MEDICAL ADVOCACY:
NOT A SPECTATOR SPORT

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GOVERNOR, FLORIDA CHAPTER
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+)

PAID MONITOR? ($5K-$10K)
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
PROPPOSE 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 COMMITTEE MAN 1948
- SAID TO ABNER MIKVA WHEN ASKING TO VOLUNTEER FOR A DLAI 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

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<th>Donor</th>
<th>Candidate committee</th>
<th>PAC† (SSF and nonconnected)</th>
<th>Party committee: state/district/local</th>
<th>Party committee: national</th>
<th>Additional national party committee accounts‡</th>
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<td>Individual</td>
<td>$2,800* per election</td>
<td>$5,000 per year</td>
<td>$10,000 per year (combined)</td>
<td>$35,500* per year</td>
<td>$106,500* per account, per year</td>
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<td>Candidate committee</td>
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<tr>
<td>PAC: multicandidate</td>
<td>$5,000 per election</td>
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<td>PAC: nonmulticandidate</td>
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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
• VOTERVOICE 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