



AMERICAN ACADEMY OF OTOLARYNGOLOGY- HEAD AND NECK SURGERY

THE GLOBAL LEADER IN OPTIMIZING QUALITY EAR, NOSE, AND THROAT PATIENT CARE

Legislative & Political Advocacy Toolkit – September 2018

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Steven Kmucha, MD, JD

Troy Woodard, MD

BOG Legislative Affairs Committee



BOG

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Goals of Toolkit



- Understand the legislative, political, and regulatory processes and how they impact your practice of medicine.
- Understand how the AAO-HNS works to impact the policy-making process.
- Define your role and learn what you can do individually to contribute to the advocacy process.

Introduction to U.S. Federal Government



- Legislative Branch:**
United States Congress
- U.S. Senate
 - U.S. House of Representatives



- Executive Branch:**
Office of The President
- Federal Agencies



- Judicial Branch:**
U.S. Supreme Court
- Nine justices

United States Congress

- Legislation must pass both bodies:
 - U.S. Senate
 - 2 Senators for every state (6-year terms)
 - U.S. House of Representatives
 - 435 Members
 - Apportioned to state based on population (2-year terms)



U.S. Senate



- Republicans have a 51-49 majority.
- Two key committees overseeing healthcare:
 - Finance – Medicare, Medicaid
 - Health, Education, Labor, & Pensions – Healthcare in general
- 60-vote threshold for most legislation
 - Slow moving
 - Action requires bipartisan support

U.S. House of Representatives



- Republicans have a 237-193 majority (5 vacancies)
- Two key committees overseeing healthcare:
 - Energy and Commerce – Medicare, Medicaid, healthcare industry
 - Ways and Means – Medicare
- Simple majority required to pass legislation
 - Can move more quickly
 - Rules process controls debate and amendments

U.S. Congress: Status Matters!

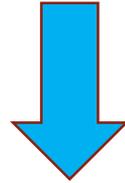
- Party with majority vote
- Leadership – Speaker of the House, Majority Leader, Whip, etc.
- Committee Assignments
- Seniority





The Executive Branch

Office of the President



Department of Health and Human Services



The Department of Health and Human Services

- Eleven operating Divisions/Offices that administer a variety of healthcare services, including:
 - Centers for Medicare & Medicaid Services (CMS)
 - Medicare
 - Timing is critical
 - Annual rulemaking cycles
 - Public comment periods
 - Medicaid - most administrative work done at the state level
 - Federal Marketplaces (Insurance Oversight)
 - Food and Drug Administration (FDA)
 - Centers for Disease Control & Prevention (CDC)
 - Agency for Healthcare Research & Quality (AHRQ)
 - National Institutes for Health (NIH)
 - National Institute on Deafness and Other Communication Disorders

How Can I Be an Effective Advocate?

- Be aware

- Be active

- Be educated

- Be committed



AAO-HNS Legislative & Grassroots Programs

- Opportunities to Get Involved:
 - State Trackers
 - In-District Grassroots Outreach (I-GO)
 - PROJECT 535
- Ways to Stay Informed:
 - ENT Advocacy Network
 - Social Media
 - Legislative & Political Affairs Webpage: www.entnet.org/advocacy

AAO-HNS Grassroots Programs



- Nearly **150** AAO-HNS physician volunteers monitoring legislation across the nation.
 - **AAO-HNS State Trackers** phone call monthly during state sessions to collaborate and identify trends.



- I-GO: Dedicated to finding opportunities for AAO-HNS members to meet **LOCALLY** with candidates and elected officials.
 - Participate in face-to-face meetings, practice visits, fundraisers, townhalls, etc.



- Join a network of nearly **2,000** of your colleagues to receive the latest updates on legislative and political activities.
 - Receive *The ENT Advocate* monthly – a **FREE** member benefit!



- PROJECT 535
 - Pairs an **AAO-HNS Member with their Federal lawmaker** as a “key contact.”

PROJECT 535



- Launched in 2015 by the AAO-HNS Board of Governors.
- **Purpose:** By using coordinated email and phone campaigns, we can improve our outreach to federal legislators when major issues impacting the specialty are debated by Congress.
- **Goal:** Recruit “key contacts” for all Members of Congress.
 - 435 Members of the U.S. House of Representatives
 - 100 Members of the U.S. Senate
 - Territories (six) also included.
- The commitment is minimal, but the impact is immense!
- Sign up at www.entnet.org/project535

Get Involved with PROJECT 535 at entnet.org under Advocacy

The screenshot displays the AcademyU website interface. At the top, there is a navigation bar with links for 'AcademyU', 'ANNUAL MEETING', 'bulletin', 'ENTCONNECT', 'OTO Journal', 'OTO OPEN', 'Regent', a user profile for 'Susan Cordes', and a 'Logout' button. Below this is a secondary navigation bar with 'JOIN NOW', 'DONATE NOW', and 'DISCLOSURE FORM' buttons. The main navigation bar includes 'News', 'About Us', 'Advocacy', 'foundation', 'Guidelines', 'Patient Health', 'Quality', 'Reimbursement', and 'MORE'. A search bar is located on the right side of the main navigation bar.

The 'Get Involved' dropdown menu is open, showing the following options: Home, Join Now, Annual Election, Committees, Foundation, Sections, Humanitarian Efforts, International Outreach, **Advocacy** (highlighted with a red arrow), Board of Governors, and Industry Programs.

In the background, there is a large banner for the 'AAO-HNSF 2018 ANNUAL MEETING & OTO EXPERIENCE' held in Atlanta, GA, from October 7-10. The banner features a red skyline silhouette and the hashtag #OTOMTG18.

On the right side, there is a 'Member +' badge with a plus sign, followed by the text '200+ Courses for the price of one' and a 'CLICK TO LEARN MORE' button. Below this is the 'AcademyU' logo and a section for 'Hsc Home Study Course' with an image of a laptop and a book. At the bottom of this section, it says 'REGISTRATION FOR THE 2018-2019 HOME STUDY IS OPEN.'

Click on the Icon on the Lower Right

Advocacy
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ENT PAC

Tweets by @AAOHNSGovtAffrs

AAO-HNS GA Staff
@AAOHNSGovtAffrs

Thank you @RepYvetteClarke for taking the time to meet with Richard Rosenfeld, MD and Alisha Timaspolsky, MD and discuss issues of importance to @AAOHNS!



Aug 7, 2018

AAO-HNS GA Staff
@AAOHNSGovtAffrs

Happening now: @HouseCommerce #SubHealth hearing on #MACRA and #MIPS



Advocacy



Sign Up for PROJECT 535

Become A Member of PROJECT 535

Successful legislative advocacy starts with a solid grassroots foundation. To ensure the message of otolaryngology-head and neck surgery is heard broadly on Capitol Hill, the AAO-HNS launched PROJECT 535 in 2015. Our goal is to recruit a "key contact" for each U.S. Senate and House Congressional seat to improve our outreach to federal legislators when major healthcare issues are debated by Congress. The commitment is minimal, but the impact is immense. Sign-up today to join this exciting program!

* Required



PROJECT 535

www.entnet.org/Advocacy

State Advocacy

- Why should I care about what goes on at the state level?
 - “Laboratories” for policy changes
 - Main centers for regulation
 - 8,000 state legislators across the nation





State Government

- Similar to the Federal Government (three branches)
 - Executive – Governor
 - Enacts bills passed by the legislature, putting programs into action.
 - Legislative – Usually divided into upper and lower chambers
 - Every state but Nebraska has two chambers
 - Judicial – Court system
 - Interprets and explains laws
 - Decides if laws are constitutional

Opportunities to Get Involved in State Advocacy

- Join the AAO-HNS State Trackers Team!
 - Nearly 150 AAO-HNS physician volunteers monitoring legislation in their state.
 - Determination of action in conjunction with Academy leadership/state society leadership.
 - AAO-HNS State Trackers meet monthly via conference call during state sessions to collaborate and identify trends.
 - **State-mENT**, a monthly State Tracker update, is released after each conference call.



EXAMPLE: 2018 State Trends monitored by State Trackers

- **Scope of Practice:**
 - Audiologists/SLPs
 - Hearing Aid Dispensers
 - Dentists
 - Advance Practice Nurses
 - Physician Assistants
 - Pharmacists
- **Specialty-Specific Issues:**
 - Hearing Aid Coverage/Mandates
 - Prior Authorization
 - In-Office Compounding
 - Hearing Aid Dispensing
- **Broader Medicine:**
 - Board Certification/MOC
 - Medical Liability Reform
 - Balanced Billing
 - Telemedicine



Find State Tracker Information at entnet.org

The screenshot displays the website's navigation structure. At the top, there are links for AcademyU, ANNUAL MEETING, bulletin, ENTCONNECT, OTO Journal, OTO OPEN, Regent, and a user profile for Susan Cordes with a Logout option. Below this is the organization's logo and a search bar. A secondary navigation bar includes links for JOIN NOW, DONATE NOW, and DISCLOSURE FORM. The main navigation menu is expanded, showing options like Home, Join Now, Annual Election, Committees, Foundation, Sections, Humanitarian Efforts, International Outreach, Advocacy (highlighted with a red arrow), Board of Governors, and Industry Programs. A search bar is also present in this menu. The main content area features a large banner for the AAO-HNSF 2018 OCTOBER ANNUAL MEETING & OTO EXPERIENCE in Atlanta, GA, with the hashtag #OTOMTG18. To the right, there is a 'Member +' section with a search bar, a '200+ Courses for the price of one' offer, a 'CLICK TO LEARN MORE' button, and an 'AcademyU' logo. Below this is a section for 'Hsc Home Study Course' with a 'REGISTRATION FOR THE 2018-2019 HOME STUDY IS OPEN.' message.

AcademyU ANNUAL MEETING bulletin ENTCONNECT OTO Journal OTO OPEN Regent Susan Cordes Logout

AMERICAN ACADEMY OF OTOLARYNGOLOGY-HEAD AND NECK SURGERY

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REGISTER TODAY

AAO-HNSF 2018 OCTOBER ANNUAL MEETING & OTO EXPERIENCE 7-10 ATLANTA, GA

#OTOMTG18

Member +

200+ Courses for the price of one

CLICK TO LEARN MORE

AcademyU YOUR OTOLARYNGOLOGY EDUCATION SOURCE

Hsc Home Study Course

REGISTRATION FOR THE 2018-2019 HOME STUDY IS OPEN.

Click on the Icon in the Center of the Page

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Tweets by @AAOHNSGovtAffrs

AAO-HNS GA Staff Retweeted



Sujana Chandrasekar
@SujanaChandrase

Love to see fellow Otolaryngologists doing #advocacy - particularly the Pres of the @AAOHNS Dr @GavinSetzen



Aug 16, 2018

AAO-HNS GA Staff Retweeted



AmAcadOtolaryngology
@AAOHNS

@AAOHNS President @GavinSetzen meets with @RepPaulTonko



Aug 16, 2018

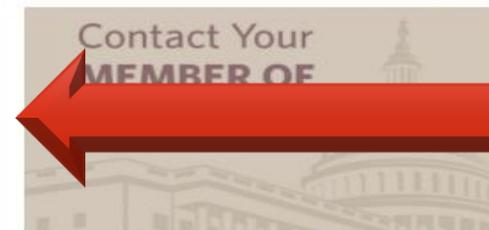


AAO-HNS GA Staff
@AAOHNSGovtAffrs

Thank you @RepPaulTonko for discussing issues of importance to the @AAOHNS with @GavinSetzen!



Advocacy



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State Legislative Advocacy

Grassroots Advocacy, Political Action, Legislative Advocacy, Scope of Practice



AAO-HNS State Trackers

Thank you for participating in this important program! Please use the resources below to help guide you during this year's legislative session. If you have any questions or problems, please contact the Government Affairs team at govtaffairs@entnet.org.

[AAO-HNS State Trackers List](#)

[State Legislative Tracker - Introductory Slideshow](#)

SCROLL DOWN
FOR MORE
RESOURCES



Academy State Advocacy Bill Tracking:

[Legislative Tracking by State](#)

[Legislative Tracking by Issue](#)

State Legislative Tracking Resources:

[2018 State Legislative Session Dates](#)

[2018 State Legislative Priorities](#)

[State Legislative Action Request Form](#)

[State "Mark-up" Styles](#)

[Glossary of legislative terms](#)

[Example of the state legislative process](#)

[Explanation of the crossover period](#)

Other State Resources and Links:

[FindLaw](#) - **Access your state's constitution, administrative codes, bills, and other resources**

[National Conference of State Legislatures](#) - **Access legislative information and research on a variety of topics**

[Stateline](#) - **Daily news on emerging trends and issues in state policy and politics**

Advocacy

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Tweets by @AAOHNSGovtAffrs

AAO-HNS GA Staff Retweeted



Sujana Chandrasekar
@SujanaChandrase

Love to see fellow Otolaryngologists doing #advocacy - particularly the Pres of the @AAOHNS Dr @GavinSetzen

Aug 16, 2018

AAO-HNS GA Staff Retweeted



AmAcadOtolaryngology
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.@AAOHNS President @GavinSetzen meets with @RepPaulTonko

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Federal Legislative

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PHYSICIAN PAYMENT POLICY (3P) WORKGROUP >

State Legislative

THIS WILL TAKE YOU TO STATE TRACKERS PAGE



STATE ADVOCACY >



THIS WILL TAKE YOU TO THE State-mENT



THE STATE-MENT >



Additional Information

Advocacy Resources



The ENT Advocate Archives



State Tracker State-mENT Archives



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The State Tracker State-mENT



STATE-MENT

MONTHLY STATE TRACKER UPDATE

The State-mENT is an “at a glance” one-page resource outlining the Academy’s state legislative activity from the previous month. Sign up as a [State Tracker](#) and become part of the discussion!

[February 2018](#)

[March 2018](#)

[April 2018](#)

[May/June 2018](#)

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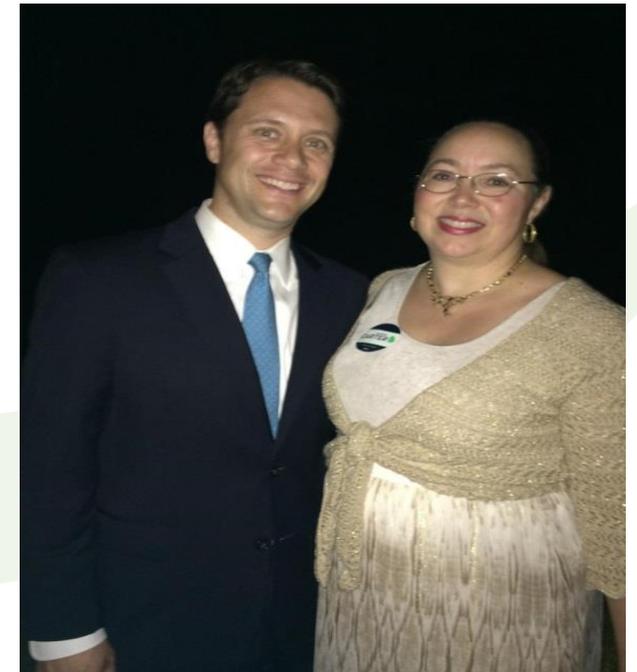
[PRACTICE
MANAGEMENT](#)

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[MARKETPLACE](#)

What is the I-GO Program?

- In-district Grassroots Outreach (I-GO) is dedicated to finding opportunities for AAO-HNS members to meet **LOCALLY** with elected federal officials in person.
- Primary focus - identify events near your home/practice.



I-GO (Continued)



- Events since the program's launch
 - Practice visits
 - Political fundraisers
 - Meetings in local Congressional offices
- Online form available
- Prep materials/talking points provided
- LIMITED TRAVEL NECESSARY!



Find I-GO Information at entnet.org

PHYSICIAN PAYMENT POLICY (3P) WORKGROUP >

State Legislative

STATE ADVOCACY >

THE STATE-MENT >

Additional Information

In-District Grassroots Outreach (I-GO) -

[Click here to sign up for an I-GO event!](#)

The ENT Advocate Archives +

BOG Toolkits and Resources +

Other Advocacy Resources +

THIS WILL
TAKE YOU TO
I-GO PAGE



Find I-GO Information at entnet.org



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In-District Grassroots Outreach (I-GO)

Fill out the Academy I-GO Form below.

AAO-HNS Member ID

First Name *

Last Name *

Home Street Address

City

Political Action Committee



- ENT PAC is the **non-partisan, issue-driven** political action committee of the AAO-HNS, established in 1995 to advance and protect the interests of the specialty on Capitol Hill.
 - Enhances AAO-HNS visibility and voice with federal legislators by allowing a “seat at the table.”
 - Helps build awareness about the specialty with Members of Congress.
- The stronger our PAC (dollars raised, number of Investors), the stronger our collective voice on our federal legislative priorities.
- Reminder: AAO-HNS membership dues cannot be used for political purposes.
- **www.entpac.org** website!
 - Login using your AAO-HNS ID and password.

*Contributions to ENT PAC are not deductible as charitable contributions for federal income tax purposes. Contributions are voluntary, and all members of the American Academy of Otolaryngology-Head and Neck Surgery have the right to refuse to contribute without reprisal. Federal law prohibits ENT PAC from accepting contributions from foreign nationals. By law, if your contributions are made using a personal check or credit card, ENT PAC may use your contribution only to support candidates in federal elections. All corporate contributions to ENT PAC will be used for educational and administrative fees of ENT PAC, and other activities permissible under federal law. Federal law requires ENT PAC to use its best efforts to collect and report the name, mailing address, occupation, and the name of the employer of individuals whose contributions exceed \$200 in a calendar year.

Re-designed ENT PAC website: www.entpac.org

The screenshot displays the ENT PAC website homepage. At the top left is the ENT PAC logo with the tagline "10,000 OTOLARYNGOLOGISTS | 1 PAC | 1 VOICE". To the right is a purple banner for "Join the ENT Advocacy Network" with a "CLICK HERE" button. Below this is a navigation menu with links for History, Issues, 2017 Investors, YTD Supported Candidates, FAQs, DONATE TODAY (highlighted in red), and Log out. The main content area features a large banner for "marchPACmania ANNUAL SRF BRACKET CHALLENGE" with a "FIND OUT MORE" button. To the right of the banner is a sidebar with four utility links: "2017 ENTPAC INVESTORS", "FIND YOUR MEMBER OF CONGRESS", "GET INVOLVED", and "MAKE A DONATION". Below these links are social media icons for Facebook, Twitter, YouTube, and Email, along with a "Like" button and a "Share 4" button. At the bottom left, there is a "LATEST NEWS" section with a featured article titled "115th Congress" dated February 20, 2017, with a "READ MORE" button. To the right of the news section is an "ATTENDED EVENTS" section listing two events: "Physician Community Event w/ Rep. Charlie Dent" on March 09 and "Physician Community Event w/ Rep. Kevin Brady" on March 16.



NOTE: USEFUL FEATURES

ENT Advocacy Network

- Network of nearly **2,000** of your colleagues
- Receive the latest updates on legislative and political activities
- Receive monthly e-newsletter, *The ENT Advocate* – a **FREE** member benefit!



Find Advocacy Network Information at entnet.org



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News About Us **Advocacy** *foundation* Guidelines Patient Health Quality Reimbursement **MORE** **▼**

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AAO-HNSF 2018 OCTOBER 7-10
ANNUAL MEETING & OTO EXPERIENCE ATLANTA, GA

#OTOMTG18

Member **+**

200+ Courses for the price of one

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YOUR OTOLARYNGOLOGY EDUCATION SOURCE

REGISTRATION FOR THE 2018-2019 HOME STUDY IS OPEN.

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Tweets by @AAOHNSGovtAffrs

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Thank you @RepYvetteClarke for taking the time to meet with Richard Rosenfeld, MD and Alisha Timaspolsky, MD and discuss issues of importance to @AAOHNS!



Aug 7, 2017

Advocacy

ENT PAC
The Political Action Committee of the American Academy of Otolaryngology-Head and Neck Surgery, Inc.

AAO-HNS
TRENDING TOPICS

ANTHEM | BCBS | UHC | CIGNA
PRIVATE PAYMENT ADVOCACY

CMS | FDA | OIG | HHS
REGULATORY RELIEF

AAO-HNS
STATE ADVOCACY

Contact Your **MEMBER OF CONGRESS**



Happening now: @HouseCommerce #SubHealth hearing on #MACRA and #MIPS

THE ENT Advocate

QUALITY PAYMENT
APMs - MEASURES - MIPS - REG-ENT

PROJECT 535
www.entnet.org/Advocacy

THE ENT Advocate



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY



ENT:PAC

Dear ENT Advocacy Network Member:

August 3, 2018

Legislative and political activity directly affects our practices and our patients. As a leading advocate for otolaryngology-head and neck surgery, we hope you enjoy reading this edition of The ENT Advocate, your premier source of advocacy information for the specialty!

Lead Story

CMS Publishes Proposed 2018 Physician Fee Schedule

On July 12, the Centers for Medicare & Medicaid Services (CMS) [issued a proposed rule](#) that includes 2019 updates to payment policies, payment rates, and quality provisions for services furnished under the Medicare Physician Fee Schedule (PFS) and the Quality Payment Program (QPP). The AAO-HNS is analyzing the 1,500-page proposed rule and will submit comments by the September 10 deadline. To help answer questions regarding the proposed rule and its impact on your practice and patients, a new Panel Presentation has been added to the [AAO-HNSF 2018 Annual Meeting & OTO Experience](#) program.

Action Requested

From the Main Advocacy Page, Scroll Down for ENT Advocate Archives

Additional Information

Advocacy Resources +

The ENT Advocate Archives -

[Click here to view the latest edition of The ENT Advocate!](#)

[ENT Advocate 7-9-2018](#)
[ENT Advocate 6-1-18](#)
[ENT Advocate 5-4-18](#)
[ENT Advocate 4-6-2018](#)
[ENT Advocate 3-5-2018](#)
[ENT Advocate 2-2-2018](#)
[ENT Advocate 1-12-2018](#)
[ENT Advocate 12-01-2017](#)
[ENT Advocate 11-03-2017](#)
[ENT Advocate 10-6-2017](#)
[ENT Advocate 9-1-2017](#)
[ENT Advocate 8-4-2017](#)
[ENT Advocate 7-7-2017](#)
[ENT Advocate 6-2-2017](#)
[ENT Advocate 5-5-2017](#)
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[ENT Advocate 2-3-2017](#)
[ENT Advocate 1-6-2017](#)

[Click here to view past editions of The ENT Advocate!](#)

...and more Advocacy Resources

Additional Information

Advocacy Resources —

Political News

[The Hill](#)

[Politico](#)

[Roll Call](#)

U.S Congress

[U.S. Senate](#)

[U.S. House of Representatives](#)

Executive Branch

[The White House](#)

[Department of Health & Human Services](#)

[Centers for Medicare & Medicaid Services](#)

[National Institutes of Health](#)

[Food and Drug Administration](#)

[National Institute on Deafness and Other Communication Disorders](#)

[National Academy of Medicine \(formerly IOM\)](#)

State Legislative Resources

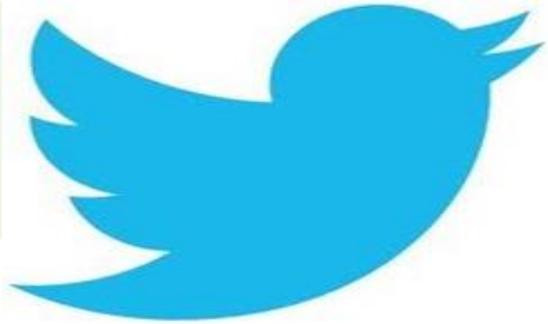
[National Conference of State Legislatures \(NCSL\)](#)

[StateScape](#)

The ENT Advocate Archives +

AAO-HNS Advocacy on Social Media

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AAO-HNS BOARD OF GOVERNORS

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- Legislative Representative for Each Society
- Advocacy Resources



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To Find the Board of Governors Webpage, go to entnet.org.



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BOG REGION MAP



Board of Governors (BOG)

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For BOG Society Resources & Virtual Society Information

BOG Officers

+

BOG Meetings

+

BOG Society Resources & Virtual Society Information

-

Virtual Society Resources

[Instruction on How to Join a Virtual Society Meeting](#)

For more information on scheduling a Virtual Society Meeting, please contact BOG@entnet.org.

[2018 AAO-HNS/F Leadership Forum & BOG Spring Meeting Summary Slides](#)

[BOG Bylaws](#)

[BOG Fact Sheet](#)

[BOG Regions](#)

[Regional Tool Kit](#)

[AAO-HNS Road Show PowerPoint](#)

[BOG Governor Representative Tool Kit](#)

[BOG Legislative Representative Tool Kit](#)

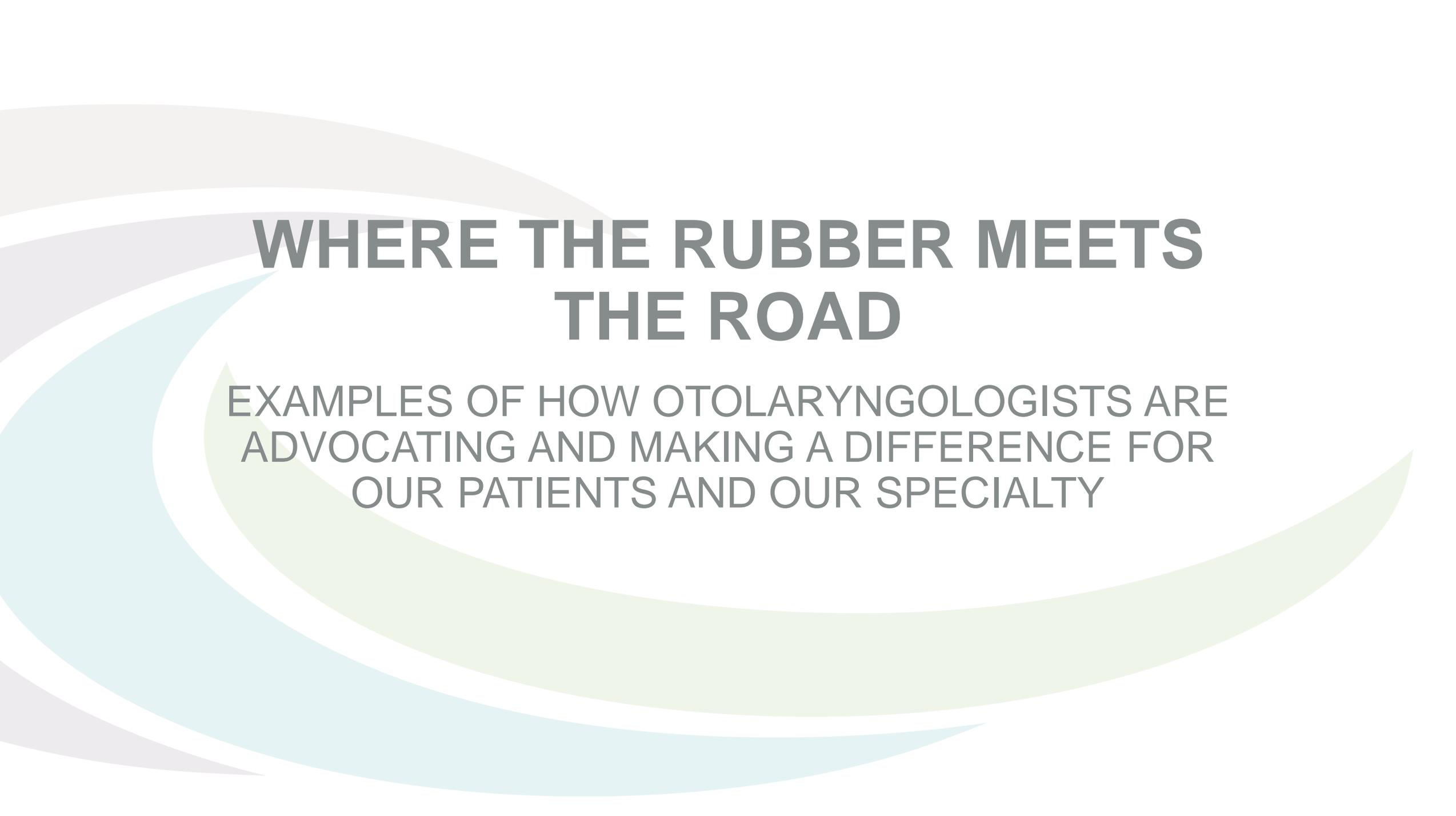
[BOG Socioeconomic & Grassroots Representative Tool Kit](#)

[PSAV 30% Discount for AAO-HNS Affiliates](#)

[AAO-HNSF Guideline Pocket Cards](#)

[Clinical Practice Guideline Slide Sets Available](#)

Present the [AAO-HNSF clinical practice guidelines](#) at your society meetings! slide sets have been developed



WHERE THE RUBBER MEETS THE ROAD

EXAMPLES OF HOW OTOLARYNGOLOGISTS ARE
ADVOCATING AND MAKING A DIFFERENCE FOR
OUR PATIENTS AND OUR SPECIALTY

Legislative Success: EHDI Reauthorization

- The **Early Hearing Detection and Intervention (EHDI)** program helps to establish statewide plans that identify children with hearing loss, directing them to early intervention services.
- **Legislative Timeline:**
 - **March 15, 2017:** The “Early Hearing Detection and Intervention Act of 2017” (H.R. 1539/S.652), which would reauthorize funding for the EHDI program through 2022, was introduced in the U.S. House of Representatives and U.S. Senate.
 - **April 26, 2017:** S. 652 advanced from the Senate HELP Committee.
 - **September 6, 2017:** S. 652 passed the U.S. Senate via “unanimous consent.”
 - **October 3, 2017:** S. 652 passed the U.S. House of Representatives via voice vote.
 - **October 18, 2017:** S. 652 was signed into law by the President.

Legislative Success: IPAB Repeal

- The **Independent Payment Advisory Board (IPAB)** was created as part of the Affordable Care Act. Those who opposed the Board, including the AAO-HNS, viewed it as an unaccountable body of non-physician individuals appointed by the President and charged with creating/modifying Medicare payment policy without Congressional oversight.
- **Legislative Timeline:**
 - **February 1, 2017:** Two bills (S. 260 and S. 251) seeking to repeal the IPAB provision of the ACA were introduced in the U.S. Senate.
 - **February 3, 2017:** Legislation (H.R. 849) identical to S. 260 was introduced in the U.S. House of Representatives.
 - **November 2, 2017:** H.R. 849 passed (307-111) the U.S. House of Representatives.
 - **February 6, 2018:** H.R. 849 was included as part of broader spending package (H.R. 1892, the Bipartisan Budget Act of 2018) and passed by Congress.
 - **February 9, 2018:** H.R. 1892 was signed into law by the President.

AAO-HNS Members Amplify the Academy's Message with Grassroots Actions

• AAO-HNS Advocacy Staff Worked to Build Momentum

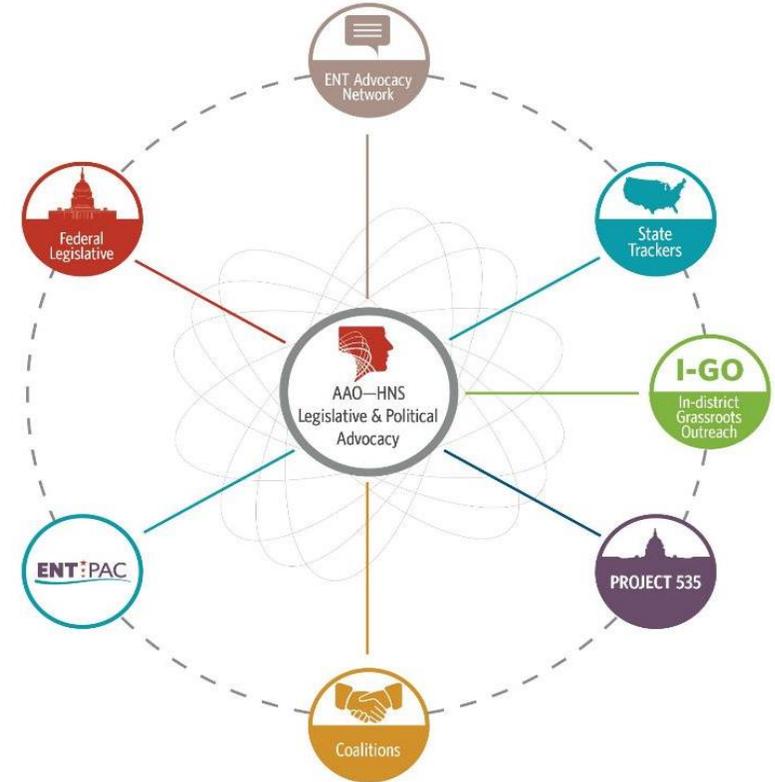
- Support letters to U.S. House and Senate champions
 - [EHDI](#)
 - [IPAB](#)
- Coalition efforts
 - Deaf & Hard of Hearing Alliance
 - Friends of the Congressional Hearing Health Caucus
 - Surgical Coalition
- Meetings on Capitol Hill
- Political events (via ENT PAC)

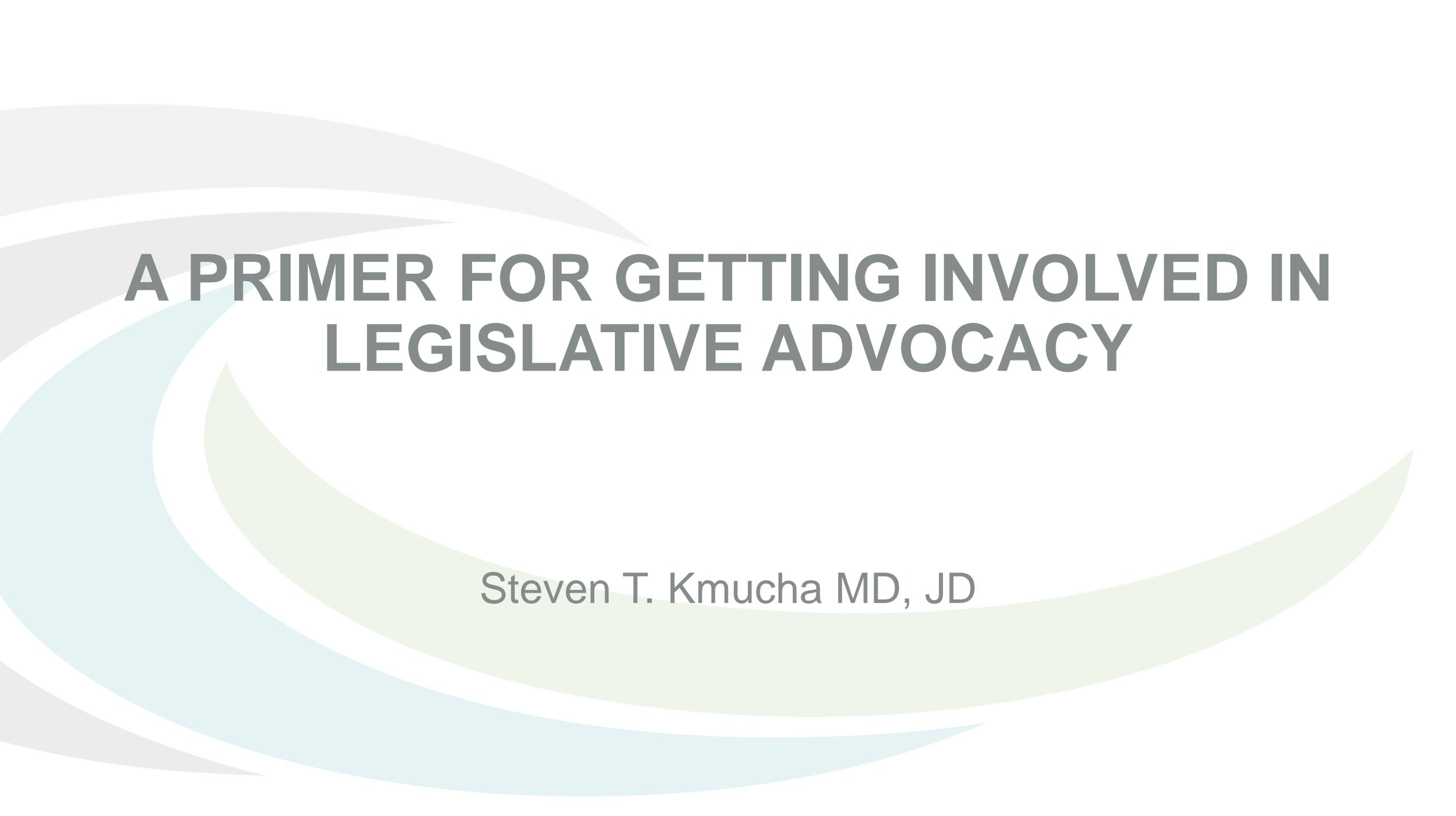
• AAO-HNS Members Pushed EHDI Reauthorization and IPAB Repeal to the Finish Line

- PROJECT 535 messages (emails to federal lawmakers)
- Action Alerts (email and phone messages to Congress)
- I-GO meetings
 - In-district meetings with legislators
 - Political events (via ENT PAC)
- Capitol Hill meetings in Washington, DC, during the AAO-HNS/F Leadership Forum & BOG Spring Meeting

AAO-HNS Legislative and Political Advocacy

- Participation in at least one AAO-HNS political/grassroots program contributes to the specialty's overall success.
- Legislative “wins” would NOT have been possible without AAO-HNS member participation.
 - Every call, email, meeting, and donation makes a difference!





A PRIMER FOR GETTING INVOLVED IN LEGISLATIVE ADVOCACY

Steven T. Kmucha MD, JD

- First, anyone can be effective in the arena of legislative advocacy, but it does take some **time and commitment**. After that, with greater experience, one becomes even more effective.
- The process begins at the **local level**. To be most effective, one needs to be aware of what is happening in the local healthcare community, not just what affects otolaryngologists, but what affects patients, employers who provide healthcare coverage, Medicaid, Medicare, local hospitals, local public health initiatives, free clinics, as well as what other providers are experiencing.
- To do this effectively, one needs to try to be **involved with local community organizations** like the small business groups, fraternal organizations, school board, PTA and, because so much healthcare and community support comes from organizations with religious affiliations, the local church or synagogue.
- The next step is to become familiar with the **county supervisors**. This is where many legislators start their careers, and it is much easier to get to know them when they are local. Once they move onward and upward to state or federal office, their time becomes increasingly limited, and their constituency becomes much larger.

- If possible, try to **get on your legislators' email lists**, make yourself available for questions, attend the legislators' birthday parties or holiday parties, and attend the local meetings when they are back in their district.
- Wear a name tag, introduce yourself, have business cards ready, smile, be nice, be helpful, be constructive, be available, and **don't whine!**
- Because otolaryngology is a small specialty, we can magnify and optimize our effectiveness by getting involved in our **county medical societies/associations** where we can learn from our colleagues, get the support of our colleagues, and magnify our voice and efforts in the legislative and socioeconomic arenas.
- Many county medical societies have **legislative affairs and health policy committees** where one can learn and contribute. These committees and the county societies often have long-established relationships with local and state legislators.
- Due to their limited time, legislators are often more willing to schedule meetings with larger groups of their constituents rather than meeting with individuals or small groups. Remember, legislators represent a **diverse constituency**, many of whom have a completely different and often opposing messages.
- If the county medical association/society supports the otolaryngology position, it gives added emphasis and is more likely to **persuade an otherwise undecided position.**

- If time permits, the experience that one gains within the county medical society/association can be used as an initial introductory step to get better involved at the state level. In some states, it is mandatory for a member of the state medical society/association to be a member of the county society. Most county societies are **looking for interested members** who are willing to serve in various positions. Often this means one can easily be appointed or elected to a position within the state medical society representing your local county or community.
- If the state society has a specialty delegation, get involved there, too. **Specialty delegations** tend to be more supportive of specialty issues, but one needs to be prepared to reciprocate when it is necessary.
- If there is an active **local, county, or state otolaryngology society**, by all means, get involved there. This is an excellent venue to learn what problems others in our specialty are experiencing, as well as providing a forum within which discussions can occur that can help with addressing and resolving some of these problems in a unified fashion rather than each individual physician having to fight a solo battle.
- This is especially important when it comes to **crafting a position in favor of or in opposition** to an existing piece of legislation or policy and is even more critical when creating the language of a new piece of legislation that one needs prior to approaching a legislator for support or endorsement.

- Many of the bills introduced at the state level are based upon legislation that has been attempted in other states. The **successful efforts in one state to effectuate change** in legislation or change in the policy development process can often be very helpful in dealing with legislative and policy efforts in other states.
- Legislation then becomes policy that is **implemented by the appropriate regulatory agency**. How these policies are developed is often quite different than what the legislators initially intended and often very different from state to state despite very similar legislative language.
- Finally, local, county, and state organizations are significantly more effective when there is active **bi-directional communication with the national organization**. One needs to be easily accessible by the limited staff in the national office. This means that each of us needs to take a **proactive approach to update our address, phone, and email of record** in the national office on a regular basis.
- The AAO-HNS makes a great effort to push information to members, but they can only be successful if we **pay our dues on time** and if we keep our contact information up to date. **Make it easy for the staff to contact you** – not your medical assistant, not your answering service, etc. **Read your own emails**, read the emails from your county/state medical society, ready the emails about impending changes in health legislation and healthcare policy, stay awake, and stay informed.

- For national issues, there again is the benefit of large scale in **working cooperatively with other medical organizations and specialties**. The AAO-HNS has been able to make great progress in a number of areas due to our active AMA delegation and the close working relationship between the two organizations.
- The **AMA does a very good job in pushing information** to dues-paying members about federal legislation, federal health policy, Medicare changes, national coding and billing policies of the payers, legal battles in the defense of physicians' rights, etc.
- Staying involved **takes time, effort, and commitment**. To be most effective, one needs to get involved at the local level and build upon that. This also **takes money** as county and state medical societies, local/county/state otolaryngology societies, and, of course, the AAO-HNS and AMA require the payment of dues. While not all local and state otolaryngology societies collect dues, most do. But, with the payment of dues, comes greater communication and greater engagement.
- **With greater engagement and the knowledge that results, we can all individually be more informed and more effective in our legislative advocacy efforts. With multilevel engagement, our small specialty society can significantly magnify our efficiency and effectiveness at our legislative and health policy efforts.**

Steven T. Kmucha MD, JD



AMERICAN ACADEMY OF OTOLARYNGOLOGY- HEAD AND NECK SURGERY

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