

# Regional Advocacy



## HLC Regional Advocacy Program: Bringing the HLC Message Home



**W**ashington knows the Healthcare Leadership Council (HLC) 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 states and districts
- Grasstops/grassroots mobilization and education of HLTeams
- Programs and events that honor excellence and leadership in healthcare
- Earned media activities

Since the Regional Advocacy Program's inception, HLC has conducted over 3,700 meetings and events with members of Congress, congressional candidates and staff.



*In-district meetings with Rep. Diane Black (R-TN) and Rep. Ami Bera (D-CA).*

## 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 are made up 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. These meetings are successful in driving home HLC's priority issues because constituents are able to explain the local impact of Washington policies on patients and jobs.

## Regional Advocacy Cornerstones

Cornerstones of HLC's regional advocacy efforts are HLC's Candidate Program and New Congressional Member Orientation Program. These programs concentrate on building relationships with potential new members of Congress, as well as current members, while providing HLC organizations with valuable information about candidate and new member healthcare views. During one-on-one meetings organized by HLC Regional Directors, candidates and members are introduced to HLC's members and priority issues. In 2016, HLC resumed a robust Candidate Program to build relationships with potential new members of Congress while providing HLC organizations with valuable information about candidate healthcare views. Developing relationships with lawmakers early on has proven to be an investment in future interactions as these members gain seniority in Congress.

# Congressional District Meetings



Rep. Erik Paulsen (R-MN) of the House Ways and Means Committee meets with HLTeam members in-district.

In 2016, HLC coordinated and/or participated in nearly 150 advocacy activities, including hosting over 60 in-district meetings with members of Congress, 1/2 of which were with members who serve on key committees of healthcare jurisdiction as well as conducting over 80 candidate meetings, representing 80% of new members to the House and Senate. 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.

## 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.

## Awards

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 critical stages in the legislative process to support HLC's policy goals. Through personalized letters, phone calls, and/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 a 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, media, and 115<sup>th</sup> 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:

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