



AMERICA'S ESSENTIAL HOSPITALS

Government Relations Academy | *Influencing Public Policy:
Enhancing the Voice of Essential Hospital Advocates*

Orientation Webinar

February 24 and 26, 2014



AGENDA

- Welcome
- Staff Introductions
- Mentor Introductions
- Academy Overview
- Session 1
- Next Steps
- Questions

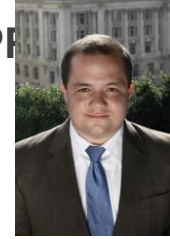


AMERICA'S ESSENTIAL HOSPITALS STAFF

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- **Shawn Gremminger, MPP**



- **Alana Mallory**



- **Amanda Walsh, Esq.**



- **Erin Sclar, MSW**



- **Jocelyn Wiles**



- **William Kreisberg**, Consultant to America's Essential Hospitals; Vice President, Schraye & Associates, Inc.

- **Liz Schraye**, Consultant to America's Essential Hospitals; President, Schraye & Associates, Inc.



MENTORS

Matthew Hicks
Vice President, Government Relations
Grady Health System
Atlanta, GA



Ben Raimer, MD
Senior Vice President for Health Policy and Legislative Affairs
The University of Texas Medical Branch
Galveston, TX



Tish Towns
Senior Vice President, External Relations
Regional One Health
Memphis, TN



ACADEMY OVERVIEW

- Session 1: Essential Hospital Issues: Key Opportunities and Challenges
 - » Foundation of Congress and the Administration
 - » Overview of the DC landscape
- Session 2: Telling Your Story
 - » Political communications
 - » Communications techniques
- Session 3: Implementing Your Campaign
 - » Apply advocacy and communications techniques
 - » Successful advocacy campaigns

ACADEMY OVERVIEW: CAMPAIGN

- Developing an advocacy campaign over the course of the GR Academy is a key component of the program.
- Campaigns should generally meet the following criteria:
 - » Be about an issue your hospital is currently dealing with
 - » Be about a Federal issue
 - » Include a legislative component
 - » Feature a communications component
 - » Involve stakeholders



SESSION 1: CONTENT

A Comprehensive Understanding of the Processes and Procedures within the
Legislative and Executive Branches of the Federal Government



SESSION 1: CONTENT

- During session one, the GR Academy class will take a deeper dive into the inner workings, processes, and procedures of both the legislative and executive branches of the Federal government.
- The class will not only review processes and procedures, but hear from Washington experts, with decades of experience on the grounds, to learn what happens behind closed doors and how negotiations on legislative proposals are finalized to become law.
- The class will also take a closer look at legislative and regulatory challenges for essential hospitals, and discuss effective advocacy strategies for their hospitals.
- Finally, each class participant will be introduced to the advocacy campaign project that will be fleshed out and completed by the end of the Academy in the fall.



SESSION 1: LOGISTICS

- Dates: March 16-18
- Times:
 - » March 16: noon to 8:30 pm
 - » March 17: 7:45 am – 8 pm
 - » March 18: 7:45 am – after your Capitol Hill meetings
- Location:

The Westin Georgetown
2350 M St. NW
Washington, DC 20037



NEXT STEPS

Action Item	Deadline
Register for the Spring Policy Assembly, which takes place in conjunction with Session 1 of the Government Relations Academy.	Friday, 2/20
Register for the remaining virtual sessions/webinars: <ul style="list-style-type: none">• Webinar #2: Thursday, May 7 from 2-3 pm ET• Webinar #3: Thursday, Sept. 10 from 2-3 pm ET	Friday, 2/20
Email your biography and headshot to Erin Sclar at esclar@essentialhospitals.org	Friday, 2/20
Remit tuition payment to America's Essential Hospitals.	Monday, 2/23



QUESTIONS???

