



## 2015 Government Relations Academy | *Influencing Public Policy: Enhancing the Voice of Essential Hospital Advocates*

The 2015 Government Relations Academy helps member government relations professionals advocate more effectively for their essential hospitals and patients.

2015 Government Relations Academy participants will

- advance their understanding of key federal legislative and regulatory issues;
- leverage communications strategies and tools with a communications colleague from their hospital;
- develop and conduct an advocacy campaign to achieve a legislative victory for their hospital; and
- build their professional network with government relations peers and seasoned mentors from essential hospitals.

**The \$5,000 Government Relations Academy tuition includes the following:**

- three in-person sessions and one complimentary registration to VITAL2015 (a \$1,000 value) for Government Relations Academy participants
- access to Washington insiders, policy experts, leading lobbyists, and seasoned communications coaches
- curriculum materials
- networking events and some meals
- distance learning activities between in-person sessions
- one in-person learning session during VITAL2015 and registration to the conference at a discounted rate of \$695 for the designated communications colleague

**Members will participate in three highly interactive sessions:**

**Session 1: Essential Hospital Issues: Key Opportunities and Challenges**

March 16-18, 2015 | Washington, DC  
(Held with the spring Policy Assembly)

**Session 2: Telling Your Story**

June 22-25 2015 | San Diego  
(Held with VITAL2015)

**Session 3: Implementing Your Campaign**

Oct. 2015 | Washington, DC  
(Held with the fall Policy Assembly)

**Apply now.** The application deadline is 8 am ET, Monday, Dec. 15.

Questions? Contact Erin Sclar at [esclar@essentialhospitals.org](mailto:esclar@essentialhospitals.org) or 202-585-0557.

**Stay connected.** Follow the association @OurHospitals and join the Government Relations Academy social discussion with #GRacademy.