

MEDICAL ADVOCACY: NOT A SPECTATOR SPORT



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OVERVIEW

- **WHY ADVOCACY IS IMPORTANT**
- **HOW TO SETUP ADVOCACY PROGRAM**
 - **PREPARING FOR ADVOCACY**
 - **DEFINING PROBLEMS/SOLUTIONS**
 - **ALLIES/RESOURCES**
 - **ENGAGEMENT**
- **CASE STUDIES**

PURPOSE OF ADVOCACY

- **ONE OF THE PENALTIES FOR REFUSING TO PARTICIPATE IN POLITICS IS THAT YOU END UP BEING GOVERNED BY YOUR INFERIORS- PLATO**
- **IF YOU ARE NOT AT THE TABLE, YOU ARE ON THE MENU- ANONYMOUS**
- **I WANT TO BE IN THE ROOM WHERE IT HAPPENS-AARON BURR, HAMILTON**

THOUGHTS ON ISSUES

- **EVERYONE HAS ISSUES THAT ARE OF CONCERN TO THEM**
- **GOVERNMENT SHOULD BE A SYNTHESIS OF COMPETING IDEAS TO FIND COMMON GROUND**
- **IF A GROUPS ISSUES ARE NOT BROUGHT TO THE LAWMAKERS THEN THOSE ISSUES WILL NOT BE ADDRESSED OR UNDERSTOOD**
- **AS PASSIONATE AS YOU MAY BE ABOUT YOUR ISSUES, SO TOO IS THE OTHER SIDE.**

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PREPARING FOR ADVOCACY

- **APPOINT A LEGISLATIVE CHAIR AND COMMITTEE**
 - **CHAIR SHOULD BE FAMILIAR WITH THE ISSUES AND PLAYERS**
 - **REGIONAL AND POLITICAL DIVERSITY**
- **DETERMINE LEGISLATIVE ENVIRONMENT**
 - **WHAT ARE THE CHALLENGES AND OPPORTUNITIES**
 - **WHO ARE YOUR FRIENDS AND OPPOSITION (ENEMIES IS A BAD WORD)**
 - **THIS IS QUITE A GAME, POLITICS. THERE ARE NO PERMANENT ENEMIES, AND NO PERMANENT FRIENDS, ONLY PERMANENT INTERESTS.- WILLIAM CLAY**

PREPARING FOR ADVOCACY

- **WHAT IS THE LEGISLATIVE CALENDAR?**
- **WHO ARE THE LEGISLATIVE LEADERS?**
- **DETERMINING ORGANIZATION'S RESOURCES**
 - **VOLUNTEER ONLY?**
 - **PAID MONITOR? (\$5K-\$10K)**
 - **PAID LOBBYIST? (\$20K-\$80K)**
 - **FULL-TIME GOVERNMENT RELATIONS PROFESSIONAL? (\$100K+)**

PREPARING FOR ADVOCACY

- **CREATE LEGISLATIVE AGENDA**
 - **WHAT DO YOU WANT?**
 - **WHAT CAN YOU REALISTICALLY GET? (FLORIDA HOUSE WILL NOT PASS MEDICAID EXPANSION)**
 - **WHAT ISSUES ARE ALREADY THERE?**
 - **WHAT ARE YOUR POLITICAL ASSETS AND LIABILITIES? (PAC, RELATIONSHIPS, GOODWILL, BAD RELATIONSHIPS)**
 - **RANK YOUR PRIORITIES**

PREPARING FOR ADVOCACY

- **ASSIGN RESPONSIBILITIES**

- **LEADERSHIP**
- **KEY CONTACTS (SPECIFIC RELATIONSHIPS THAT PEOPLE HAVE E.G. COLLEGE ROOMMATES, RELATIVE, FRIEND, PERSONAL PHYSICIAN)**
- **FUNDRAISING**
- **IDENTIFY INTERESTED RESIDENTS**
- **RESIDENTS SHOULD BE ASSIGNED TO AN EXPERIENCED LEADER/MENTOR**
- **ENGAGE PROGRAM DIRECTORS TO ALLOW RESIDENTS TO ATTEND EVENTS/MEETINGS**
- **HAVE RESIDENTS PRESENT EXPERIENCE TO THEIR PROGRAM**
- **INCLUDE LEGISLATIVE UPDATES AT MEETINGS**
- **FLORIDA CHAPTER BRINGS RESIDENTS AND EXPERIENCED ACP LEADERS TO THE CAPITOL EVERY WEEK DURING COMMITTEE WEEK AND SESSION TO ADVOCATE ON THE ISSUES**

FLORIDA CHAPTER RESIDENT ADVOCACY



- **TALLAHASSEE VISITATION PROGRAM**
- **STARTED IN 2000**
- **HAS INVOLVED AS MANY AS 30 RESIDENTS EACH SESSION**
- **CONNECTS CHAPTER LEADERSHIP AND RESIDENTS WITH LEGISLATORS**
- **OPPORTUNITY TO TESTIFY BEFORE COMMITTEE ON POLICY ISSUES**
- **IDENTIFIES POTENTIAL LEADERS FOR THE CHAPTER**
- **HIGHLIGHTS THE IMPORTANCE OF ADVOCACY**
- **INSTRUMENTAL IN CHANGING POLICY**
- **MANY DAMAGING PIECES OF LEGISLATION HAVE BEEN DEFEATED THROUGH THE TESTIMONY OF RESIDENTS IN THIS PROCESS**
- **LEGISLATORS WANT TO HEAR FROM THE RESIDENTS**
- **CREATES A CULTURE OF ADVOCACY AND ENGAGEMENT**

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DEFINE PROBLEMS

- **WHAT ARE THE PROBLEMS?**
 - **EXAMPLE: ARNPS WANT INDEPENDENT PRACTICE**
 - **OBTAIN AGREEMENT AMONG LEADERSHIP**
 - **DO MEMBERS AGREE THAT THIS IS A PROBLEM?**
 - **OPIATE EPIDEMIC**
 - **BALANCE BILLING**
 - **FLORIDA HAS A DIVERSE POPULATION WITH MANY DIFFERENT POLITICAL IDEOLOGIES**
 - **COMPLEX ISSUES DO NOT ALWAYS FALL WITHIN PARTY LINES**
 - **DOCTORS SOMETIMES USED AS POLITICAL PAWNS**

PROPOSE SOLUTIONS

- **SUPPORT TELEMEDICINE BILL THAT DOES NOT AUTHORIZE OUT-OF-STATE, NON-LICENSED PROVIDERS**
- **OPPOSE ARNP INDEPENDENT PRACTICE**
- **FIND ROOM TO COMPROMISE**



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COLLECT ALLIES

- **WILL STATE MEDICAL ASSOCIATION SUPPORT?**
- **WILL FAMILY PRACTICE SUPPORT?**
- **WILL PEDIATRICS SUPPORT?**
- **FLORIDA NURSES ASSOCIATION**
- **FLORIDA MEDICAL ASSOCIATION HAS SYNERGISTIC RELATIONSHIP WITH FLORIDA ACP ALLOWING FOR MUTUAL SUPPORT**



OBTAIN LEGISLATIVE FRIENDS

- **ARE THERE PHYSICIANS IN THE LEGISLATURE?**
- **WHO WILL BE YOUR SPONSOR FOR SUPPORTED LEGISLATION?**
- **WHO WILL BE YOUR “FIREWALL” FOR OPPOSED LEGISLATION?**
- **SOMETIMES FRIENDS WILL HAVE TO VOTE AGAINST YOU**



"WE DON'T WANT NOBODY THAT NOBODY SENT"

- **TIMOTHY O'SULLIVAN 8TH WARD COMMITTEEMAN MAN 1948**
- **SAID TO ABNER MIKVA WHEN ASKING TO VOLUNTEER FOR ADLAI STEVENSON**
- **O'SULLIVAN WANTED TO KNOW WHO SENT MIKVA, MIKVA SAID NOBODY, TO WHICH O'SULLIVAN REPLIED WITH THAT RESPONSE**
- **MEANING: IF YOU WANT TO BE INVOLVED IN POLITICS ,YOU NEED TO KNOW PEOPLE FOR BOTH INTRODUCTIONS AND CONNECTIONS**

POLITICAL ACTION COMMITTEES

- **PART OF THE PROCESS**
- **CAMPAIGNS ARE EXPENSIVE AND REQUIRE SIGNIFICANT AMOUNTS OF MONEY TO GET ELECTED**
- **MONEY DOES NOT BUY VOTES OR INFLUENCE**
- **CONTRIBUTIONS DO HELP WITH ACCESS**
- **CANDIDATE MORE LIKELY TO REMEMBER PERSON OR GROUPS THAT HELP THEM GET ELECTED**
- **SWEAT EQUITY ALSO EFFECTIVE, THAT IS NON FINANCIAL CONTRIBUTIONS**
- **CAN MAKE PHONE CALLS FOR CANDIDATES ,DISPLAY YARD SIGNS, OR WALK DOOR TO DOOR**

FEDERAL CAMPAIGN CONTRIBUTION LIMITS

		Recipient				
		Candidate committee	PAC† (SSF and nonconnected)	Party committee: state/district/local	Party committee: national	Additional national party committee accounts‡
Donor	Individual	\$2,800* per election	\$5,000 per year	\$10,000 per year (combined)	\$35,500* per year	\$106,500* per account, per year
	Candidate committee	\$2,000 per election	\$5,000 per year	Unlimited transfers	Unlimited transfers	
	PAC: multicandidate	\$5,000 per election	\$5,000 per year	\$5,000 per year (combined)	\$15,000 per year	\$45,000 per account, per year
	PAC: nonmulticandidate	\$2,800* per election	\$5,000 per year	\$10,000 per year (combined)	\$35,500* per year	\$106,500* per account, per year
	Party committee: state/district/local	\$5,000 per election (combined)	\$5,000 per year (combined)	Unlimited transfers	Unlimited transfers	
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ENGAGE OPPOSITION

- **DETERMINE POTENTIAL FOR COMPROMISE**
- **DETERMINE THEIR SELLING POINTS**
- **DETERMINE THEIR WEAKNESSES**
- **BE POLITE AND PROFESSIONAL. DO NOT MAKE PROMISES OR CONCESSIONS EARLY.**



ART OF COMPROMISE

- **DIFFERENT POLITICAL PARTIES SUPPORT DIFFERENT ISSUES**
- **NEED TO BE BIPARTISAN**
- **ONE PARTY MAY BE YOUR BIGGEST SUPPORTER ON ONE ISSUE BUT BIGGEST OPPOSITION TO ANOTHER.**
- **PARAPHRASING VOLTAIRE “DON’T LET THE PERFECT BE THE ENEMY OF THE GOOD.”**
- **LEARN COMPROMISE**
- **“A GOOD COMPROMISE IS WHEN BOTH PARTIES ARE DISSATISFIED”-HENRY CLAY**

GET INVOLVED EARLY



- **CONTACT EACH AND EVERY LEGISLATOR, INCLUDING OPPOSITION**
- **PERSONAL APPEARANCES BY DOCTORS ARE VERY IMPORTANT EARLY**
- **TARGET KEY VOTES ON VARIOUS COMMITTEES**

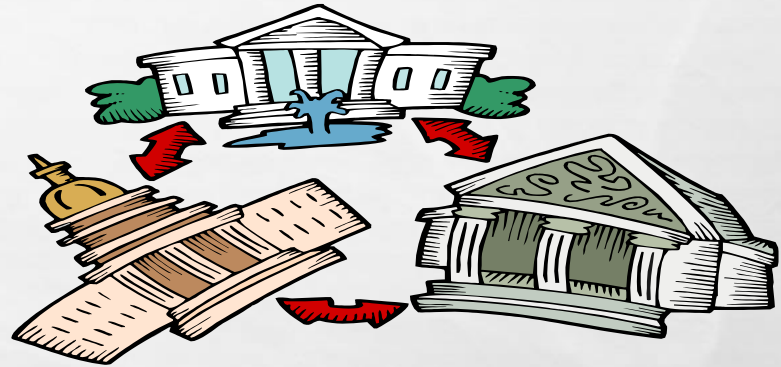
STAY INVOLVED

- **KEEP VISITING AND EMAILING LEGISLATORS**
- **VOTER VOICE BEFORE KEY VOTES**
- **IN-PERSON REPRESENTATION AT EVERY LEGISLATIVE STOP**
- **SOME OF THE MOST IMPORTANT WORK IS DONE BEFORE SESSION**
- **ASIDE FROM GETTING HELPING CANDIDATES GET ELECTED, MAINTAIN CONTACT AND BE A RESOURCE.**



IT AIN'T OVER TIL IT'S OVER

- **GOVERNOR VETO?**
- **COURT CHALLENGE?**
- **ADMINISTRATIVE RULEMAKING?**
 - **THE ADMINISTRATIVE BODIES (E.G., BOARD OF MEDICINE) CAN ENHANCE OR GUT ANY LEGISLATION.**
 - **ADMINISTRATIVE BODIES MUST HAVE LEGISLATIVE AUTHORITY TO ENACT ANY RULES**



START AGAIN

- **WORK TO ELECT FRIENDS AND DEFEAT OPPOSITION**
- **DRAFT “GLITCH BILLS” TO FIX BAD LANGUAGE**
- **MEET WITH KEY LEGISLATORS**
- **ENGAGE MEMBERSHIP**
 - **NEWSLETTERS**
 - **LEGISLATIVE FORUMS**
 - **INVITE LEGISLATORS TO MEMBERSHIP MEETINGS**



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DOCS VS GLOCKS

- **PEDIATRICIAN ASKS A PARENT IF THEY HAVE A GUN IN THE HOME**
- **PARENT IS OFFENDED AND REFUSES TO ANSWER**
- **PEDIATRICIAN DISCHARGES PATIENT FROM PRACTICE**
- **PARENT GOES TO STATE LEGISLATOR TO COMPLAIN**
- **LEGISLATOR FEELS SECOND AMENDMENT RIGHTS INFRINGED**
- **LAW WRITTEN AND NRA GETS INVOLVED**

- **LAW PROPOSED TO MAKE IT ILLEGAL FOR A DOCTOR TO ASK IF A PATIENT HAS A GUN IN THE HOME**
- **PENALTY WOULD INCLUDE LOSS OF LICENSE, JAIL TIME AND MILLIONS OF DOLLARS IN FINES**
- **ACP AND SEVERAL MEDICAL GROUPS GET INVOLVED TO FIGHT THIS LAW**
- **SEVERAL COMPROMISES OCCUR TO LESSEN PENALTY AND ALLOW FOR CERTAIN SITUATIONS TO ASK**
- **LAW IS PASSED BUT MEDICAL GROUPS LITIGATE**

- **COURT RULES LAW UNCONSTITUTIONAL AND VIOLATES FIRST AMENDMENT RIGHTS, ISSUES INJUNCTION**
- **STATE APPEALS WITH SUPPORT OF NRA**
- **THREE JUDGE APPELLATE COURT RULES LICENSED PROFESSIONS CAN NOT HAVE PROTECTED SPEECH, WOULD ALSO INCLUDE ATTORNEYS**
- **ACLU AND BAR ASSOCIATION JOIN WITH MEDICAL GROUPS TO APPEAL THIS DECISION.**
- **FULL APPELLATE COURT RULES LAW UNCONSTITUTIONAL, STATE DOES NOT APPEAL**

- **FIRST AMENDMENT AND DOCTORS RIGHTS PROTECTED BY SEVERAL GROUPS WORKING TOGETHER TO ACHIEVE A COMMON GOAL**
- **NECESSARY TO HAVE FRIENDS IN THE LEGISLATURE WHO WERE SUPPORTIVE**
- **ADVOCACY WORKED TO OVERTURN A SERIOUS INFRINGEMENT OF CONSTITUTIONAL RIGHTS**
- **OPPOSITION WAS AGGRESSIVELY WORKING FOR THEIR SIDE**

POLITICAL CONTRIBUTIONS

- **FMA DECIDES TO ENDORSE CONGRESSMAN RON DESANTIS IN ADVANCE OF PRIMARIES BEFORE ANY OTHER GROUP**
- **CONGRESSMAN WINS THE REPUBLICAN GOVERNOR PRIMARY**
- **CANDIDATE WAS RECEPTIVE TO THE CONCERNS OF THE PHYSICIANS**
- **WON GOVERNORS RACE**
- **PHYSICIANS ABLE TO ADVISE GOVERNOR ON KEY ISSUES IMPORTANT TO THEM**
- **CURRENT 2019 SPEAKER OF FLORIDA HOUSE IS FULLY COMMITTED TO EXPANSION OF SCOPE OF PRACTICE OF NURSE PRACTITIONERS**
- **GOVERNOR HAS OPPOSED EXPANSION OF SCOPE AND STATED THAT HE BELIEVES IF YOU WANT TO BE A DOCTOR YOU SHOULD GO TO MEDICAL SCHOOL**
- **EARLY INVOLVEMENT BY PHYSICIANS LEAD TO GOVERNOR BEING VERY AWARE AND SUPPORTIVE OF MEDICAL ISSUES**

CONCLUSION

- **ADVOCACY WORKS**
- **ADVOCACY IS NECESSARY TO AFFECT CHANGE**
- **ADVOCACY CAN BE DONE BY ANYONE**
- **EVERYONE MUST WORK WITHIN THE SYSTEM REGARDLESS IF YOU AGREE OR DISAGREE WITH THAT SYSTEM**
- **DON'T BE ON THE MENU**