



AdvoMed

ENGAGED ADVOCACY

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Founder



ADVOMED

Engaging healthcare workers in Health Policy Advocacy to improve and progress the health of patients and the profession.

OBJECTIVES

Healthcare professionals are subject to complex and often disorganized systems of care delivery which subjects them to high levels of moral injury and burnout. Key to improving the care of patients and to the sustainment and longevity of the profession, engagement to effectuate change for professional and patient improvements is key. AdvoMed primarily assists you in your advocacy efforts at the institutional, community, and state levels to improve your effectiveness and efficiency.

*“An objective without a plan is a dream”
-douglas mcgregor*

Spectrum of Influence and Contribution

- Patient Access to Care
 - Improving Rural Medical Care Delivery
- Professional Reimbursement
 - Commercial Insurance, Private Equity, Federal and Government Programs
- Improve Safety to Reduce Workplace Violence
- Trauma Care Delivery and Injury Prevention
- Expansion of Preventive Medical Practices
- Medical Liability
 - Existing laws and future threats
- Sustainment of Research



SCOPE

Whether an individual piece of legislation, a community engagement project, or a comprehensive advocacy agenda, AdvoMed can help you to target your audience, strategize on methods of approach, demystify the legislative and regulatory labyrinth, provide research resources, coordinate efforts both within and external to your practice or organization, and provide customized support as needed for your goals.

“The man who moves a mountain begins by carrying away small stones.” -confucius

Example Services:

- Develop a comprehensive advocacy agenda to provide focus to multiple possible priority opportunities, as well as limits to ensure the most effective use of resources.
- Identify and coordinate disparate organizations to work collaboratively, in addition to formulating a strategy in response to, or preparation of, opposition.
- Develop an expected advocacy timeline based upon your state legislative schedule or other objectives individual to your targeted system.
- Focus and develop an individual plan for a novel piece of legislation including: drafting language, identifying key authors, sponsors and co-sponsors, identifying appropriate and key committees for approval, targeted presentation strategy based upon setting.
- Guide advocates through the regulation (implementation) process to ensure ROI of advocacy investment and success.



STRATEGY

Each advocacy goal will have different target of focus to achieve the overarching objective. This will differ depending upon scope: local, state, or federal. It will also morph over the stages of the advocacy engagement process. For example, the initial strategy may be very focused, and with progress need a broader approach to garner more widespread support. However, the opposite may also be true. Episodes of opposition may require a much more focused strategy to navigate beyond a potential point, office, organization, or person of dissent. Strategy must also be employed with different ways to approach different stakeholders to effectively and efficiently leverage the best possible chance for progress. This is of particular importance for controversial topics or if there is a budgetary (appropriations) concern.

*“Strategy is about making choices, trade-offs;
it’s about deliberately choosing to be different”
– michael porter*

Targets of Efforts:

- Grassroots Advocacy
 - Letters, Emails, Phone calls
 - Legislative Visits
 - In District Offices
 - State or Federal Offices
- Public Advocacy
 - Opinion Pieces
 - Letters to Editor
 - Social Media Posts
 - Coordinated Media Campaigns
- Patient and Personal Stories
 - Emphasize real world importance
- Partisan Awareness
 - Directed messaging to each stakeholder or legislator
- Coalition Building
 - Supporters
 - Opponents
- Data Education
 - Published Research
 - Survey Results
- Timing and Coordination
 - Advocacy Campaign
 - Legislative Cycle



COORDINATION

There is a vast array of possible information sources from local, state, and national healthcare organizations, the media, and scientific journals. However, distilling that down to what meets your needs and criteria for your greatest advocacy impact is daunting. AdvoMed will help distill and disseminate pertinent and highly valued information to your core team or greater contingency, customized to your needs.

“Alone we can do so little; together we can do so much.” – helen keller

Communication Coordination:

- Strategy Coordination
- Member Coordination
 - Meeting Minutes
 - Quarterly Blogs
 - Annual Report
- Communication Coordination
 - County and State Medical Society Updates
 - Think Tank blogs and newsletters
 - Hosting and communication platform to decrease email clutter.
- Coalition development
- Grant Writing



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