



MEMBERSHIP MEETING

January 24, 2018

Regional Advocacy Update

Background: *HLC’s Regional Advocacy Program has long been one of the most respected among trade associations and policy advocates. Since a message carries greater resonance if a member of Congress hears it directly from constituents, HLC has taken its advocacy “on the road” to communicate with lawmakers when they are working in their home states and congressional districts. HLC continues to achieve results by taking its message beyond the Capital Beltway.*

The backbone of the HLC Regional Advocacy Program is the use of Health Leadership Teams (HLTeams). Six HLC regional directors bring HLTeams, comprised of HLC member company representatives, local business allies, and community health advocates, to engage with senators and representatives in their respective states and districts. HLTeam participants present a consensus, crosssectoral viewpoint on healthcare issues from the “real world” perspective of constituents explaining the impact of Washington policies on local patients and jobs. HLC hosts dozens of these meetings each year and encourages every HLC member company and organization to participate.

Key Regional Advocacy Activities:

HLC in 2017 coordinated and/or participated in over 170 advocacy activities, such as in-district meetings, candidate meetings, facility tours, and forums. Some of these activities have included:

- **In-District Meetings With Members of Congress.** In-district meetings provide an opportunity for members of Congress to hear directly from their constituents and consider issues affecting the entire healthcare industry. With health reform, budget cuts, and tax reform on the agenda, these meetings remained critical to the interests of HLC members. HLC regional directors have coordinated 73 in-district meetings with members of Congress, including 25 with members on key committees of healthcare jurisdiction.

House Energy & Commerce Committee

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|------------------------------|----------------------------|
| Rep. Joe Barton (R/TX) | Rep. Mike Doyle (D/PA) |
| Rep. Gus Bilirakis (R/FL) | Rep. Bill Flores (R/TX) |
| Rep. Marsha Blackburn (R/TN) | Rep. Richard Hudson (R/NC) |
| Rep. Buddy Carter (R/GA) | Rep. Leonard Lance (R/NJ) |
| Rep. Chris Collins (R/NY) | Rep. Frank Pallone (D/NJ) |
| Rep. Ryan Costello (R/PA) | Rep. Scott Peters (D/CA) |
| Rep. Kevin Cramer (R/ND) | |

House Ways & Means Committee

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|----------------------------|----------------------------|
| Rep. Diane Black (R/TN) | Rep. Patrick Meehan (R/PA) |
| Rep. Kevin Brady (R/TX) | Rep. Linda Sanchez (D/CA) |
| Rep. George Holding (R/NC) | Rep. Patrick Tiberi (R/OH) |
| Rep. Lynn Jenkins (R/KS) | |

House Education & Workforce Committee

Rep. Joe Courtney (D/CT)
 Rep. Susan Davis (D/CA)
 Rep. Mark DeSaulnier (D/CA)

Rep. Ron Estes (R/KS)
 Rep. Jason Lewis (R/MN)

House Appropriations Committee

Rep. Mark Amodei (R/NV)
 Rep. Charlie Dent (R/PA)

Rep. David Price (D/NC)
 Rep. Lucille Roybal-Allard (D/CA)

House Budget Committee

Rep. Jack Bergman (R/MI)
 Rep. Diane Black (R/TN)
 Rep. Salud Carbajal (D/CA)

Rep. Jason Lewis (R/MN)
 Rep. Tom McClintock (R/CA)

House Judiciary Committee

Rep. Hank Johnson (D/GA)

Rep. Ted Lieu (D/CA)

Other Members (not freshmen)

Rep. Mike Bost (R/IL)
 Rep. Julia Brownley (D/CA)
 Rep. Mike Coffman (R/CO)
 Rep. Jim Costa (D/CA)
 Rep. Jeff Denham (R/CA)
 Rep. Dwight Evans (D/PA)
 Rep. Tulsi Gabbard (D/HI)
 Rep. Jared Huffman (D/CA)
 Rep. Steve Knight (R/CA)
 Rep. Rick Larsen (D/WA)

Rep. Alan Lowenthal (D/CA)
 Rep. Sean Patrick Maloney (D/NY)
 Rep. Patrick McHenry (R/NC)
 Rep. David Rouzer (R/NC)
 Rep. David Scott (D/GA)
 Rep. Steve Stivers (R/OH)
 Rep. Dina Titus (D/NV)
 Rep. Juan Vargas (D/CA)
 Rep. Randy Weber (R/TX)

Through the Regional Advocacy Program, HLC also conducted in-state meetings with Senators Jim Risch (R/ID) and Joe Donnelly (D/IN), as well as an in-district healthcare roundtable with Congressman Pat Meehan (R/PA). As a result of the roundtable, Congressman Meehan has agreed to help lead Stark and Anti-Kickback reform in the U.S. House.

- **New Member Orientation.** Cornerstones of HLC's regional advocacy efforts are the HLC Candidate Program and New Member Orientation Program. In 2016, HLC regional directors conducted 95 candidate meetings, representing 82 percent of new members of the House and Senate. Developing relationships with lawmakers early on has proven to be an investment in future interactions as these members gain seniority in Congress. The New Member Orientation Program focuses on strengthening relationships with freshman members to introduce these members of Congress to HLC and its priority issues. In 2017, HLC regional directors have met with 22 freshman members, as well as several special election candidates.

Rep. Don Bacon (R/NE-02)
 Rep. Jack Bergman (R/MI-01)
 Rep. Ted Budd (R/NC-13)
 Rep. Salud Carbajal (D/CA-24)

Rep. James Comer (R/KY-01)
 Rep. Val Demings (D/FL-10)
 Rep. Ron Estes (R/KS-04)
 Rep. Brian Fitzpatrick (R/PA-08)

Rep. Mike Gallagher (R/WI-08)
Rep. Trey Hollingsworth (R/IN-09)
Rep. Ruben Kihuen (D/NV-04)
Rep. Al Lawson (D/FL-05)
Rep. Jason Lewis (R/MN-02)
Rep. Brian Mast (R/FL-18)
Rep. Donald McEachin (D/VA-04)
Rep. Stephanie Murphy (D/FL-07)

Rep. Tom O'Halleran (D/AZ-01)
Rep. Jacky Rosen (D/NV-03)
Rep. Brad Schneider (D/IL-10)
Rep. Darren Soto (D/FL-09)
Rep. Tom Suozzi (D/NY-03)
Rep. Claudia Tenney (R/NY-22)

- **Grassroots and Grasstops Campaigns.** HLC has one of the most comprehensive and consistent regional advocacy programs in the healthcare industry. In 2017, HLC regional directors have been instrumental in advocating on several key healthcare issues, including Medicare Advantage (MA), Affordable Care Act (ACA) repeal-and-replace efforts, and Independent Payment Advisory Board (IPAB) repeal, among other things.
 - HLC regional directors educated members of Congress and constituents about the need to repeal IPAB, including hosting teletown halls to discuss the issue, and encouraging participation in a messaging blitz. Additionally, they solicited signatories on a group letter, currently with over 770 signers, urging Congress to repeal IPAB.
 - Over the August recess and into the fall, HLTeam members and regional directors educated members on the importance of stabilizing the individual health insurance market, the need for Medicaid to continue to receive stable and adequate funding, and the counterproductive impact of health sector taxes and fees.
 - HLC regional directors recruited cosponsors for H.R. 1565, the “Saving Lives, Saving Costs Act,” and H.R. 2953, the “Preventive Health Savings Act” as well as educating congressional offices on other bills of importance to HLC’s membership.
 - During early congressional recesses, HLC regional directors educated members on the importance of keeping MA rates at current levels to ensure the program remains successful. Additionally, HLC regional directors recruited cosigners for several congressional letters in support of MA.
- **Healthcare Coffee and Conversations.** HLC’s Healthcare Coffee and Conversations introduce congressional members and candidates to the Washington, D.C., healthcare community and build on relationships made with members of Congress and candidates in their districts. In April, HLC hosted freshman Congressman Roger Marshall, M.D. (R/KS). In May, HLC hosted Congresswoman Suzan DelBene (D/WA), who serves on the Ways and Means and Budget Committees. In October, Congressman Charlie Crist (D/FL), joined HLC for coffee.
- **Roundtables.** HLC frequently leverages its relationships developed in the states for events in Washington, D.C. In September, HLC hosted a roundtable with Republican freshman members of Congress in conjunction with Republican freshman class president Representative Jack Bergman (R/MI). The roundtable

offered an opportunity to discuss chronic care legislation, including telehealth provisions.

- **Awards Programs.** HLC uses the Regional Advocacy Program to recognize and reward organizations and congressional members for excellence in promoting quality healthcare and innovation.
 - The *HLC Wellness Frontiers Award* recognizes best practices and draws attention to wellness initiatives that demonstrate excellence and quality.
 - In August, HLC bestowed the award, joined by Senator Bill Cassidy (R/LA) and Congressman Garrett Graves (R/LA), to Well-Ahead Louisiana, an initiative started by the Louisiana Department of Health aimed at improving the health and wellness of Louisiana residents. Well-Ahead was developed based on the collective impact framework with the goal of achieving substantial and sustainable reduction in Louisiana's soaring chronic disease prevalence rates.
 - In November, HLC bestowed the award, joined by Congressman Jim Costa (D/CA), to the California Health Collaborative in recognition of its health promotion and disease prevention programs that serve 54 out of the 58 California counties. These partnerships established at local, regional, and statewide levels are examples of how implementation of effective programs can be replicated across the country.

- **Medicare Today.** HLC has been very active in advocating for and protecting the Medicare Part D prescription drug benefit since it was created. Originally, *Medicare Today* focused on providing seniors with the information they need to enroll in the Part D program. HLC remains dedicated to that purpose and now also advocates on behalf of beneficiaries and educates policymakers on the importance of preventing adverse changes to the program.
 - In November, HLC hosted a national teletown hall where guest speakers from CMS and a regional Seniors' Health Insurance Information Program presented information on open enrollment, among other topics.
 - HLC regional directors also educated members of Congress and their staff on several proposals that would have an impact on Medicare beneficiaries, including H.R. 1953, the "Treat and Reduce Obesity Act;" H.R. 592, the "Pharmacy and Medically Underserved Areas Enhancement Act;" H.R. 3168, the "Special Needs Plans Reauthorization Act;" and H.R. 4006, the "Community-Based Independence for Seniors Act."
 - Throughout 2017, HLC developed a number of resources to help both beneficiaries and those who advocate on their behalf. As part of those offerings, an educational video series that explains Medicare, the Part D program, and the high satisfaction rate for Part D were created, as well as open enrollment placemats for senior centers and other locations.
 - In late July, HLC released the results from *Medicare Today's* annual Part D satisfaction survey. HLC and its regional directors shared the positive survey results with members of Congress, health legislative staff, and interested stakeholders.
 - In January, HLC hosted a national teletown hall to provide interested parties with information about the congressional and regulatory Medicare agenda in 2017 and the implications for beneficiaries.