Bringing the HLC Message Home

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 Health Leadership Teams have achieved incredible success since the program’s inception, with over 4,500 meetings, site visits, 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 coordinates over 200 in-state opportunities
- Held close to 60 advocacy meetings in 2020, half of which were with members on key committees of health jurisdiction
- As of August 31, hosted over 80 virtual advocacy meetings

HEALTHCARE ROUNDTABLES, COFFEE AND CONVERSATIONS

These activities aid in forming relationships among congressional members, candidates, HLC members, and the DC health policy community; providing opportunities to discuss ideas and vision for healthcare.

- Coordinated roundtables and coffee and conversations with over 110 members of Congress and candidates, during the last 10 years
- In 2020, HLC held 10 coffee and conversations with members of Congress
- Thus far in 2021, HLC has held seven coffee and conversations with members of Congress

CANDIDATE PROGRAM AND NEW MEMBER ORIENTATION

Cornerstones of HLC’s regional advocacy efforts are the HLC Candidate and New Member Orientation Programs. Developing relationships with lawmakers early in their careers is advantageous when they become committee and caucus leaders and are well apprised of HLC’s priority issues.

- 70 candidate meetings held in 2020
- All new member of Congress healthcare positions obtained before elected
- HLC priority issues discussed with a dozen freshman members during the first quarter of 2021

ADVOCACY ACTIVITIES

HLC has one of the most comprehensive regional advocacy programs in the healthcare industry. As experts in the field, regional directors are instrumental in advocating for HLC health policy priorities while simultaneously engaging in local efforts such as honoring numerous congressional members, healthcare organizations, and community programs.

- The Redefining American Healthcare Award has been bestowed upon eleven community programs thus far. The Award draws attention to initiatives that demonstrate an increase in quality and efficiency of care through a patient-centered approach
- HLC hosted a national, as well as several regional, Going Below the Surface community forums to broaden and improve the conversation around how healthcare resources are used in the United States
- Recruited cosponsors for, and educated congressional offices on, legislation and issues of importance to HLC’s membership
The Regional Advocacy Program ensures that HLC’s 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 health 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**
co-sponsor recruitment
legislation education
expert feedback