



**AMERICAN ACADEMY OF  
OTOLARYNGOLOGY-  
HEAD AND NECK SURGERY**

### **Hosting a Work-site Visit**

Hosting a site visit is one of the best ways to show your elected officials how you help their constituents. All elected officials want to hear feedback and meet with their constituents, a site visit will allow them to see your work and how their policy impacts your practice or hospital. AAO-HNS staff will assist you in any way necessary to help you set up a site visit. However, here are some helpful tips to hosting one of your elected officials.

#### **Extending an Invitation:**

**Initiate contact with your elected official** – Send an invitation or extend a face-to-face invitation at an event, to your legislator stating you would like them to see your practice or hospital. Explain why this would be a good time to visit, specifically state an anniversary of opening, particular legislation that may affect your practice or your wish to support a candidacy through media exposure. Try and plan your visit as far as a month in advance.

**Follow Up** - Call the scheduler in the local district office to ask if your letter/invitation has been received and if the Congressperson will be able to visit your practice. Also, try to speak to the staff person who works on related policy issues to your visit so that he or she is also aware of your request and can plan to also attend.

**Be Flexible** - Be patient and prepared to change your date or time to accommodate a legislator's busy schedule.

#### **Preparation for the Visit:**

**Create an agenda** – Make sure that your agenda includes an opportunity for the elected official to speak, a tour, personal encounters and photo opportunities. Members of your staff should be well briefed on your agenda as well.

**Map out your tour** - Plan out your tour carefully, try and incorporate stories with the particular rooms you enter or pieces of equipment you will present. Also, have figures available, such as the amount equipment costs, the number of patients you see, or the number of staff with whom you work.

**Invite guests** – Make sure to invite patients, staff, and other physicians who might like to meet their elected officials. You will have to be part of the vetting process, so make sure these are people that will not embarrass you or the elected official.

**Invite the Media** - **Plan any media coverage with the legislator's press secretary.** On most occasions, the elected official's office will handle contacting the local media to your event, however, small state legislative staffs may need your assistance.

### **During the Visit:**

**Take Photos** – Take lots of photographs of the elected official meeting people in your practice. Make sure to share with the official's office.

**Make a Pitch** - While you are touring your facility and discussing the work you do, make sure to add your personal experiences with specific legislation. Please use AAO-HNS talking points as a guide.

**Say Thank You** – Remember to thank your legislator for their time.

### **After the Site Visit :**

**Send a Thank You** - Send a formal thank you to the legislator and staff members who may have helped with the visit.

**Follow up** - Be sure to send copies of photos taken at the event. Also, follow-up with any materials staff may have requested or on questions that are outstanding when you spoke with your legislator.

**Thank the Press** - If the press did not attend the visit, send a news release and photos from the day. If members of the press were present, send a thank you along with any photos you have to share.