



AMERICA'S ESSENTIAL HOSPITALS

Government Relations (GR) Academy

Session 2: Telling Your Story

Tuesday, June 23 – Wednesday, June 24

Westin Gaslamp Quarter | 910 Broadway Circle, San Diego, CA 92101

SESSION 2 SPEAKER SLIDES

Telling Your Story: Techniques for Targeting Policy-Focused Audiences

Carl Graziano – *Director of Communications, America's Essential Hospitals*

Sandy Laycox, MFA – *Senior Writer and Editor, America's Essential Hospitals*

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Fundamentals of Safety Net Financing 2.0

Sarah Mutinsky, JD, MPH – *Deputy General Counsel, America's Essential*

Hospitals; Founding Senior Advisor, Eyman Associates

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Understanding Your Network: Engaging Stakeholders and Leveraging Assets

Liz Schrayner – *America's Essential Hospitals Consultant; President, Schrayner &*

Associates, Inc.

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Effective Use of Social Media as a Critical Advocacy Tool

Maya Linson, MS, UXC – *Manager of Communications, America's Essential*

Hospitals

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ADDITIONAL MATERIALS: UTMB HEALTH, OFFICE OF HEALTH POLICY AND LEGISLATIVE AFFAIRS

Issue Brief

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Issue Brief

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1115 Waiver FAQs

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District 11 Activities

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