



AMERICA'S ESSENTIAL HOSPITALS

Understanding Your Network: Engaging Stakeholders & Leveraging Assets

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June 24, 2015



Agenda:

Life of Policymaker

Power of Hospitals

*Winning Strategies: Breaking
Through the Noise*



CONGRESS TODAY

According to a recent popularity poll (no joke)...



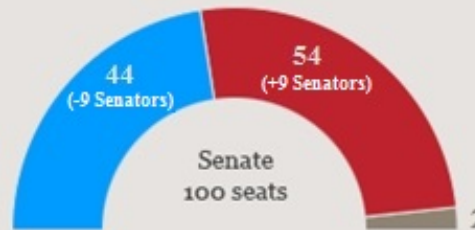
PUBLIC VIEW OF CONGRESS



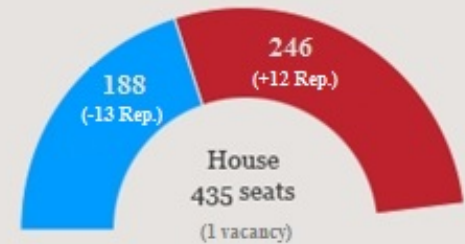
THE 114TH CONGRESS



Seats in the 114th United States Congress



■ Democratic
■ Republican
■ Independent



■ Democratic
■ Republican

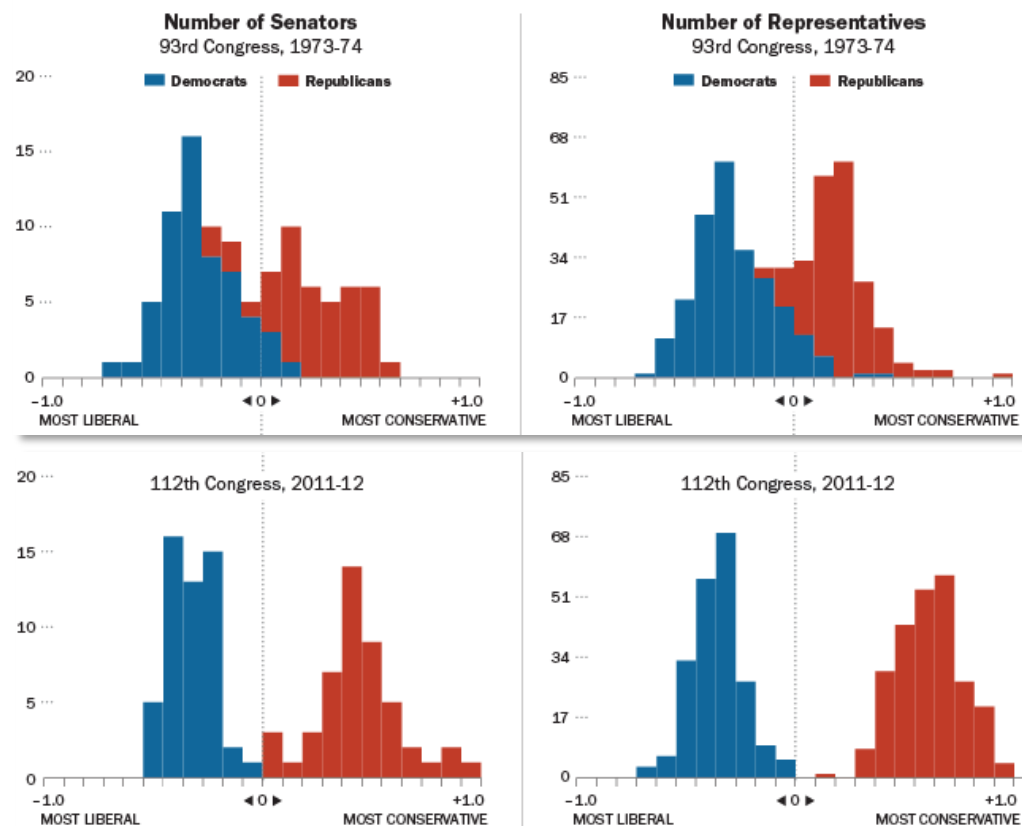
Note: +/- reflects changes since the beginning of the 113th Congress and does not include vacancies or changes since the 2012 election.

Source: senate.gov, house.gov

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THE GROWING POLARIZATION IN CONGRESS

Ideological scores of senators and representatives based on roll-call votes. Negative numbers represent liberal views and positive numbers conservative views



Sources: Royce Carroll, Jeff Lewis, James Lo, Nolan McCarty, Keith Poole and Howard Rosenthal, Voteview.com

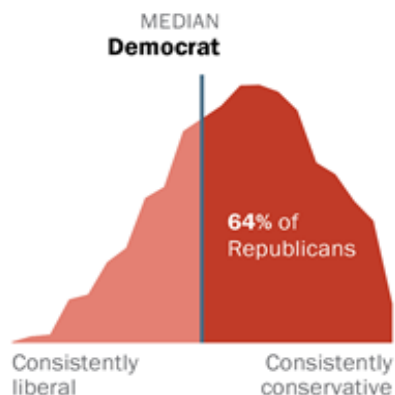
PEW RESEARCH CENTER

THE GROWING POLARIZATION AMONG AMERICANS

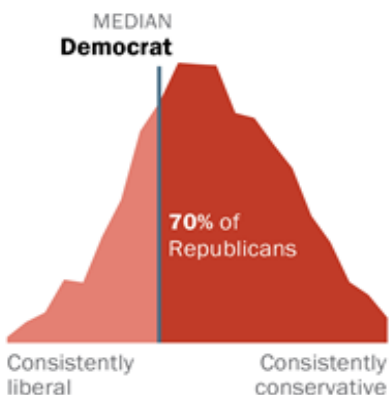
Republicans Shift to the Right, Democrats to the Left

Distribution of Republicans and Democrats on a 10-item scale of political values

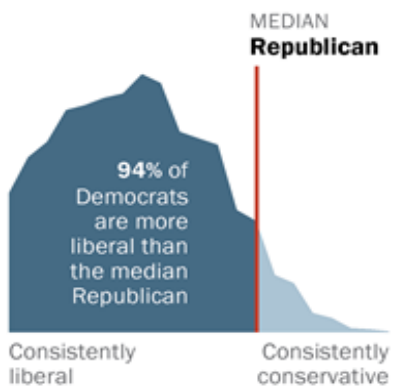
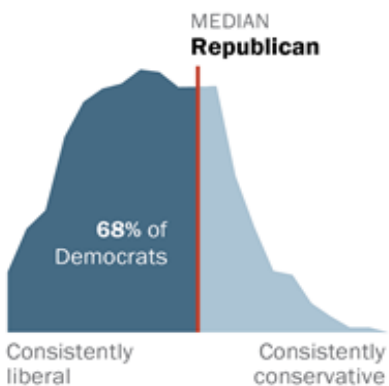
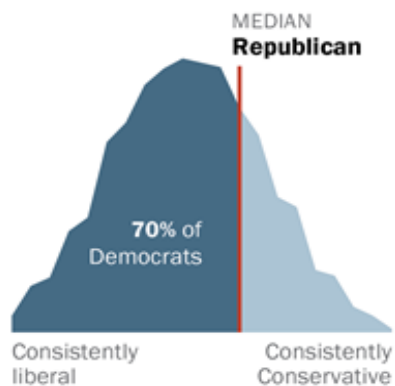
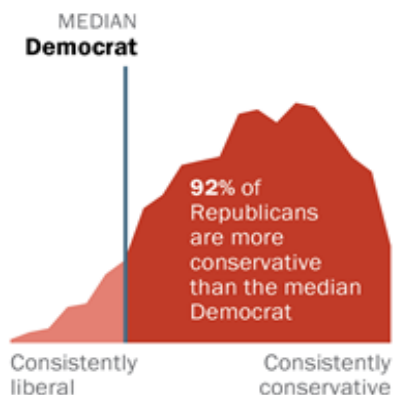
1994



2004



2014



Source: 2014 Political Polarization in the American Public.

Notes: Ideological consistency based on a scale of 10 political values questions (see Appendix A). Republicans include Republican-leaning independents; Democrats include Democratic-leaning independents (see Appendix B).

PEW RESEARCH CENTER

THE CHALLENGES

24 Hr News Cycle
1,440 Minutes Per Day



\$ 6
Billion
Election



★ SUPER-PACS RAKE IN THE DOUGH ★		
OUTSIDE GROUPS WITH BIGGEST TOTAL HAULS		
1.	RESTORE OUR FUTURE	\$95.7M
2.	American Crossroads	\$64.5M
3.	PRIORITIES USA ACTION	\$35.1M
4.	MAJORITY PAC	\$25.3M
5.	WINNING OUR FUTURE	\$23.3M

Source: BGV

Bloomberg

THE COMPETITION



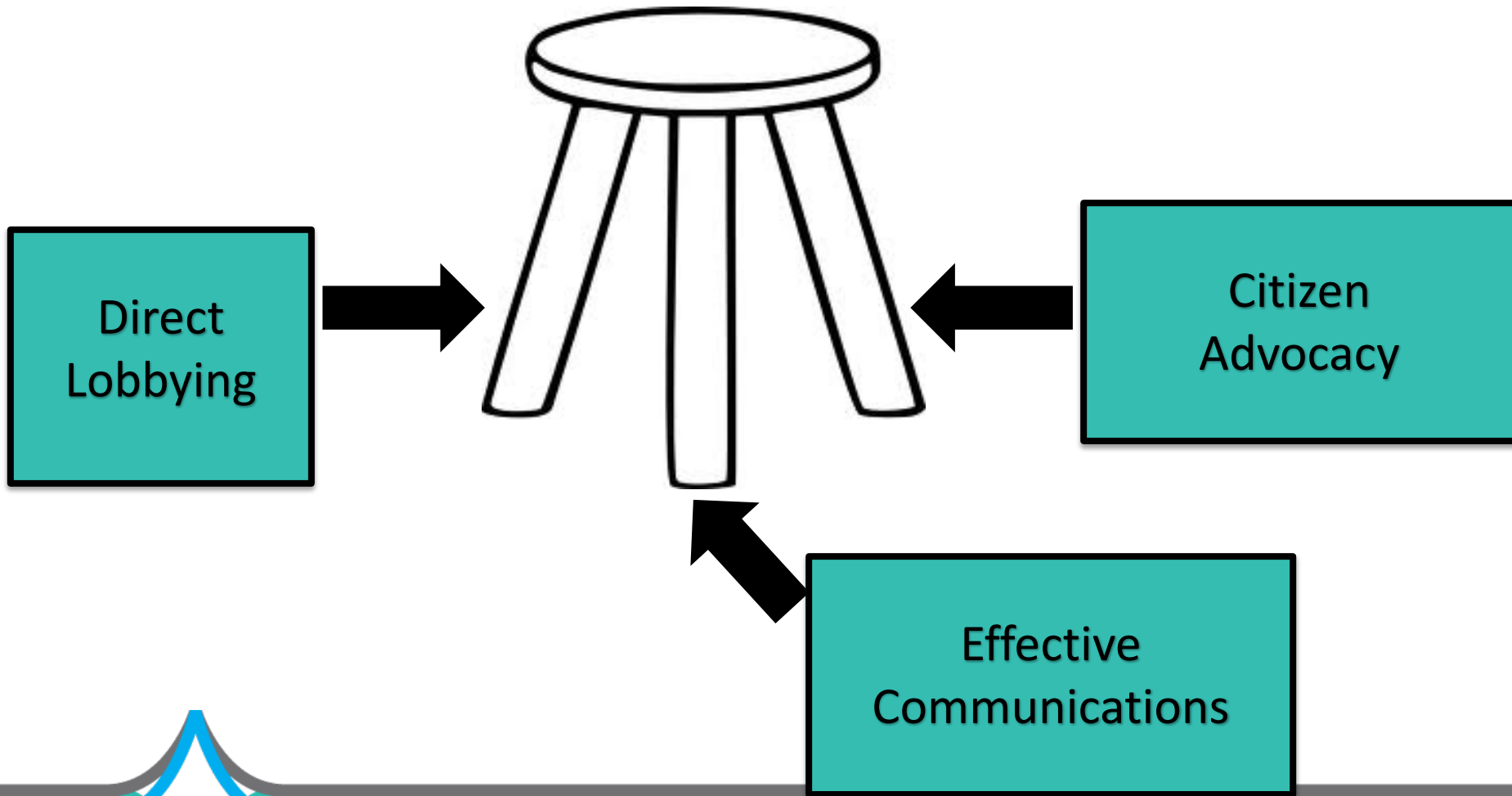
Over 100,000 Professional and Trade Associations

CAN WE BREAK THROUGH THE NOISE?



AFFORDABLE CARE ACT
IMPLEMENTATION FUND

TOOLS OF ENGAGEMENT



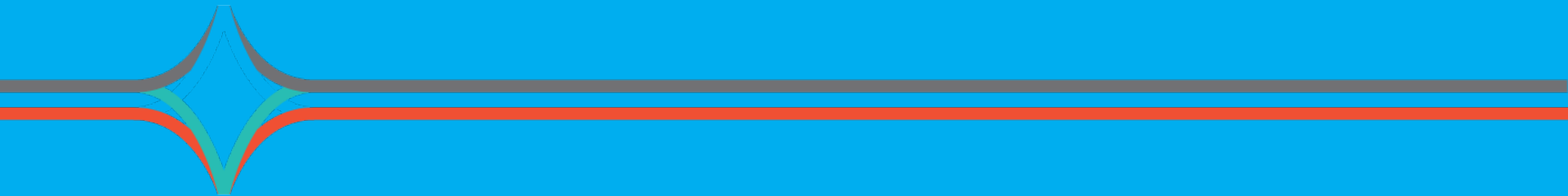
THE MOST POWERFUL INTEREST GROUPS

FORTUNE

The Fortune Magazine “Power 25 Survey”



THE POWER OF THE PUBLIC HOSPITAL NETWORK



HOSPITAL STAKEHOLDERS



YOUR HURDLES



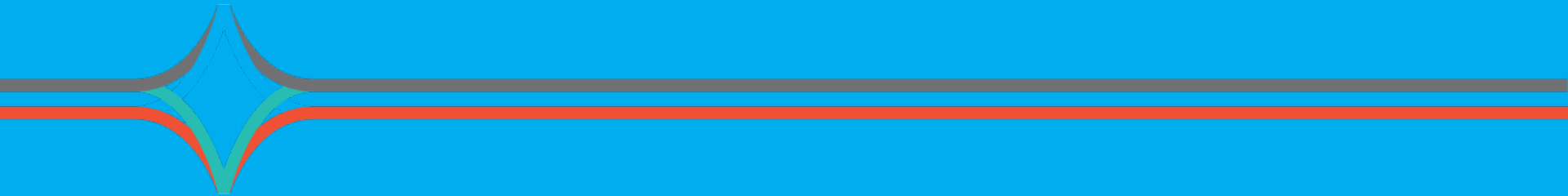
**Spread Thin:
Local, State, Federal**

Limited Staff

Avalanche of Issues

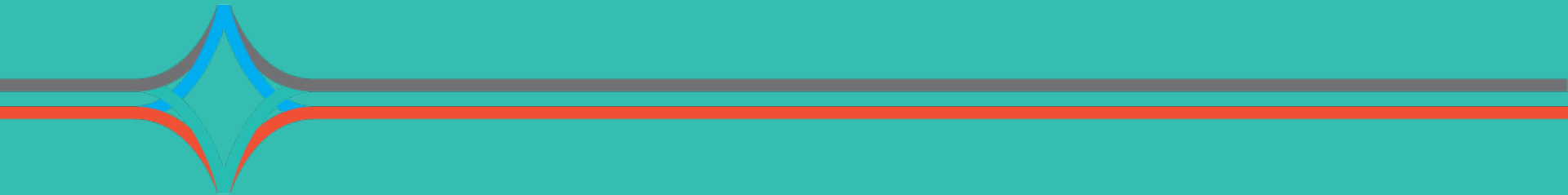
GETTING STARTED

Your Resources

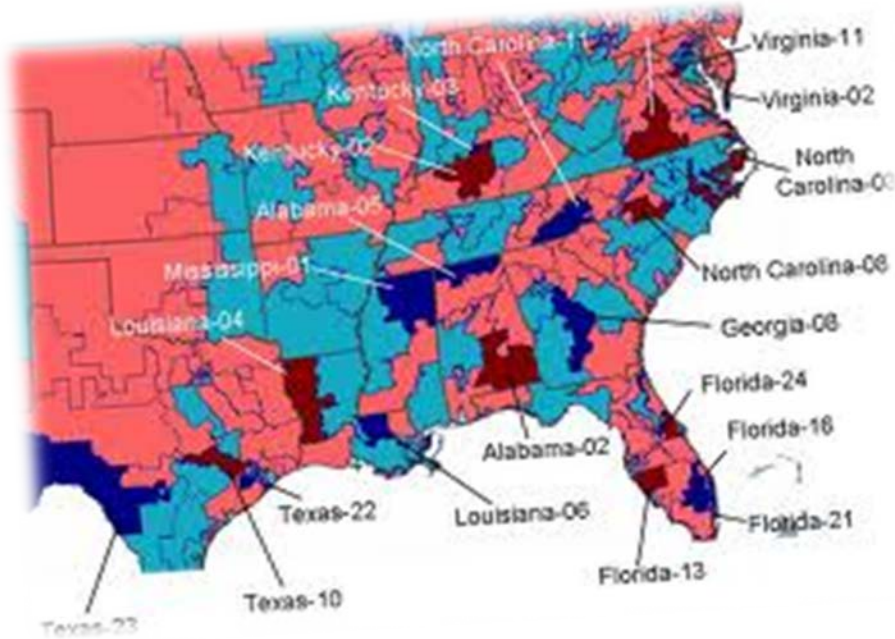


STEP I:

PRIORITIZE YOUR DELEGATION



YOUR DELEGATION



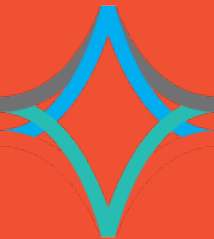
**Senators
Representatives
Challengers
Open Seat Candidates**



- **Champions**
- **Unmovables**
- **Opportunities**

STEP II:

FINE-TUNING YOUR LOBBYING



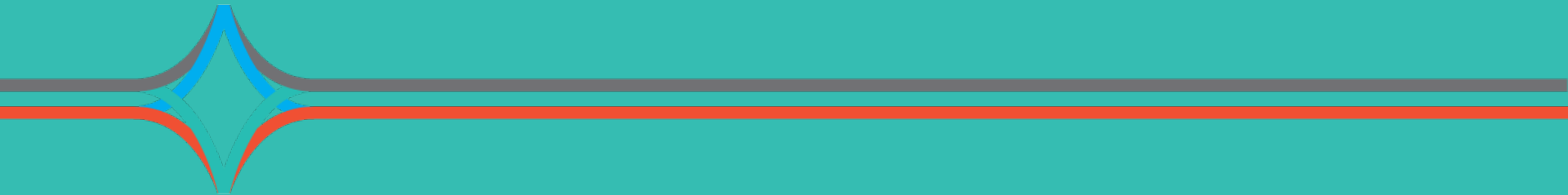
DIRECT LOBBYING: BEST PRACTICES

- **Become Trusted Resource**
 - Send Articles/Information
- **Serve as Reliable Responder**
 - Quick turn around on requests
- **Face-to-Face Meetings**
 - 1-2 x in DC
 - 1-2 x in Home
- **Create Opportunities for Engagement**
 - Organize Hospital Tours
 - Invite as Speaker
 - Profile on Website
 - Attend Town Hall meetings
 - Engage on Social Media
- **Don't Be Afraid to “Ask”**



STEP III:

ENGAGING YOUR GRASSTOPS



IDENTIFY POWERFUL AUDIENCES

- Senior hospital management
- Board members
- Foundation Board members
- Donors
- Physicians
- Business Community
- Faith- Based Leaders
- Nurses
- Former elected officials



IDENTIFY KEY CONTACTS



OpenSecrets.org

Donor Lookup

Results:

Search Criteria:
Donor name: John Smith
Donor State: GA
Cycle selected: All

Sort by Name
Sort by Date (Descending)
Sort by Amount
Sort by Relevance
Sort

106 records found in 0.089 seconds.

Contribution type:
Money to PACs
Money to Candidates
Money to SuperPAC/Outside Group
Money to Parties
Soft Money to Parties

Contributor	Occupation	Date	Amount	Recipient
SMITH, JOHN ATLANTA, GA 30331	CARDIOLOGY ASSOCIATES OF ATLANTA PC	5/6/08	\$500	Obama, Barack (D)
SMITH, JOHN GAINESVILLE, GA 30503	SMITH, GILLIAM WILLIAMS	11/12/08	\$250	Chambliss, Saxby (R)
SMITH, JOHN MARIETTA, GA 30062	NATIONAL BUS SALES	2/10/05	\$1,000	Chambliss, Saxby (R)
SMITH, JOHN MARIETTA, GA 30065	NATIONAL BUS SALES	11/30/05	\$1,000	Chambliss, Saxby (R)
SMITH, JOHN ATLANTA, GA 30303	STATE OF GEORGIA	8/21/12	\$400	Republican Party of Georgia (R)
SMITH, JOHN MARIETTA, GA 30065	NATIONAL BUS SALES	4/19/04	\$1,000	Isakson, Johnny (R)
SMITH, JOHN GAINESVILLE, GA 30503	SMITH GILLIAM WILLIAMS	6/9/03	\$250	Chambliss, Saxby (R)
SMITH, JOHN SMYRNA, GA 30080	RETIRED	10/24/03	\$500	Chambliss, Saxby (R)

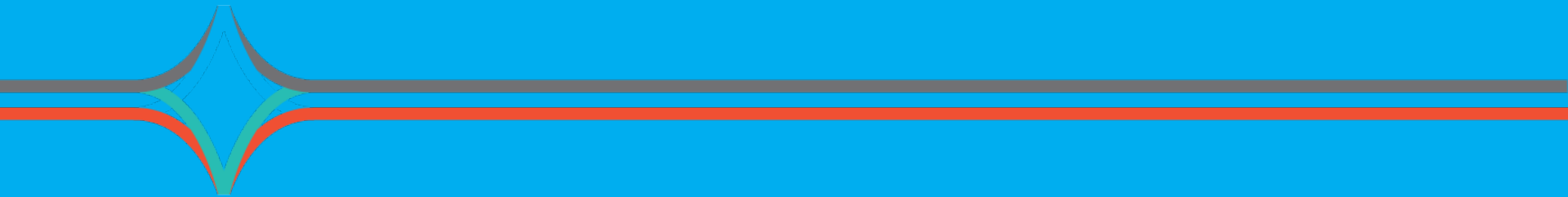
WINNING RECRUITMENT STRATEGIES

- **Organizing Strategy:**
 - Public Policy Committee for Board
 - Kitchen Cabinet for CEO
 - Hand – Select Committee
- **Recruitment:**
 - One-on-One Outreach
 - Speaker Outreach
- **Ongoing Engagement:**
 - Smart Communications Strategy calls & emails



STEP IV:

MOBILIZING YOUR STAKEHOLDERS



WINNING STRATEGIES

- **Secure In-Person Meetings**
 - Use stakeholders to help
 - Bring stakeholders/"script"
 - Invite policymaker to "tour"
- **Hospital Visits/Tours**
 - Involve stakeholders
 - Showcase success & needs
 - Use social media



Simple Message

“ I am a supporter of ----- hospital, one of several hundred of America’s essential hospitals around the country that provides high quality care for all, including the most vulnerable people, and I hope we can count on your support.”



WINNING STRATEGIES

- **Trips to DC**
- **Public Policy Committee**
- **Respond to Action Alerts**
- **Use Election Season**
 - Candidate Forums/Town Hall Meetings



Communications: Best Practices

For Stakeholders:

- Review basic packet
- On-going communications
- Leverage social media
 - Twitter, online chats

For Policymakers:

- Review message and material
- On-going communications
- Leverage social media
 - Twitter, Facebook, Blog



Grassroots: Best Practices

Potential Audiences:

- Senior management
- Physicians
- Nurses
- Employees
- Volunteers
- Religious leaders
- Community health professionals

Engagement

- Simple “sign up” form
- Public policy briefing at meetings
- Interested parties to a brown bag
- Information table near the cafeteria

Communications

- Monthly email
- Twitter follower
- Brown bag/grand round updates
- Quarterly conference calls



Coalitions: Best Practices

Potential Audiences:

- Business (e.g., Chamber)
- Health Care Groups
- Faith-based Organizations
- Hispanic Leadership
- Civic Organizations
- Universities/Academic Institutions

Engagement

- Speak at one group per month
- Invite coalition leaders to strategy meeting/ VIP breakfast
- Find interlockers to make introduction
- Appoint Board member as coalition point person

Communications

- Quarterly VIP Breakfast
- Monthly email letter from CEO



Key Take Away

**To Break
Through the
Noise:**

*Engage Grasstop
Stakeholders*

**8-10 Influential
Stakeholders**

- ✓ Public Policy Kitchen Cabinet
- ✓ Join Meetings/Tours/DC Trips
- ✓ Contact Members of Congress





AMERICA'S
ESSENTIAL
HOSPITALS

