



# 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

Unless otherwise noted, all events will be held in Sierra, 2nd floor

#### GOVERNMENT RELATIONS ACADEMY: TUESDAY, JUNE 23

noon – 1 pm

**Opening Lunch and Introductions**

1 – 1:15 pm

**Session 2 Overview: Session Goals and Opportunities**

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

Shawn Gremminger, MPP – *Director of Legislative Affairs, America's Essential Hospitals*

1:15 – 2 pm

**Two Sides of the Same Coin: Leveraging your Internal Relationship**

This session will shine a light on the government relations-communications relationship and outline how strategic collaboration can advance the advocacy priorities of essential hospitals. Together, we will investigate the different perspectives at play and demonstrate how understanding the other side can actually enhance the goals of both teams.

Shawn Gremminger, MPP – *Director of Legislative Affairs, America's Essential Hospitals*

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

2 – 3:15 pm

**Telling Your Story: Techniques for Targeting Policy-Focused Audiences**

This session will review approaches to telling your hospital's story, discuss how to best develop messages for varying audiences, and describe data and other association resources available to advance your narrative.

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

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

3:15 – 3:30 pm

**Break**

## CONCURRENT BREAKOUT SESSIONS

3:30 – 5 pm

Sierra,  
2nd Floor  
*For government  
relations  
professionals*

### Fundamentals of Safety Net Financing 2.0

This session, for government relations professionals, will build on the session 1 presentation on safety net financing and will dive deeper into the rules, trends, and challenges related to essential hospital financing mechanisms.

Sarah Mutinsky, JD, MPH – *Deputy General Counsel, America's Essential Hospitals; Founding Senior Advisor, Eyman Associates*

Del Mar,  
Lobby Level  
*For  
communications  
professionals*

### A Crash Course on Current Essential Hospitals Policy Issues

This session, for communications professionals, will provide an overview of the top advocacy issues for essential hospitals, and tips for referencing these complex policies in communications work.

Barbara Eyman, JD – *General Counsel, America's Essential Hospitals; Principal, Eyman Associates*

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

5:30 – 7 pm

California Foyer,  
2nd Floor

### VIP Reception

Please join Bruce Siegel, MD, MPH, president and CEO of America's Essential Hospitals; the America's Essential Hospitals board of directors; and the Essential Hospitals Institute board as we recognize our volunteer leaders, our new class of fellows, and you! Thank you for your invaluable efforts, dedication, and support of our essential mission.

7:30 pm

Off-site at  
Davanti Enoteca,  
1655 India St.

### Dinner

Please meet in the hotel lobby at 7:15 pm to walk to dinner together.

*\*Dress for dinner is casual; feel free to change clothes before dinner.*

## GOVERNMENT RELATIONS ACADEMY: WEDNESDAY, JUNE 24

7:30 – 8 am

### Breakfast and Day 2 Overview

8 – 9:30 am

### Understanding Your Network: Engaging Stakeholders and Leveraging Assets

This session will walk through the fundamentals of effective advocacy through leveraging stakeholder relationships, specifically community and non-paid stakeholders.

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

9:30 – 11 am

### When the Going Gets Tough: Answering Difficult Questions

During this interactive session, participants will learn effective messaging techniques for difficult situations at a hospital and work together to craft responses to sample scenarios. Participants will share their responses and discuss which techniques were most effective.

Stacie Spector – *Vice President of Strategy and External Relations, Nutrition Science Initiative*

11 – 11:15 am	<b>Break</b>
11:15 am – 12:45 pm	<p><b>Effective Use of Social Media as a Critical Advocacy Tool</b></p> <p>This session will emphasize the potential for social media to amplify the voice of essential hospitals at the local and national levels. Learn best practices, appropriate conduct, and engagement principles that, together, can help your team leverage social media to be more than consumer-directed marketing.</p> <p>Maya Linson, MS, UXC – <i>Manager of Communications, America’s Essential Hospitals</i></p>
12:45 – 1 pm	<p><b>Session 2 Wrap Up: Opportunities Going Forward</b></p> <p>Liz Schrayner – <i>America’s Essential Hospitals Consultant; President, Schrayner &amp; Associates, Inc.</i></p> <p>Shawn Gremminger, MPP – <i>Director of Legislative Affairs, America’s Essential Hospitals</i></p>
1 – 1:15 pm	<b>Group Photo</b>
1:15 – 2 pm	<p><b>Closing Lunch: Your Campaign Blueprint</b></p> <p>Amanda Walsh, JD – <i>Manager of Legislative Affairs, America’s Essential Hospitals</i></p>

## POST-ACADEMY: VITAL2015, WEDNESDAY, JUNE 24 – FRIDAY, JUNE 26

GR Academy Participants will join VITAL2015, which begins at 3:30 pm Wednesday June 24.