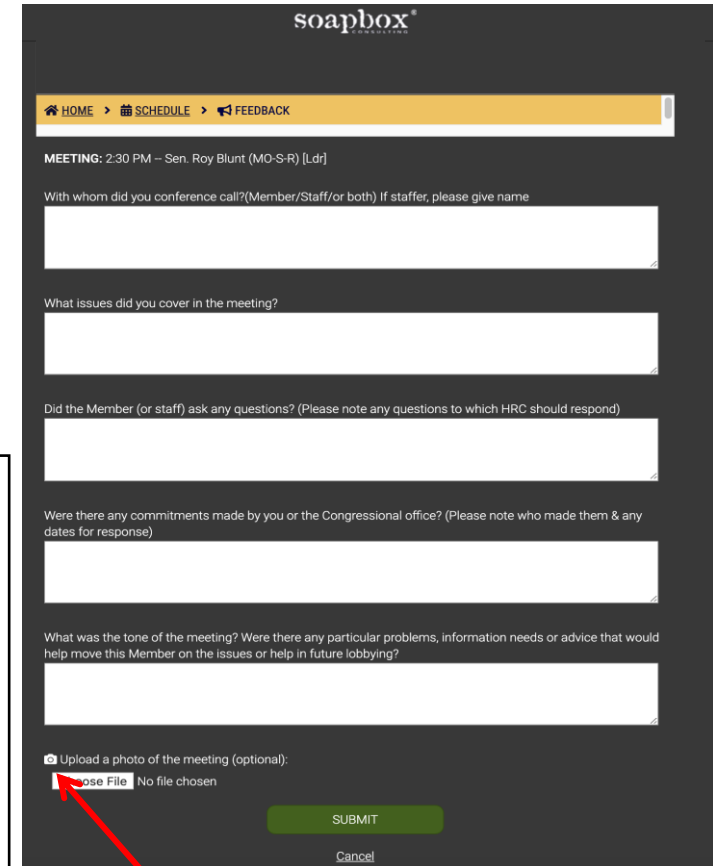
W 3:30 PM (ET) – Rep. Don Young (with Jesse VonStein, HLA) AK-AL (R) Room: RHOB-2314 Note: Webinar Link: <https://global.gotomeeting.com/join/297824981> (Conf. Call)

xTh 2:30 PM (ET) – Sen. Lisa Murkowski (with Anne McInerney, Sr. Policy Adv. & Member, if avail.) AK-S (R) Room: SH-522 Note: Webinar Link: <https://global.gotomeeting.com/join/297824981> (Conf. Call)

Note: You might have a custom schedule (Team X) as part of your team.

Meeting link info at end of each meeting line.
(Cut and paste into browser)

5. We need feedback right after your call



HOME > SCHEDULE > FEEDBACK

MEETING: 2:30 PM – Sen. Roy Blunt (MO-S-R) [Lrd]

With whom did you conference call?(Member/Staff/or both) If staffer, please give name

What issues did you cover in the meeting?

Did the Member (or staff) ask any questions? (Please note any questions to which HRC should respond)

Were there any commitments made by you or the Congressional office? (Please note who made them & any dates for response)

What was the tone of the meeting? Were there any particular problems, information needs or advice that would help move this Member on the issues or help in future lobbying?

Upload a photo of the meeting (optional):
Choose File No file chosen

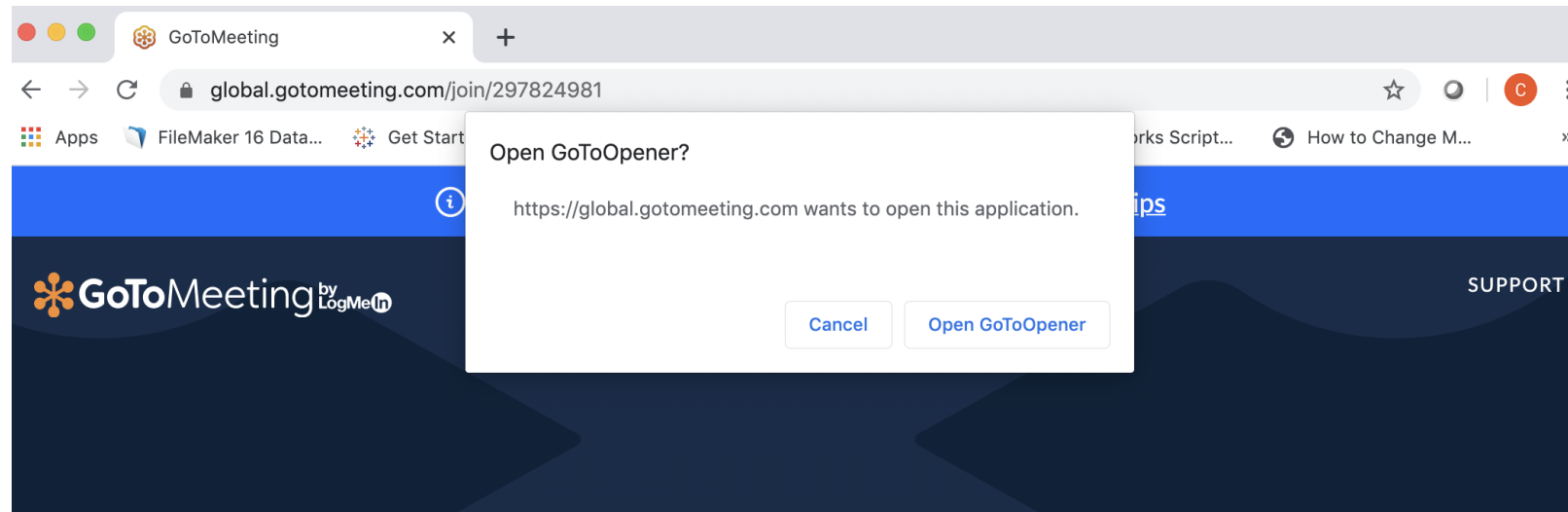
SUBMIT

Cancel

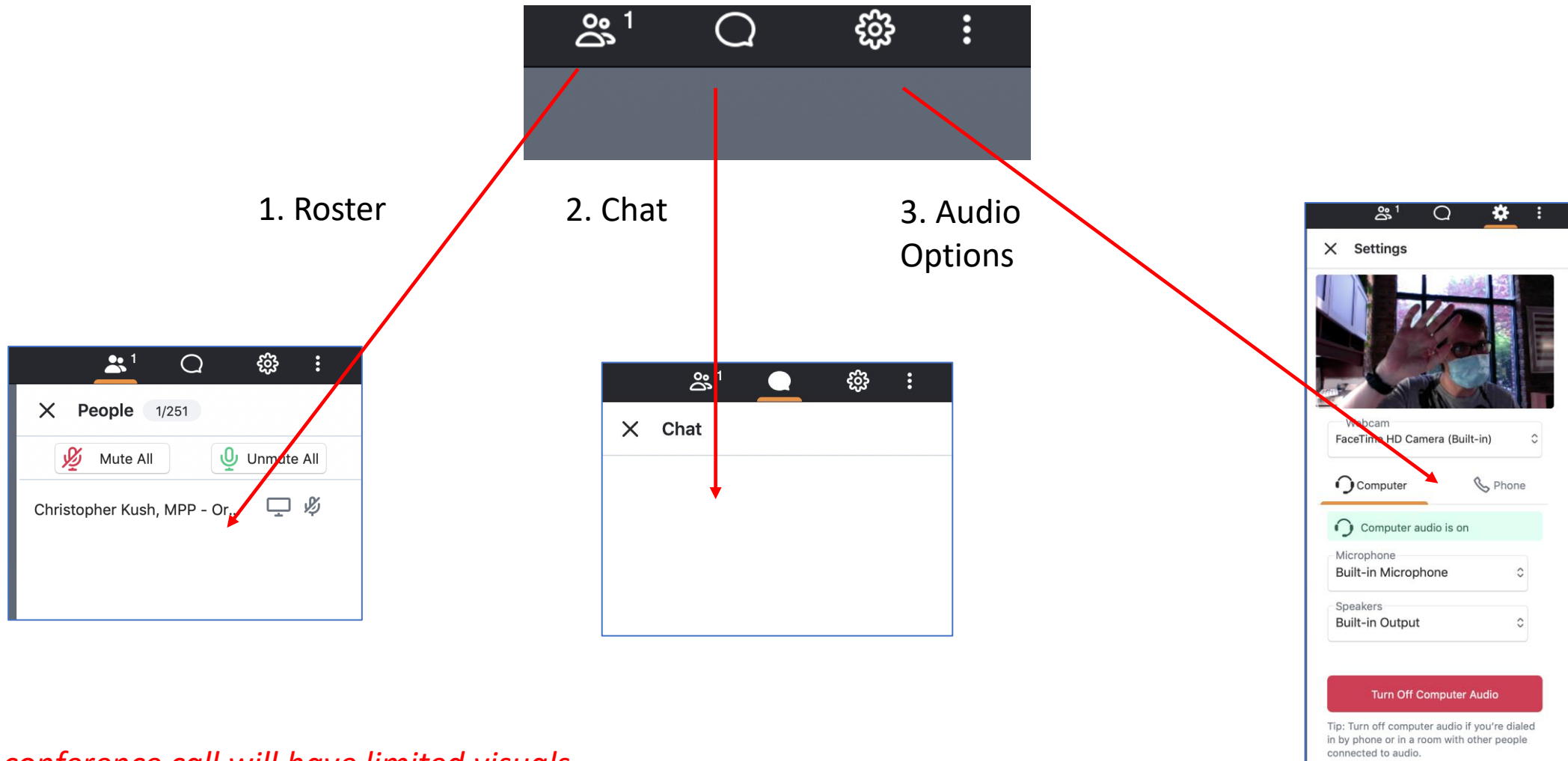
Attach a picture of the webinar screen OR you rockin' the t-shirt.

The GoToMeeting Platform (Part I) *for Conference Calls AND Webinars*

- Cut and paste the link from your Mobile Tool and install the software if necessary



The GoToMeeting Platform (Part II) *for Conference Calls AND Webinars*



A conference call will have limited visuals.

Virtual Meeting Reminders

Soapbox Help Desk for
LIVE assistance:
(202) 362-5910

TIPS FOR ADVOCATES

- Please put your phone on mute when not speaking.
- As a courtesy to other advocates, please keep other people, pets, electronics, appliances, etc. out of the room during the call to further minimize distractions.
- Do not introduce topics that are not part of our shared messaging.
- Average length of call will be 15-20 minutes. Time is at a premium; be as clear and succinct with your stories and statements as possible. Do not monopolize the conversation.
- Fact sheets will be sent in advance to Capitol Hill offices by Soapbox. Fact sheets should also be available under the document icon of the Soapbox Mobile Tool.
- Do not share or post call-in information. The Team Leader may choose to end the call if unknown parties show up.
- Advocates should each complete and submit their feedback reports via the Soapbox Mobile Tool immediately following each call.
- Do not debrief in the meeting space unless you are certain that all staff and/or Members have left the meeting.

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ADDITIONAL TIPS FOR TEAM LEADERS

- Make periodic housekeeping announcements about noise control. (Directly address any off-topic issues or other serious distractions.)
- Watch/listen for Member or staff arrival in the space.
- Verbally begin and close the discussion.
- Provide any necessary verbal connections to aid in meeting flow and help with comprehension. For example, “We are now going to share two stories about how this issue affects local healthcare workers.”
- Call Soapbox on another line if staff or Member is more than 10 minutes late. (Everyone else, should stay in the meeting space.)

Need help?

**Can't find your mobile tool code?
Put your name in the chat now!**

**Can't get into the virtual hill platform?
Call the help desk (202) 362-5910**