

# Regional Advocacy



## HLC Regional Advocacy Program: Delivering the HLC Message Back Home



**W**ashington knows the Healthcare Leadership Council is a leading voice for Improving healthcare quality. The Regional Advocacy Program is essential to ensuring that HLC's voice is heard at the grassroots level. Six HLC Regional Directors around the country coordinate meetings and events with members of Congress and congressional candidates in their home states and congressional districts.

HLC makes an impact in a variety of ways, including:

- Congressional meetings in home districts
- Grasstops/grassroots mobilization of local health leadership teams
- Programs and events that honor excellence and leadership in healthcare
- Earned media activities

Since the Regional Advocacy Program's inception, HLC has conducted nearly 3,000 meetings and events with members of Congress, congressional candidates and staff.



*In-district meetings with Rep. Jim McDermott (D-WA) of the House Ways & Means Committee and Rep. Marsha Blackburn (R-TN) of the House Energy & Commerce Committee.*

## HLTeams: Lifeblood of the HLC Regional Advocacy Program

Health Leadership Teams (HLTeams) replicate HLC's unique position as the voice of multiple sectors of the healthcare industry. HLTeams consist of HLC member company representatives, local business executives, and other health advocates from the community. HLTeam participants present a consensus, cross-sector viewpoint on multiple healthcare issues from the "real world" perspective of constituents explaining the impact of Washington policies on local patients and jobs.

## New Member Orientation

Cornerstones of HLC's Regional Advocacy Program are the Candidate Program and New Member Orientation Program. In 2011, HLC regional directors focused on meeting with freshman members of Congress to introduce them to HLC and its priority issues. By the end of the year, HLC met with 100% of the freshmen class or their offices while they were a candidate, member-elect, or after they assumed office. In 2012, HLC will resume a robust Candidate Program to build relationships with potential new members of Congress while providing HLC organizations with valuable information about candidate healthcare views. During one-on-one meetings organized by HLC Regional Directors, candidates and members are introduced to HLC's members and priority issues. Developing relationships with lawmakers early on has proven to be a valuable investment as these members gain seniority in Congress.

# Congressional District Meetings

In 2011, HLTeams held over 85 meetings with members of Congress in their home districts including nearly 30 with members on key committees of jurisdiction. These face-to-face meetings allow HLTeam members to deliver HLC's message on priority health issues and reinforce HLC activities in Washington. All meetings are open to HLC members and their representatives.



*Rep. Joe Pitts (R-PA), chairman of the U.S. House Energy & Commerce Subcommittee on Health, tries on a pair of vision-distorting glasses as part of SCAN Health Plan's Trading Ages senior sensitivity program at HLC's 2011 Healthcare Innovations Expo.*

## Events

HLC Regional Directors and HLTeams coordinate local health forums and other events including town hall meetings for key members of Congress and their district staff. Discussing with lawmakers how policy affects the delivery of healthcare is one thing; showing them in person makes it more compelling. Hearing HLC's message from constituents who work in healthcare operations is critical and it is for this reason the HLC Regional Advocacy Program strives to be a resource for these kinds of activities.

## Special Programs

The HLC Regional Advocacy Program recognizes and salutes congressional members, healthcare organizations, and community programs that are leading the way toward improved quality and patient-centered healthcare. HLC annually bestows awards to lawmakers and organizations who go the extra mile to provide better healthcare delivery for all Americans.

## Grasstops Mobilization

HLTeam members are called upon at vital stages in the legislative process to support HLC's policy goals. Through personalized letters, phone calls, or e-mails to their lawmakers in Congress, local HLC members make their voices heard from beyond the Beltway.

## Public Relations

As respected members of their communities, HLTeam members meet with editorial boards, brief reporters, conduct press conferences, and engage in other media-related activities to lend local perspective to national healthcare discussions. In addition, HLC's Regional Advocacy earned media efforts frequently result in the placement of op-eds, letters to the editor, and radio and television interviews in key congressional districts.

### **HLC's Regional Advocacy Program: A Resource for Members of Congress**

Healthcare issues continue to be a focus for the public, the media, and the 112th Congress. We encourage congressional offices – Democrat, Republican or Independent – to call upon HLC to:

- \* Assist in planning health forums on issues of interest within your local community*
- \* Participate on a constituent healthcare advisory board*
- \* Efficiently obtain information and feedback from multiple sectors of the healthcare industry*

For more information on the HLC Regional Advocacy Program and how it can be a resource in your congressional district, please contact:

**Amanda J. Uherek**  
**Healthcare Leadership Council**  
**202-452-8700**  
**auherek@hlc.org**