



AMERICA'S ESSENTIAL HOSPITALS

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

Program Information

I. Face-to-Face Session Dates/Locations (registration required)

Session 1

Essential Hospital Issues: Key Opportunities and Challenges

March 16-18, 2015 | Washington, DC

(Held in conjunction with the spring Policy Assembly)

Session 2

Telling Your Story

June 23-26, 2015 | San Diego

(Held in conjunction with VITAL2015)

Attended by both the Government Relations and Communications staff members

Session 3

Implementing Your Campaign

October 26-28, 2015 | Washington, DC

(Held in conjunction with the fall Policy Assembly)

II. Virtual Sessions/Webinars (registration required)

In addition to our in-person sessions, we will also have three (3) distance learning opportunities to help continue the learning between sessions. Please mark your calendar and register for the following webinar opportunities:

- **Webinar #1:** Orientation/welcome webinar
In an effort to get everyone on the webinar, we are offering this program twice. Please register for the option that works best for your schedule.
 - **Option #1:** Tuesday, Feb. 24 from 2-3 pm ET
 - [Click here](#) to register
 - **Option #2:** Thursday, Feb. 26 from 2-3 pm ET
 - [Click here](#) to register
- **Webinar #2:** Thursday, May 7 from 2-3 pm ET
 - [Click here](#) to register; topic to be confirmed
- **Webinar #3:** Thursday, Sept. 10 from 2-3 pm ET
 - [Click here](#) to register; topic to be confirmed

III. Tuition and Travel

Your hospital is responsible for the \$5,000 tuition fee and the cost of your travel and lodging. This fee covers a portion of the program's cost and includes registration fee for you for VITAL2015, and a discounted registration for your designated communications colleague. A tuition invoice will be sent to you in the coming weeks.

IV. Session 1 Logistics

Timing

Session 1 will begin at noon on March 16 and conclude the afternoon of March 18, after your meetings with legislators on Capitol Hill.

Hotel Information

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

The deadline for making room reservations at the special America's Essential Hospitals rate of \$285 is Friday, Feb. 20, 2015. Please [click here to reserve your room online](#) or call 888. 625. 5144. When making reservations by phone, please mention you are with America's Essential Hospitals.

Meals Provided

- March 16: lunch and dinner
- March 17: breakfast, lunch, and dinner
- March 18: breakfast and lunch

V. Next Steps

Action Item	Deadline
Register for the Spring Policy Assembly, which takes place in conjunction with Session 1 of the GR Academy	Friday, 2/20
Book your hotel room at The Westin Georgetown within our hotel block to secure our discounted group rate of \$285	Friday, 2/20
Register for all three (3) virtual sessions/webinars	Friday, 2/20
<p>To access the 2015 Government Relations Academy website for class resources, session information, and to collaborate with fellow participants, you will need to create a profile on the America's Essential Hospitals website.</p> <ul style="list-style-type: none">• Unsure if you have an account? Visit essentialhospitals.org, click "Login," and then click "Forgot your password?" to find out!• Need to create a profile? Click here for a step-by-step guide.• Simply need a refresher on how to login? Click here for a guide. <p>Email Alana Mallory at amallory@essentialhospitals.org once your profile has been created.</p>	Friday, 2/20
Email your biography and headshot to Erin Sclar at esclar@essentialhospitals.org	Friday, 2/20
Look for an email from Amanda Walsh with more detailed curriculum information and resources prior to Session 1	Prior to Session 1

Contact Erin Sclar at esclar@essentialhospitals.org or 202.585.0557 with questions.