

Tools for Advocacy

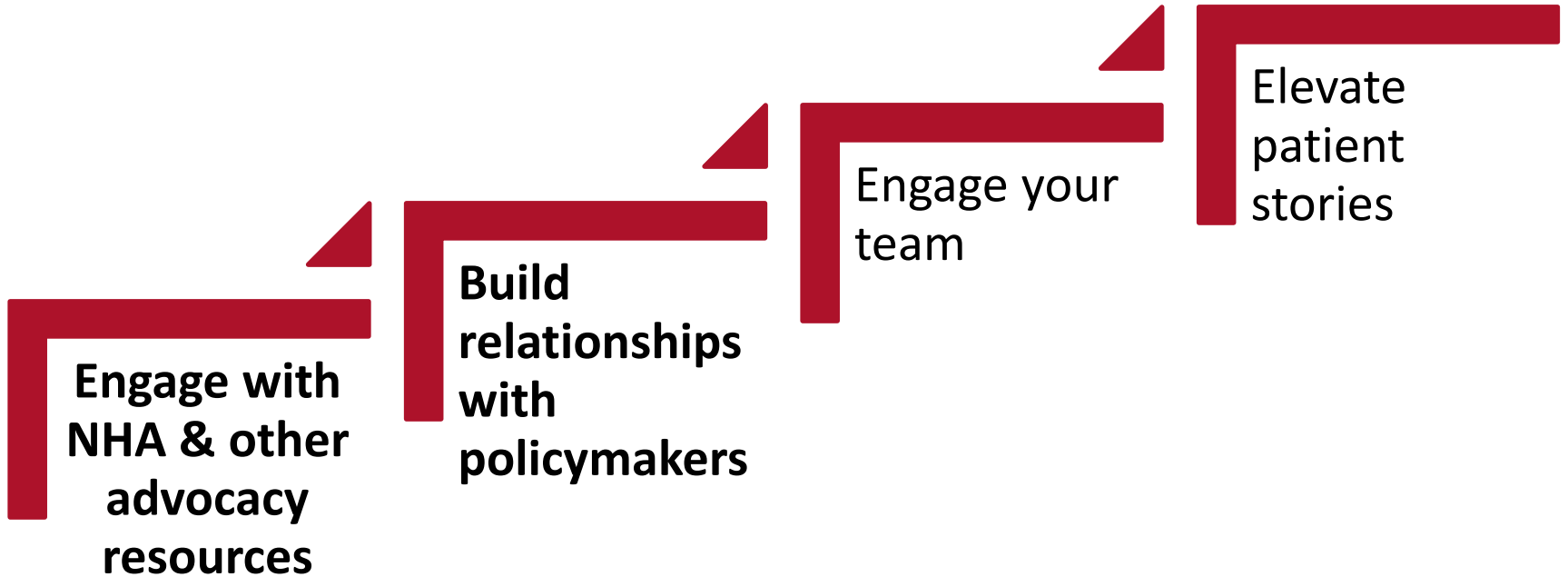
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Why Advocacy?

- Public policy affects your hospitals, clinics, employees, providers, and patients EVERY DAY.
 - If YOU aren't speaking up about these issues, then who is? Payers? PBMs? Drug Manufacturers?
- Elected officials are rarely subject-matter experts
 - YOU are the expert in what you do
- Elected officials want to hear from their constituents, experts, community leaders, and people who care about these issues.
 - YOU have the power to change laws, build better systems



Advocacy Tools and Strategies



Engage with Advocacy Resources

Nebraska Hospital Association:

Participate in NHA Monthly Member Calls

Engage with NHA staff to share your feedback, concerns

Join NHA Committees, Groups

NHA Advocacy Day

NHA PAC

Other advocacy resources:

American Hospital Association

340B Health

America's Essential Hospitals

AAMC

Media: Axios Health, 340B Report, Inside Health Policy, Modern Healthcare

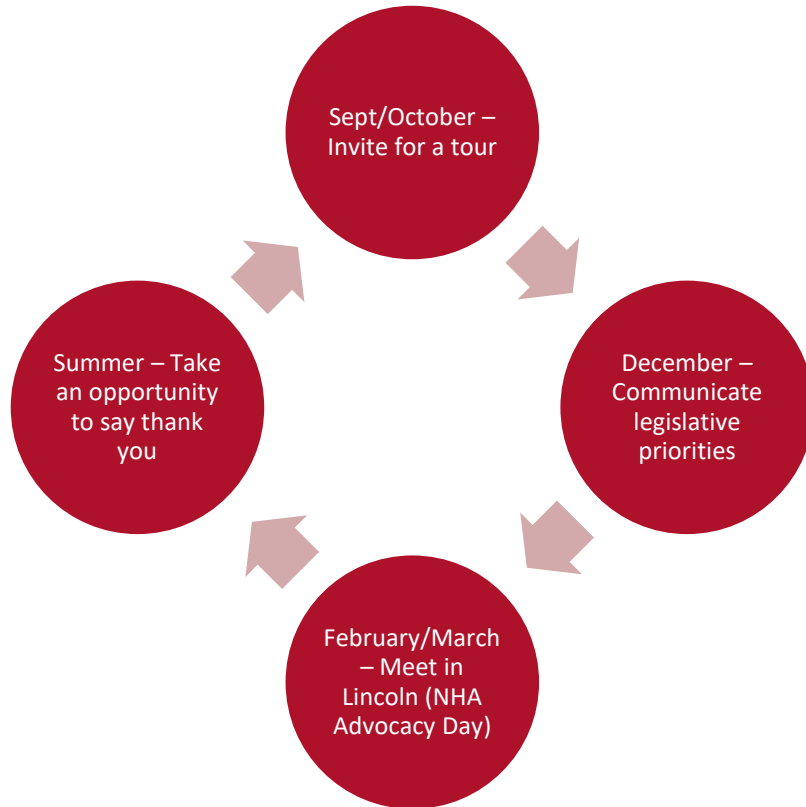


Build Relationships with Policymakers

- Find out who your elected officials are (local, state, and federal) – ask NHA, if you don't know.
- Invite them to tour your facilities
 - Show off the aspects of your hospital of which you are most proud – BRAG!
 - If they've toured before, be creative and find ways to make the tour feel new:
 - Show them what is new – spaces, technologies, services
 - Invite them to meet with new faces – board members, administrators, providers, or patients
- Find ways to engage with policymakers/staff on a semi-regular basis
 - Share news articles about your health system's opportunities and challenges.
 - Ensure your hospital is represented at any local events, townhalls, etc.
 - Invite them to community events that you are sponsoring or hosting.
- Elected officials are looking for opportunities to engage with constituents in a positive way – give them opportunities (awards, ribbon cuttings, luncheons)



Engagement Cycle – Legislative Example



- Lean on NHA or other partners – you don't have to do any of this by yourself.
- Mix informal and formal opportunities for engagement – formal letters, brief emails, thank you notes
- Work with community partners and organizations
 - Chamber of Commerce
 - Post acute facilities
 - Educational institutions
 - Local foundations
 - Local advocacy organizations



Engage...

Your team:

- Practitioners?
- Nurses?
- Emerging leaders?

- What are their barriers?
Opportunities?
- Are they involved with their national,
state associations?
- Set them up for success – policies re:
when they can speak on your behalf;
election engagement

Your patients:

- Patient stories and voices are the
MOST powerful tool
- How can you engage with patients?
- How can you engage with the
community about shared goals?



QUESTIONS?

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