

Advocacy: Strategies, Skills, and Priorities

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&

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FM&CH Retreat

May 12, 2023

Learning Objectives

By the end of this seminar the participant will:

- Learn how family physicians can distinguish themselves as effective advocates
- Understand how to disagree without being disagreeable as you advocate
- Know what our specialty organizations can do for us
- Consider opportunities for collaboration with community organizations and other stakeholders
- Create a wish list for future advocacy and legislative priorities

Advocacy 201

- **Know the issues and who will speak on them.** Go in with a plan on who in the group is going to speak/advocate for each specific policy to be efficient and avoid talking over each other. Consider assigning a leader to call on certain individuals.
- **Develop an “elevator speech”** 30 seconds to 1 minute to keep your audience attentive and practice with a timer.
- **Personal sentiments/anecdotes are essential.** Lawmakers share those stories with their constituents. Emotions and stories about patients are more powerful than statistics when communicating with legislators and **residents have a unique lens** that you can share with them. Anticipate questions from your representative/senator and prepare researched answers

Advocacy 201

- **Do your research**, know what issues your representative/senator is active on, and where they stand on the issues. How have they voted in the past? Share some gratitude if the representative has previously acted on policy issues or supports your legislative priorities.
- **Connect to your audience** by finding shared values. You may disagree with a lawmaker's previous voting history, but you can spin a policy issue in a unique perspective.
- **Ask for feedback**. At the end of a meeting, it is okay to ask whether this issue is something that the legislator/staffer can see themselves working on. Staffers will generally be honest with you. Also, always ask if they have any unanswered questions.

Advocacy 201

- **Follow up after the meeting.** Ask the staff member you meet with for their contact information and send a thank you email after your meeting. Always share your gratitude and remember it takes time to get meaningful results in government.
- **Stay involved.** After your legislative meeting, consider sharing your policy passions via social media or by publishing an op-ed.

Advocacy 201

Play Nice

- Be conversational
- Don't go "all ad hominem" on them
 - They have families who love them too
 - I never met a man I didn't like

Will Rogers

- Be Polite
- Build a relationship
- Assume good intent
- Ask, not tell
- Use motivational interviewing
- They are trying to do a good job



Rep. Fleming, Dr. Jun David (PAC Board member), Dr. Dennis Dimitri, and Dr. Andrew Weary engaged in a spirited discussion following Rep. Fleming's speech at the PAC/Grassroots reception at EMCC.

Massachusetts Health Reform

- Goal: Universal Coverage!
- Medicaid expansion to 133% of FPL
- Subsidized private insurance to 300% FPL
- Insurance market reforms
- Creation of Massachusetts Health Connector
- Individual and employer 'Shared Responsibilities'
- Model for the ACA



Gov. Romney Signing Chapter 58

Advocacy Success Story

Massachusetts Legislation Chapter 305

- Section 30. Authorizes MassHealth to establish a medical home demonstration project. The specific language is as follows:

"The office (MassHealth), subject to appropriation and in coordination with the Health Care Workforce and the *Massachusetts Academy of Family Physicians*, shall develop a program to provide support to practices interested in developing an organizational structure necessary to provide a medical home"

Advocacy Success Story

Massachusetts Legislation Chapter 305

- Section 8. Establishes a Health Care Workforce Center within DPH with an Advisory Committee. The **MassAFP** has a seat on the Advisory Committee. The bill creates a new loan forgiveness program for doctors and nurses who commit to practicing primary care in medically underserved areas.
- **MassAFP** invited to seat a representative on the PCMHI pilot



How To Get Involved In Advocacy

<https://www.massafp.org/>

<https://www.massmed.org/>

<https://www.aafp.org/home.html>

How Association Advocacy Works

- In order to break through all the noise, medical societies work with their membership to deliver a pro-family medicine message to each lawmaker.
- When we each play our part, lawmakers hear- **and are influenced by** - a consistent and unified voice from family medicine wherever they go.



The Government Relations Team

AAFP's staff:

- Monitors legislative and regulatory activity to identify opportunities to advance our policy agenda.
- Persuades lawmakers and their staff when possible, to modify policies or rules to protect our profession and patients.
- Educates lawmakers on our issues so that they are better prepared to make good decisions.



Your Role in Advocacy

- YOU are the experts and YOU are who members of Congress want to hear from.
- You don't need to know the specifics about a policy but you should share:
 - How a policy is or isn't working locally
 - How a policy is impacting you, your practice or your patients
 - How that policy can be improved to make things better locally



Get Involved in Advocacy

Speak Out!	Advocate on the Hill	Serve as a Key Contact	Join Your PAC
<p>Subscribe to receive AAFP's monthly advocacy newsletter, Fight for Family Medicine, to stay up-to-date on the policies impacting you, your practice and your patients.</p> <p>You will also receive timely emails telling you when your voice is needed in Washington, DC so that you can SpeakOut!</p>	<p>Attend AAFP's Family Medicine Advocacy Summit in May.</p> <p>This is a unique opportunity for Family Physicians to meet directly with congressional offices and drive AAFP's legislative agenda forward.</p>	<p>Build a relationship with your member of Congress so that you can deliver AAFP's pro-physician message through direct, personal contacts and be the expert your lawmaker turns to when considering healthcare policy.</p>	<p>Become a member of your medical society's PAC and combine your personal contributions with your colleagues to shape a Congress more friendly to the House of Medicine.</p>

Your Role in Advocacy: SpeakOut!

Join AAFP's SpeakOut program to receive notifications when your voice is needed to influence public policies.



Your Role in Advocacy: Become a Key Contact

Join AAFP's Key Contact program and we will support your efforts in building a relationship with your federal lawmakers.

Help lawmakers connect the dots between the policies they draft and their effects on your practice and your patients.



Your Role in Advocacy: Participate in Campaigns

- **PACs** are a medical society's bipartisan voice on Capitol Hill and is an essential way to participate in the political process.
- **PACs** combines physicians' personal contributions into significant and strategic election campaign contributions to:
 - Members of Congress who are supportive of the House of Medicine and
 - The Congressional leaders who control health care policy



Mission Statement MassAFP

- The mission of the Massachusetts Academy of Family Physicians is to assist its members in providing compassionate, high quality healthcare to the people of Massachusetts. The vision of the Massachusetts Academy of Family Physicians is to provide responsible advocacy, representation and leadership for our members and to promote the specialty of family medicine through public awareness and patient education.

Mission Statement of the Massachusetts Medical Society

- ***"The purposes of the Massachusetts Medical Society shall be to do all things as may be necessary and appropriate to advance medical knowledge, to develop and maintain the highest professional and ethical standards of medical practice and health care, and to promote medical institutions formed on liberal principles for the health, benefit and welfare of the citizens of the Commonwealth."***



MASSACHUSETTS
MEDICAL SOCIETY



Advocacy is a central component of the Massachusetts Medical Society's mission. We advocate on behalf of patients for a better health care system, and on behalf of physicians, to help them to provide the best care possible.

Some Recent MMS Resolutions

Combating Racial Disparities in Maternal and Infant Health Outcomes

Sponsor: Committee on Maternal and Perinatal Welfare

Sara Shields, MD, MS, FAAFP, Chair

Preventing Adverse Childhood Experiences (ACEs)

Sponsor: Committee on Public Health

James Broadhurst, MD, MHA, Chair

Preventing Decreased Access to Health Care by Expanding Broadband Internet Access to Underserved Populations

Sponsor: Ronald Dunlap, MD, FACC

Resolution to Ensure Equitable Access to HIV and Hepatitis C Testing in the Jail and Prison Systems in Massachusetts

Sponsors: Joshua St. Louis, MD, MPH, AAHIVS Jennifer Brody, MD, MPH, AAHIVS Joe Wright, MD Audra Williams, MD, MPH Lance Braye, MD, MPH Tuhin Roy, MD, MPH Chelsea Harris, MD 14 Nicholas Weida, MD Christopher Bositis, MD, AAHIVS

Primary Care for You (PC4You)

Sponsors: Wayne Altman, MD, Alain Chaoui, MD, Joshua St. Louis, MD, Jennifer Chiang, MD

Katherine Atkinson, MD, Michael Kaplan, MD

That the MMS support legislation that creates a system of primary care that is based on a state-administered primary care trust that is funded by all payers, covering all residents of Massachusetts, delivering global payments to primary care practices that incentivize practice transformation and allocates resources in an intentionally antiracist and just fashion.

Some Recent AMA Resolutions

- [Strengthening U.S. public health infrastructure and opposing limits placed on public health authorities](#)
- [Combating public health disinformation](#)
- [Enhancing privacy for people who use mail-order DNA testing kits](#)
- [Limiting the authority to grant medical exemptions for vaccinations](#)
- [Improving maternal health and eliminating maternal health inequities](#)
- [Refining recommendations for evidence-based policing reform](#)
- [Ensuring that a diverse range of skin tones is represented in dermatology medical education](#)
- [Requiring health insurer transparency regarding patients' out-of-pocket costs for individual prescription drugs](#)
- [Bolstering the physician workforce in rural communities](#)
- [Advocating for heat exposure protections for outdoor workers](#)

Advocacy & Government

AAFP News' Advocacy & Government section features coverage of the Academy's advocacy on issues important to family medicine at the federal and state levels. Stories outline the specialty's views on various health policy and legislative topics, funding for key health care programs and efforts to simplify the regulatory burden placed on family physicians.



Recent Advocacy & Government Stories

- May. 10, 2023 [Telehealth Controlled Substance Rx Flexibilities Extended](#)
- May. 01, 2023 [AAFP Webinar Preps Members for End of Public Health Emergency](#)
- Apr. 20, 2023 [New CMS Prior Authorization Rule Reflects Academy Advocacy](#)
- Apr. 19, 2023 [Academy Backs Ending Noncompete Clauses, Urges More Action](#)
- Apr. 19, 2023 [AAFP Eyes Medicare Payment Win in New Legislation](#)
- Mar. 24, 2023 [Simplify Controlled Substance Rx Training, AAFP Advises](#)
- Mar. 17, 2023 [Quality Measures Must Reduce Administrative Burden, AAFP Tells CMS](#)
- Mar. 06, 2023 [AAFP Urges Congress to Strengthen Value-based Care Support](#)
- Feb. 21, 2023 [2024 Medicare Advantage Rule-making Shows AAFP Advocacy](#)
- Feb. 13, 2023 [Academy Renews Push for Medicare Add-on Code](#)
- Feb. 09, 2023 [Evolving Telehealth Policy Brings Opportunities, Concerns](#)
- Feb. 02, 2023 [Lowering of SUD Treatment Barriers Marks AAFP Advocacy Success](#)
- Jan. 11, 2023 [Congress Gets Detailed Cybersecurity Advice From AAFP](#)



Speak Out Now

Home Page →
Strengthen Your Voice →
Join the Academy: Speak Out Now

Directory

Your Federal Officials

-  [President Joe Biden Jr.](#)
-  [Vice President Kamala Harris](#)
-  [Senator Elizabeth Warren \(D-MA\)](#)
-  [Senator Ed Markey \(D-MA\)](#)
-  [Representative Jim McGovern \(D-MA-002\)](#)

Your State Officials

-  [Governor Maura Healey \(D-MA\)](#)
-  [Lt. Governor Kim Driscoll \(D-MA\)](#)
-  [Secretary of State William Galvin \(D-MA\)](#)
-  [Attorney General Andrea Campbell \(D-MA\)](#)
-  [Treasurer Deb Goldberg \(D-MA\)](#)
-  [Auditor Suzanne Bump \(D-MA\)](#)
-  [Senator Robyn Kennedy \(D-MA-First Worcester\)](#)
-  [Representative John Mahoney \(D-MA-13th Worcester\)](#)

Compose Message

<https://www.massafp.org/>

<https://www.massmed.org/>

<https://www.aafp.org/home.html>

How We Advocate

- Direct advocacy with legislators/agency officials/staff
- Partnering with stakeholder coalitions
- Coordination with chapters
- Leveraging Member
 - Grassroots SpeakOuts
 - Key Contacts Program
- FamMedPAC
- PR Tactics
 - Social
 - Op-eds
 - Family Medicine Advocacy Round



Realizing the Value of Primary Care

- Medicare Payment
 - MACRA Reform
 - 2024 Fee Schedule
 - G2211 code Implementation
 - Inflationary update
- Competition/Consolidation
 - Noncompetes
- Value Based Care
 - Support CMMI innovation efforts
- Telehealth



Strengthening the Workforce

- THCGME reauthorization
- GME reforms
 - Distribution of year-end legislation slots
 - Rural incentives
 - Transparency around slot allotments and funding
- Loan repayment
- Conrad 30 Visa Program
- Wellbeing/Burnout/Harassment



An illustration of two hands, one on the left and one on the right, rendered in a light skin tone. The hands are positioned as if they are being held together or are about to be joined. Several thick, vibrant red ribbons are wrapped around the hands, crisscrossing between the fingers and palms, symbolizing restriction or burden. The background is a solid, muted teal color.

Addressing Administrative Burden

- **Prior authorization**
- **Step therapy**
- **MATE Act implementation**

Improving Healthcare for All

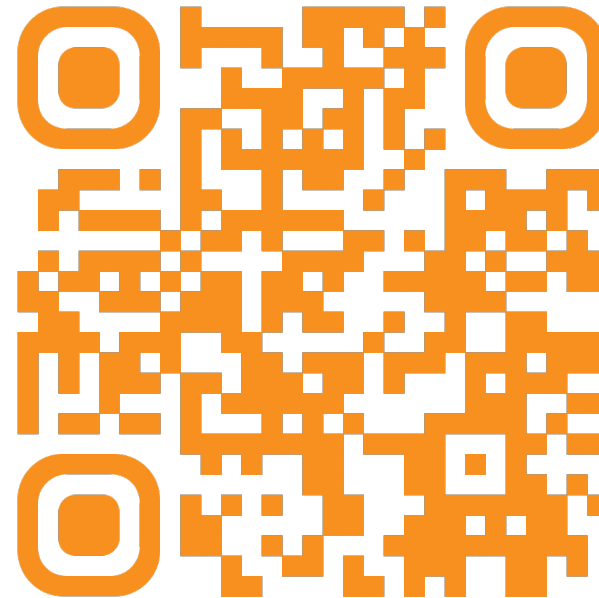
- Medicaid Access/Redeterminations
- Medicaid pay parity
- ACA subsidies
- Preventative health – Braidwood case
- Mental health



Family Medicine Advocacy Summit

Attend AAFP's Family Medicine Summit taking place in Washington, DC May 22nd – 23rd!

\$290 for General & \$150 Student/Resident.



Scan to Learn More and
Register Today!