

The Capitol Key

ACP's Advocacy Newsletter for Key Contacts



June / July 2004

LEADERSHIP DAY 2004

The College's 12th annual Leadership Day on Capitol Hill (May 18-19th) was the largest ever with 217 participants from 41 states, the District of Columbia, and the Air Force. Attendees heard first-hand from members of Congress, legislative staff, and administration officials about how they view the issues of greatest concern to internists. Among the many notable speakers: Centers for Medicare and Medicaid Services (CMS) Administrator (and ACP member), Mark McClellan, MD, PhD spoke about the future of healthcare in America, Rep. Marcy Kaptur (D-OH) discussed the HealthCARE Act and access to care, and Rep. Heather Wilson (R-NM) provided an update on Medicaid issues. An awards dinner was held to honor the College's most outstanding Key Contacts of the year and featured keynote speaker Charlie Cook, editor of *The Cook Report*.

Since ACP depends on Leadership Day participants to put a face on the College's advocacy program, the most important element of Leadership Day is the opportunity for attendees to bring the College's message directly to their members of Congress. Leadership Day participants received an overwhelmingly positive response to the College's request for their representatives and senators to sign onto House and Senate letters asking CMS to fix the Sustainable Growth Rate (SGR) formula. The final SGR letters were sent to CMS days after Leadership Day with the signatures of 240 Representatives and 73 Senators – a net gain during the week of Leadership Day of 96 representatives and 32 senators. **Mark your calendars now – Leadership Day 2005 will take place May 17th--18th at the Wyndam City Center in Washington, DC.**



2004 ACP KEY CONTACT AWARD WINNERS

In 1995, ACP implemented the Key Contact Awards Program as a way to recognize those individuals who have made exceptional contributions

to advance the College's advocacy agenda. Winners are chosen on the basis of the number and quality of contacts with their legislators during the year and for the first time the College solicited Chapter leaders for award nominations. Congratulations to this year's winners!

Key Contact of the Year 2004:

Richard Neubauer, MD, FACP (Anchorage, AK)

Pictured above with ACP President, Dr. Charles Francis

Top Ten Key Contact Special Recognition Award Winners:

Dawn E. Clancy, MD, FACP (Johns Island, SC)
Steven R. Craig, MD, FACP (West Des Moines, IA)
S.A. Dean Drooby, MD, FACP (Oklahoma City, OK)
Jacqueline W. Fincher, MD, FACP (Thomson, GA)
Robert M. McLean, MD, FACP (New Haven, CT)
Rolf P. Paulson, MD, FACP (Grand Forks, ND)
Susan E. Sprau, MD, FACP (Santa Monica, CA)
Robert G. Strickland, MD, FACP (Albuquerque, NM)
Sara E. Walker, MD, MACP (Columbia, MO)
Ernest L. Yoder, MD, FACP (Huntington Woods, MI)

Pictured from left to right: Drs.

Francis, Yoder, Walker, Strickland, McLean, Fincher, and Clancy.



GRASSROOTS SPOTLIGHT

LOUISIANA CHAPTER REACHES GOAL FOR KEY CONTACT ENROLLMENT - DR. DAVID BORNE RECRUITS 32 NEW KEY CONTACTS!

In early February 2003, the Louisiana Chapter had 39 Key Contacts and needed 31 new recruits in order to meet the Executive Committee of the Board of Governors' (ECBOG) goal to increase the number of Key Contacts from 2,000 to 4,000 by 2004. David Borne, MD, FACP noticed that the enrollment figure for Louisiana was low and grew especially concerned since he feels that with the aging population, general internists and their patients need advocacy more than ever. Dr. Borne believes that not only is there strength in numbers but strength in "noisy numbers."

Dr. Borne sought to recruit enough "noisy numbers" to meet the ECBOG goal and to help build momentum for the national and Louisiana state health care agendas. Dr. Borne adopted a "one-to-one" approach for recruiting new Key Contacts and tried to make enrolling as easy as possible. "I tried to do all the work," said Dr. Borne, "For example, 'hey, are you a member of the ACP? Do you have an e-mail address? May I include you on the ACP key contact list? They only contact you when it's really necessary...not everyday like some lists. It's really a good source with easy links.'" "This worked for me," he added.

As he met with success, Dr. Borne refined his approach into a four-fold method that sought to increase member participation in a "vertical fashion." "I want to start early with the students and residents, Dr. Borne stated, "If we can get people involved at an

early stage in their career this should carry momentum into the future." Dr. Borne targeted these groups:



1. Private doctors all over LA in ACP
2. Staff MDs at LSUHSC in ACP
3. Residents in Internal Medicine in ACP
4. Med Students in ACP

Working as a General Internist at Louisiana State University Health Sciences Center in New Orleans, Dr. Borne crosses paths with

private doctors making rounds at area hospitals, residents, faculty and students. He used these regular interactions with colleagues as opportunities to recruit potential Key Contacts. He also used personal contacts throughout Louisiana to recruit Key Contacts on a statewide level. Keeping the enrollment process as simple as possible, Dr. Borne collected the names and e-mail addresses of his recruits and forwarded the information to the Washington Office. Ultimately, Dr. Borne recruited 32 Key Contacts for the Louisiana Chapter and because of his efforts the Louisiana Chapter has exceeded the ECBOG goal. *David Borne, MD, FACP of New Orleans is pictured above.*

COLLEGE SUPPORTS LEGISLATION TO PROVIDE BETTER, MORE COST-EFFECTIVE CARE TO MEDICARE BENEFICIARIES

On June 24th, the College released a statement applauding the reintroduction of the "Geriatric and Chronic Care Management Act of 2004" (S.2593 / H.R. 4689). This legislation, sponsored by Senator Blanche Lincoln (D-AR) and Representative Gene Green (D-29th-TX), is an important step toward improving the coordination and quality of care for Medicare beneficiaries with multiple chronic conditions, as well as producing savings in the Medicare system. By authorizing Medicare coverage of geriatric assessment and care management for eligible Medicare beneficiaries, this legislation seeks to avoid duplicate and unnecessary care and ensure that patients are treated before their conditions escalate. Rather than paying for care on a fragmented and episodic basis, as is now the case, Medicare would cover a multi-disciplinary, team-oriented model of medical care that emphasizes prevention, management and continuity of care. For more information on the Geriatric and Chronic Care Management Act, please visit the "Legislation and Votes" section of the College's Legislative Action Center (LAC) (<http://capwiz.com/acp/issues/>).

OREGON CHAPTER HOSTS SUCCESSFUL CTUW EVENT

Cover the Uninsured Week (CTUW), the nationwide campaign designed to raise awareness about and bring solutions to the nation's growing uninsured population, took place May 10-16th. As part of CTUW, the ACP Oregon Chapter, under the leadership of former ACP Governor Jim Reuler, and medical students at Oregon Health & Science University (OSHU) hosted a successful panel discussion. The panel discussion featured keynote speaker, Dr. John A. Kitzhaber (former Governor of the state of Oregon and emergency doctor), who led a discussion on the uninsured and access to care solutions. Community organizations that offer health care for the uninsured were



invited to set up information booths. In addition, OSHU medical students held a fundraiser for Wallace Medical Concern and the Oregon Chapter matched the funds raised. The event was a huge success with more than 275 attendees. Congratulations to



the Oregon Chapter and OSHU medical students for putting together such an exemplary event! *Pictured from left to right: Damian Flowers, Matt Mundy, Emily Borod and Jim Reuler, MD, FACP staff the ACP Oregon*

Chapter information booth at the OSHU panel discussion.

HOUSE DEFEATS BUDGET SPENDING CAPS, "PAY-AS-YOU-GO" RULE

On June 25th, the House of Representatives soundly defeated H.R. 4663, the "Spending Control Act of 2003", which sought to force Congress to adhere to its budget or risk across the board spending cuts. In a vote of 146-268, Republican appropriators joined virtually all Democrats in opposition. The legislation would have revived statutory "caps" on appropriations and a pay-as-you-go law that would require offsets in any legislation that would increase mandatory spending. The College, along with the American Hospital Association, led a coalition of provider groups that opposed the bill that would have essentially capped federal spending on Medicare, Medicaid and other essential health programs.

OVER 900 NEW KEY CONTACTS NEEDED TO REACH THE ECBOG ENROLLMENT GOAL - HAS YOUR CHAPTER ACHIEVED THE TARGET 4%?

185 ACP members have enrolled in the Key Contact Program since the May/June edition of *The Capitol Key* - bringing the total number of ACP Key Contacts to 3,079! However, the College still needs over 900 new Key Contacts in order to reach the Executive Committee of the Board of Governors (ECBOG) goal to increase the number of Key Contacts from 2,000 to 4,000 by 2004. In order to meet the ECBOG goal by the year's end, each chapter must have roughly 4% of its membership enrolled in the program. To highlight some recent recruiting success, the Virginia Chapter recently reached the 4% target after the Governor, Dr. Sara Corley, e-mailed members who were not enrolled in the program. The Washington Office provided Dr. Corley with a list of e-mail addresses for members who were not enrolled and a draft e-mail. Similarly, Dr. Bruce Smith, the Washington Chapter's Federal Legislative Coordinator (FLC), e-mailed WA Chapter members who were not enrolled in the program. As a result, over 20 new Key Contacts were recruited - enough to exceed the ECBOG goal! Even if your chapter has surpassed the target 4%, the College still needs your help - every new recruit brings us closer to achieving the goal. For instance, the New Hampshire Chapter recently increased its enrollment in the Key Contact Program from 5.6% to 7.0% by enrolling the Chapter's Council in the program. For suggestions on how to increase your chapter's enrollment in the Key Contact Program or assistance recruiting Key Contacts, please contact

Kathy Heabel, the College's Associate for Grassroots Advocacy, at 800-338-2746, ext. 4532 or kheabel@acponline.org. The chart below provides a breakdown of current chapter enrollment in the Key Contact Program and the number of new Key

Contacts needed in each Chapter in order to meet the ECBOG target. Chapters are listed in alphabetical order and color coded according to the percentage of membership in the Key Contact Program.

Chapter	Dec. 2002	June 2004	Percent Change	Total # of members in Chapter	% of Membership in Key Contact Program	# of Key Contacts needed to meet ECBOG Target
AL	28	44	+ 57%	1,412	3.1%	12
AK	7	117	+ 1,571%	136	86.0%	-
AZ	20	42	+ 45%	1,621	2.6%	23
AR	21	24	+ 14%	596	4.0%	-
CA	181	236	+ 30%	9,626	2.5%	149
CO	28	39	+ 39%	1,278	3.1%	12
CT	44	52	+ 18%	1,947	2.7%	26
DE	16	39	+ 144%	369	10.6%	-
DC	14	19	+ 36%	1,799	1.1%	53
FL	109	196	+ 80%	5,457	3.6%	10
GA	45	64	+ 42%	2,535	2.5%	37
HI	3	9	+ 200%	657	1.4%	17
ID	5	7	+ 40%	199	3.5%	1
IL	71	108	+ 52%	5,322	2.0%	105
IN	28	38	+ 36%	1,804	2.1%	34
IA	22	31	+ 41%	1,002	3.1%	5
KS	23	27	+ 17%	898	3.0%	9
KY	16	25	+ 56%	1,208	2.1%	23
LA	32	71	+ 122%	1,739	4.1%	-
ME	16	20	+ 25%	494	4.0%	-
MD	54	81	+ 50%	1,825	4.4%	-
MA	54	87	+ 61%	3,409	2.6%	49
MI	42	60	+ 43%	3,730	1.6%	89
MN	26	33	+ 27%	1,884	1.8%	42
MS	17	23	+ 35%	717	3.2%	6
MO	36	43	+ 19%	2,226	1.9%	46
MT	10	20	+ 100%	244	8.2%	-
NE	15	26	+ 73%	845	3.1%	8
NV	10	18	+ 80%	451	4.0%	-
NH	18	30	+ 67%	432	7.0%	-
NJ	67	94	+ 40%	4,041	2.3%	68
NM	19	34	+ 79%	655	5.3%	-
NY	174	231	+ 33%	10,388	2.2%	185
NC	43	66	+ 53%	2,891	2.3%	50
ND	9	21	+ 133%	222	9.5%	-
OH	55	95	+ 73%	4,048	2.3%	67
OK	44	54	+ 23%	808	6.7%	-
OR	32	52	+ 63%	1,171	4.4%	-
PA	103	129	+ 25%	5,948	2.2%	109
RI	14	32	+ 129%	602	5.3%	-
SC	23	55	+ 139%	1,060	5.2%	-
SD	11	18	+ 64%	247	7.3%	-
TN	35	57	+ 54%	1,917	3.0%	20
TX	97	147	+ 52%	5,840	2.5%	87
UT	20	24	+ 20%	486	5.0%	-
VT	15	18	+ 20%	358	5.0%	-
VA	74	155	+ 109%	3,090	5.0%	-
WA	36	79	+ 119%	1,847	4.3%	-
WV	15	20	+ 33%	681	3.0%	7
WI	36	40	+ 11%	1,929	2.1%	37
WY	4	6	+ 50%	98	6.1%	-
Total	1,937	3,079	+ 59%	104,189	3.0%	1,089

Achieved Target Enrollment ($\geq 4.0\%$)
 3.0% - 3.9% of Chapter Membership Enrolled

2.0% - 2.9% of Chapter Membership Enrolled
 < 2.0% of Chapter Membership Enrolled