



Defenders of Our Future: Political Advocacy for New Practitioners



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TOGETHER WE MAKE A GREAT TEAM



Breaking News!

- **As of January 1, 2010 the Center for Medicare and Medicaid Services (CMS) will eliminate funding for ALL pharmacy residency programs**
- **Hospitals will be forced to downsize or completely eliminate residency programs**
- **Negative impact on patient care and patient care initiatives**

We are safe for now...

- **This is what could have happened without the help of pharmacists like YOU and the ASHP PAC!**
- **2003 CMS proposal**
 - ❖ Continued coverage for 1st year
 - ❖ Funding cut for specialty residencies
- **Stay tuned for how you can help!**

ASHP Political Action Committee

- **So what do they really do anyway?**
- **Conduit for members to support pharmacy friendly legislators**
- **Make your dollar go further**
- **Indicator of how active a group's membership is and that they are serious in their intentions to create change**



ASHP PAC Numbers

- Total money raised in 2008: \$29,920
- Total contributions to candidates: \$19,000
- Total ASHP members: ~36,000
- Total donors in 2008: 134
- That means...
- Only **0.4%** of ASHP members contributed to the PAC in 2008

Save that change!

- Approximately 5,000 new practitioners
- 14¢ per day, 98¢ per week = \$255,500
- But in the end...It all comes down to you!

Why get involved?

“If you are wondering whether or not it is really worthwhile to communicate your views to your own Senator or Representative in Congress, consider this fact. Others who disagree with you are doing so constantly.”

-former Speaker of the US House of Representatives, Jim Wright





Make your voice heard

- **Grassroots advocacy= key to pharmacy growth and success**
- **Everyone can make a difference**
- **Advocate through patient care**
 - ❖ **Change perceptions**
 - ❖ **Just ask campaign**
- **Advocate through political involvement**
 - ❖ **Get to know your legislators**
 - ❖ **Shape the future of pharmacy**
- **Together we are a strong, united voice**
- **Learn the tools you need to know!**



Tools for involvement with Political Advocacy

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Creating a Relationship with Your Legislator

• Finding legislators

❖ Representatives:

- <http://www.house.gov/>

❖ Senators

- http://www.senate.gov/pagelayout/senators/f_two_sections_wit_h_teasers/states.htm



Develop a Relationship

- **“All politics is local”**
 - ❖ Your vote counts
 - ❖ The congressional official needs to interact directly with his/her constituents
- **Do your homework**
 - ❖ Know your legislator and his/her priorities
- **Become the pharmacy expert for your legislators**
 - ❖ Provide assistance and support



Meeting

- **Meet with your legislator or staff member at their office**
- **Invite your legislator to tour your facility**
- **Invite your legislator to participate in a town hall meeting with a group of pharmacists/voters**
- **Write emails or letters to your legislator to help them understand important issues facing pharmacy**

Office Meetings

- **Make an appointment to meet with your legislator**
- **Develop talking points**
 - ❖ **Pick one or two important advocacy agenda items to speak about**
 - Visit ASHP.org and follow the advocacy link for top advocacy priorities for health-system pharmacy



Meeting Etiquette

- **Thank the legislator/staffer for their time**
- **Introduce yourself!**
 - ❖ Offer and request business cards
- **Set the stage**
 - ❖ Describe the unique role of health-system pharmacists
- **Be specific about what you are asking**



More Meeting Etiquette

- **Be honest – if you do not know an answer, offer to look into the question and get back to them**
- **Direct attention to any materials you have brought to leave with them**
- **Offer to serve as a resource on pharmacy and healthcare issues**
- **Keep the tone of the meeting positive**



Meeting Etiquette “Don’ts”

- Do not get off topic
- Do not expect/demand an answer
- Do not overstay your welcome
- Do not try to cover too much in one meeting
- Do not mention financial contributions

Post Meeting Evaluation



- **Keep a record of your meeting**
 - ❖ **Who did you meet with?**
 - ❖ **What issues were discussed and what were the legislators position on the issues?**
 - ❖ **What kind of follow-up needs to be provided following this meeting?**
 - Did you agree to provide information?
 - Did you invite the legislator to tour your facility?
 - ❖ **What were your thoughts and impression of the meeting?**
- **Send a thank you note**

Ways to Get Involved

- **What have other New Practitioners done to get involved with Political Advocacy?**
 - ❖ **Pharmacy day with the Mayor**
 - ❖ **Health Policy Fellowship**
 - ❖ **Collaboration with state affiliates**



Mayor Visit

Joseph P. Riley, Mayor, Charleston, SC



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Mayor Visit

- Pharmacy Week
- Tour of Pharmacy Services
- Speech to Department
- Proclamation to Department



Pearls

- **Coordinate with Department and Hospital administrators**
- **Prepare tour and all involved for visit**
 - ❖ **No surprises**
- **Work with public relations to maximize impact/visibility**
- **Highlights**
- **Speechwriting**
- **Lasting memento**



Impact

- **Rewarding for department**
- **Opportunity for publicity and to increase visibility of public figure and department**
- **Advocacy: Schedule time to discuss top priorities**





Congressional Healthcare Policy Fellowship

A Partnership of Virginia Commonwealth University, the American College of Clinical Pharmacy and the American Society of Health-System Pharmacists

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Anna Legreid Dopp

Health Care Policy Fellowship

Virginia Commonwealth
University (VCU)

American Society of
Health-System
Pharmacists (ASHP)

American College of
Clinical Pharmacy
(ACCP)



Anna's Career Path

University of
Minnesota

Medtronic

University of Wisconsin

2007/2008 Pharmacy Healthcare Policy Fellow

Pharmacists are well aware that by working collaboratively with a patient and his or her physician, we can usually improve health outcomes. I hope that by working in a similar manner with decision makers in Congress I can help improve policy outcomes.



Health Policy Fellowship

Purpose

- Increase pharmacist understanding of Health Care Policy and involvement in advocacy
- Serve as an information resource to congressional staffers and members
 - ❖ Facilitate practical contributions to the effective use of scientific and pharmaceutical knowledge in government policy development

<http://www.pharmacy.vcu.edu/sub/prog/progdescription.aspx>



Anna's Experience

- **Two months with professional organizations**
- **10 months in Senator Joseph Lieberman's office (Connecticut)**
- **Senator Personal Office**
 - ❖ **30-40 employees**
 - ❖ **Admin staff, press team and legislative team**
- **Sen. Lieberman main issue areas are environment/climate change, foreign and military affairs, homeland security, small business, education and health care policy**
- **Work with Health Legislative Assistant (LA) on health to social policy issues**



Advocacy at Work!



- **Pharmacy Access Improvement Act (PAIA)**
 - ❖ **Sponsored by Senator Max Baucus, Chair of Senate Finance Committee**
 - ❖ **Prompt payment to pharmacies for Medicare Part D**
 - ❖ **Issue: After 30 days only 50% of Medicare Part D plans have not reimbursed pharmacies**
- **Anna's Research**
 - ❖ **Impact on Independent pharmacies**
 - 23,000 total in U.S. may decrease to 12,000 without intervention
 - ❖ **Studied data available and visited pharmacy association advocacy sites**
- **Sen. Liebermann agreed to cosponsor legislation**

Advocacy at Work!



- **Big advocacy push**
 - ❖ **162 professional organizations supported**
 - Including APhA, NACDS, NCPA
- **PAIA made it into Medicare package**
 - ❖ **Medicare Improvements for Patients and Providers Act of 2008**
- **Provisions of Medicare bill**
 - ❖ **Requires 'clean' Medicare Part D claims be paid within 14 days of electronically submitted claim**
 - ❖ **Previously no time period**
 - ❖ **Drug plans required to pay interest if not timely in payment**

Pearls

- Congress is the least specialized branch of the government (wide variety of issues daily)
- Advocacy makes a huge difference
- Often times legislators do NOT know a bill exists until constituent makes staff aware of it
- Professional organization are a major resource and a great place to get information
 - ❖ Consistency of message
- Importance of informing congressional staffers
 - ❖ Various backgrounds
 - ❖ Turnover in offices
- Follow up is key

Advocacy Collaboration

- **State and local health-system societies**
 - ❖ **Legal Affairs Committees**
- **Other professional organizations**
- **City ‘health councils’**
- **Colleges of pharmacy**

Other ways to get involved

- **Legislative action alerts**
 - ❖ Phone calls, email/letter writing
- **Pharmacy Legislative Days**
 - ❖ Personal visits
- **Public comment on proposed Federal Rule (CMS, FDA, etc)**
- **Advocate through patient care**
 - ❖ Just Ask Campaign
- **Contributing to political campaigns**
 - ❖ ASHP-PAC



Current Issues

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What can you do now?

- **ASHP top agenda items**

- ❖ Medication safety
- ❖ Reimbursement issues
- ❖ Quality Improvement
- ❖ Pharmacist workforce
- ❖ Technician workforce
- ❖ Pharmacy residencies funding

Pharmacy Technician Initiative

- **Initiative**

- ❖ Partnership between ASHP and state affiliates
- ❖ Advocate for state laws that require completion of an ASHP-accredited pharmacy technician training and Pharmacy Technician Certification Board (PTCB) certification

- **Rationale**

- ❖ Improved safety and quality of care
- ❖ Increase access to patient care services provided by pharmacist

- **Contact ASHP state affiliate**



Residency Funding

- **Background**
 - ❖ August 2003, Centers for Medicare and Medicaid Services (CMS) eliminated funding for PGY2 Residencies
 - ❖ Claiming not the “industry norm”
 - ❖ 2004 ASHP survey: 82% of hospitals required specialized residency training for clinical specialist
- **Impact**
 - ❖ Patients not receiving the benefit of specialty-trained pharmacists in key areas
- **Set up appointment with US representative or senators when back home**

Resources

- www.ashp.org
 - ❖ Advocacy link
- www.house.gov
- www.senate.gov
- State legislature website
- Regulatory agency websites (CMS, FDA, etc)
- Megavote
 - ❖ <http://www.beavoter.org/congressorg/megavote/>
- Library of congress
 - ❖ <http://thomas.loc.gov/>



Go get involved!

“Be the change you want to see in the world.”

-Mahatma Gandhi

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