Regional Advocacy Program

The HLC is a leading voice for improving healthcare and our Regional Advocacy Program ensures that voice is heard throughout the country. HLC’s six Regional Directors and their respective HLTeams have achieved incredible success since the program’s inception, with over 4000 meetings, facility tours, town halls, roundtables, and other activities.

In-District Meetings with Members of Congress
In-district meetings provide an opportunity for members of Congress to hear directly from constituents about health industry issues.
- Annually coordinate over 150 in-state opportunities
- 63 in-district meetings held in 2018, 28 of which were with members on key committees of healthcare jurisdiction
- In 2019, coordinated nearly 80 in-district meetings, 27 of which were with members on key committees of healthcare jurisdiction

Healthcare Roundtables, Coffee and Conversations
These activities aid in forming relationships between congressional members, candidates, HLC members, and the DC health policy community; providing opportunities to discuss ideas and vision for healthcare.
- In the last 10 years, HLC has coordinated these opportunities with nearly 100 members of Congress and candidates.
- In 2019, the focus was on freshman members of Congress; HLC hosted 16 members

Candidate Program & New Member Orientation
Cornerstones of HLC’s regional advocacy efforts are the HLC Candidate and New Member Orientation Programs. Developing relationships with lawmakers at an early stage has proven to be an advantageous investment as emerging seniority is gained while also allowing members to be apprised of HLC’s priority issues.
- 119 candidate meetings held, representing 78% of new members of the U.S. House
- HLC priority issues discussed in 44 freshman member meetings this year

Advocacy Activities
HLC has one of the most comprehensive regional advocacy programs in the healthcare industry. As experts in the field, HLC Regional Directors are instrumental in advocating for key healthcare issues while simultaneously engaging in local efforts such as honoring congressional members, healthcare organizations, and community programs.
- HLC has honored 18 programs with the Wellness Frontiers Award over the last 6 years for promoting best practices, drawing attention to existing wellness initiatives, demonstrating cost-effectiveness, replicability and are evidence-based.
- Newly created in 2019, the Redefining American Healthcare Award, evolving from HLC’s High Need Playbook priorities, identifies best practices and highlights existing initiatives that demonstrate an increase in quality and efficiency of care through a patient-centered approach incorporating social factors. In 2019, HLC honored five programs.
- HLC has hosted four regional Going Below the Surface community forums in 2019 to broaden and improve the conversation around how healthcare resources are used in the United States.
Regional Advocacy Program

The Regional Advocacy Program ensures that HLC’s multi-sector voice is heard at the grassroots level via the Regional Directors and members of Health Leadership Teams (HLTeams). HLTeams are comprised of HLC member company representatives, local business allies, and community health advocates. The program also serves as a resource for members of Congress by offering multi-sector feedback independently or by participating on a constituent healthcare advisory board. Furthermore, the program assists in the organization of health forums, town halls, and community events, among other activities.

This program makes an impact in a variety of ways, including:

**Events**
- in-district meetings
- local health forums
- town halls

**Public Relations**
- press conferences
- editorial boards
- op-eds

**Awards**
- healthcare organizations
- congressional members
- community programs

**Grasstops Mobilization**
- cosponsor recruitment
- legislation education
- expert feedback

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