

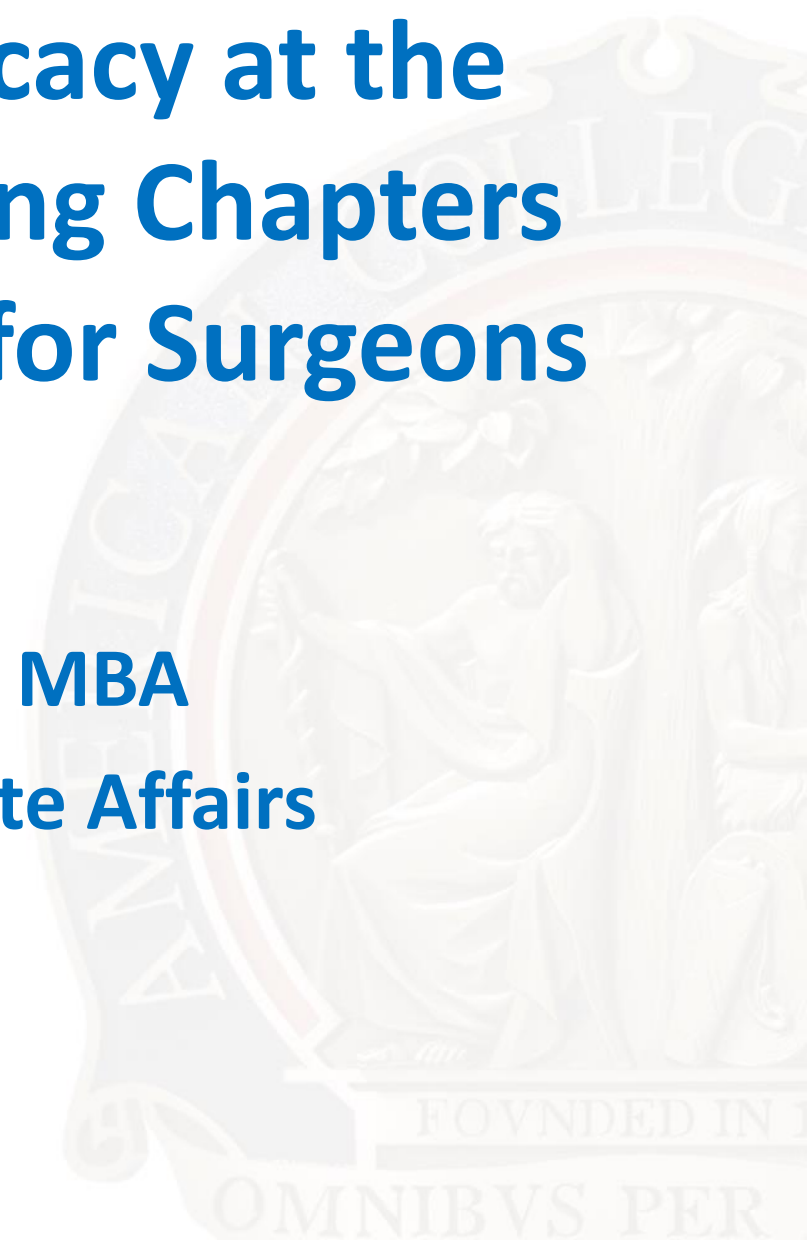
Grassroots Advocacy at the State Level: Making Chapters Strong Advocates for Surgeons

Jon H. Sutton, MBA
Manager, ACS State Affairs



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AGENDA

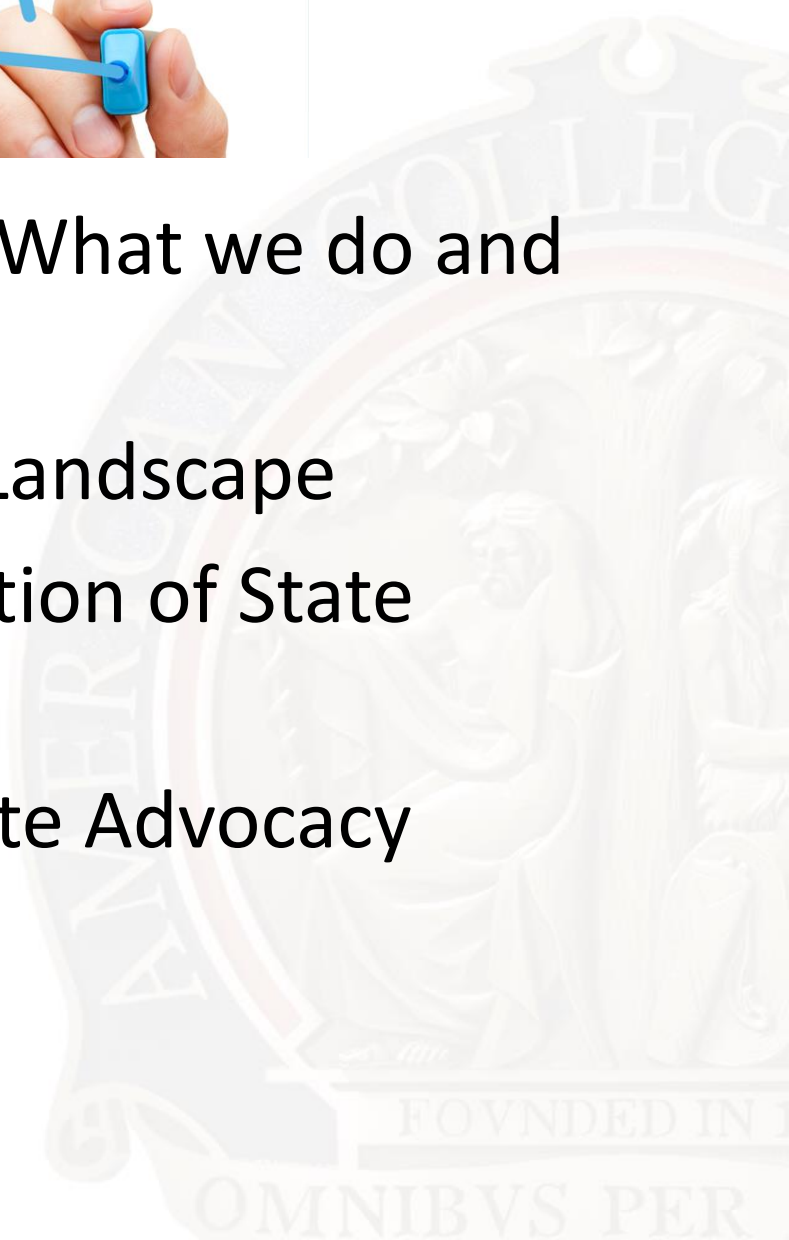


- Overview of State Affairs – What we do and how we do it
- The 2017 State Legislative Landscape
- Membership Value Proposition of State Advocacy
- Chapter Engagement in State Advocacy



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ACS State Affairs



What We Do:

- Monitor state legislation
- Write letters of support/opposition to state lawmakers
- Coordinate grassroots advocacy on key bills
- Consult on lobby days
- Create background and issue briefings
- Enhance development of chapter state legislative agendas
- Facilitate chapter interactions with other state organizations
- And much more...



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ACS State Advocacy Resources

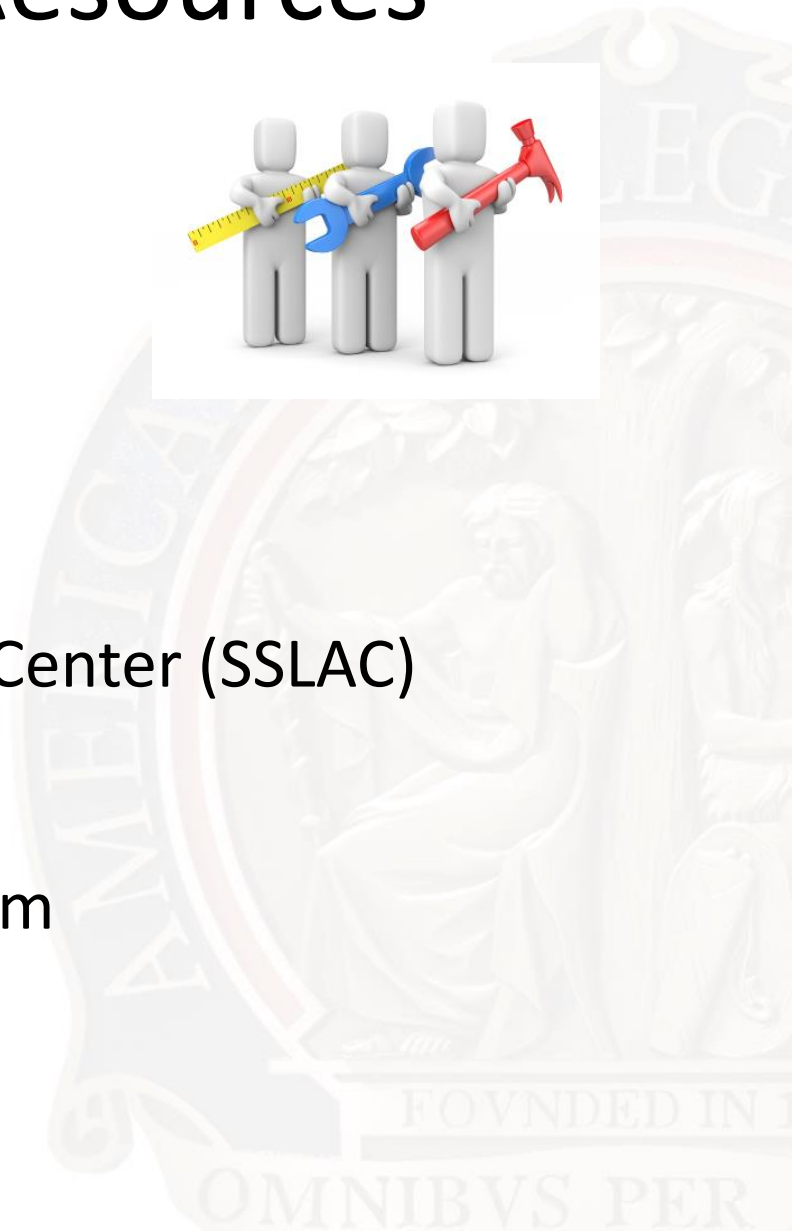
How We Do It:

- Advocacy Handbook
- www.facs.org/advocacy/state
- www.SurgeonsVoice.org
- Surgery State Legislative Action Center (SSLAC)
www.facs.org/sslac
- Legislative Tracking
- Chapter Lobby Day Grant Program



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ACS State Advocacy Resources

Best Resources Ever –
the State Affairs Team!

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ACS State Affairs Resources



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American College of Surgeons > Advocacy > State Legislation > State Legislation Tracked by the College

State Legislation

State Advocacy Resources

Chapter Advocacy Lobby Day Grant Program

State Legislation Tracked by the College

Legislative Priorities

Uniform Emergency Volunteer Health Practitioners Act

State Legislation Tracked by the College

The ACS tracks state legislation important to surgical practice in every state using an online tool. The comprehensive list of all legislation ACS staff is currently monitoring is available here. Any questions about any of this legislation may be directed to the State Affairs staff at state_affairs@facs.org.

ACS Bill Tracking



Alaska - In Session 2017-2018 3 Bills

Number: AK 01 HR 75 - Updated (New 01/24/2017)



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Action Alert



Oppose Optometrist Scope of Practice Overreach
Take Action Today!

A bill to expand the scope of practice of optometrists was recently introduced in the Maryland House and Senate. This legislation, SB 611/HB 807, would permit optometrist to perform scalpel and laser surgery, remove foreign bodies from the eye with no regard to depth or centralized location in addition to other procedures without being held to the same professional education and training standards as physicians.

The legislation is scheduled to be heard by the Education, Health and Environmental Affairs Committee in the Senate, and the Health and Government Operations Committee in the House. Please take a moment to contact your Senator and Delegate to urge them to oppose this legislation TODAY. It's very important to take action now to stop this legislation.

If you have any questions, please contact Christopher Johnson at cjohnson@facs.org.

Take Action

1 COMPOSE MESSAGE

Message Recipients: Your State Upper Chamber Representatives Your State Lower Chamber Representatives
Delivery Method: Email Printed Letter

Subject:
Oppose Optometrist Scope of Practice Overreach

Editable text to State House:
(edit or add your own text - 9288 characters left)

I am writing today to ask you to oppose SB 611, legislation to allow optometrists to perform delicate surgical eye procedures which includes the use of scalpel and laser surgery, an electric drill on the

ACS State Affairs Resources



Lobby Day Grant Program

- Annual \$ 5,000 grant with \$2,500 Chapter match; limited \$15,000 grant available
- ACS staff support for planning and on-site implementation

www.facs.org/advocacy/state/chapter-grant



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ACS State Legislative Priorities

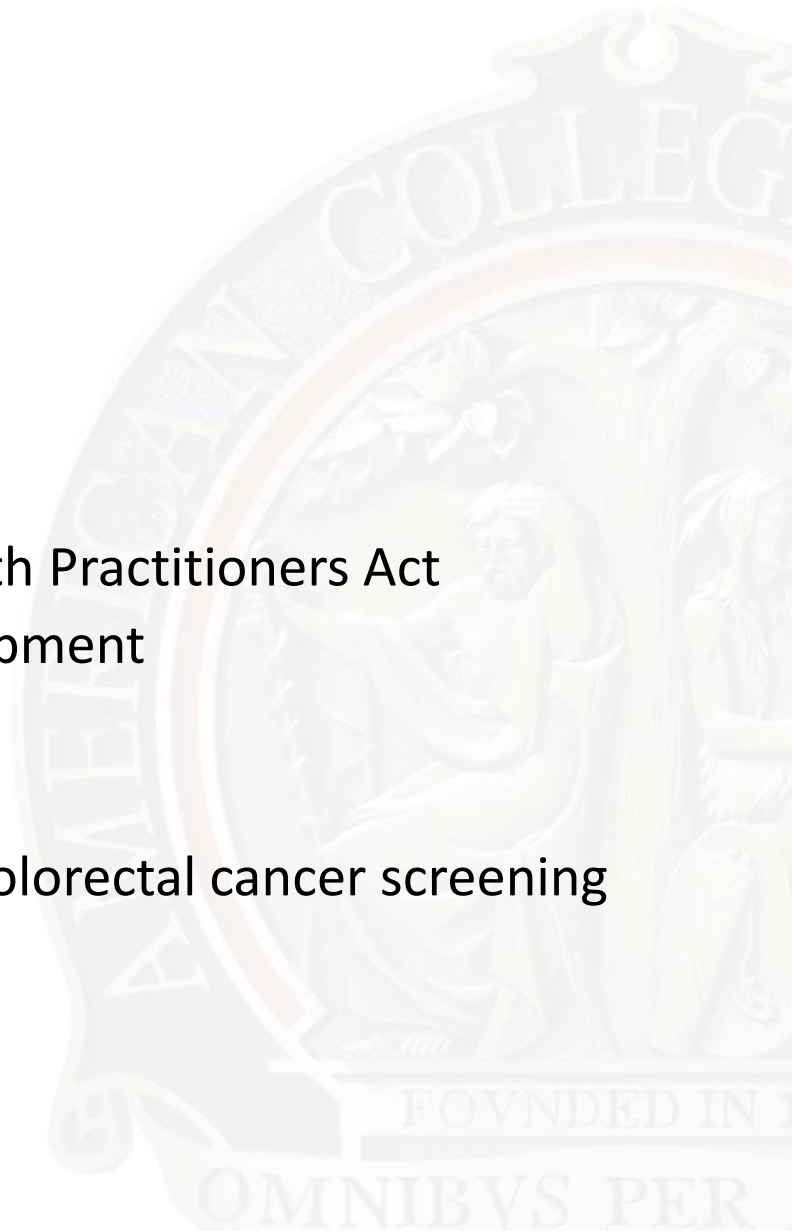
- **Medical Liability Reform**
- **Quality and Patient Safety**
 - Scope of Practice
 - Injury Prevention
 - Definition of Surgery
- **Workforce/Surgical Practice**
 - Uniform Emergency Volunteer Health Practitioners Act
 - Trauma System Funding and Development
- **Physician Payment**
 - State health exchanges
 - Coverage for bariatric surgery and colorectal cancer screening
 - Out of Network/Surprise Billing



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2017 State Legislative Landscape

- Uniform Emergency Volunteer Health Practitioners Act (UEVHPA)
- Scope of Practice
 - Optometry, APRN
- Trauma/Injury Prevention
 - Distracted driving, seatbelts, child restraints
- Cancer (Prevention)
 - Restrictions on tanning beds
 - Colorectal cancer screening



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2017 State Legislative Landscape

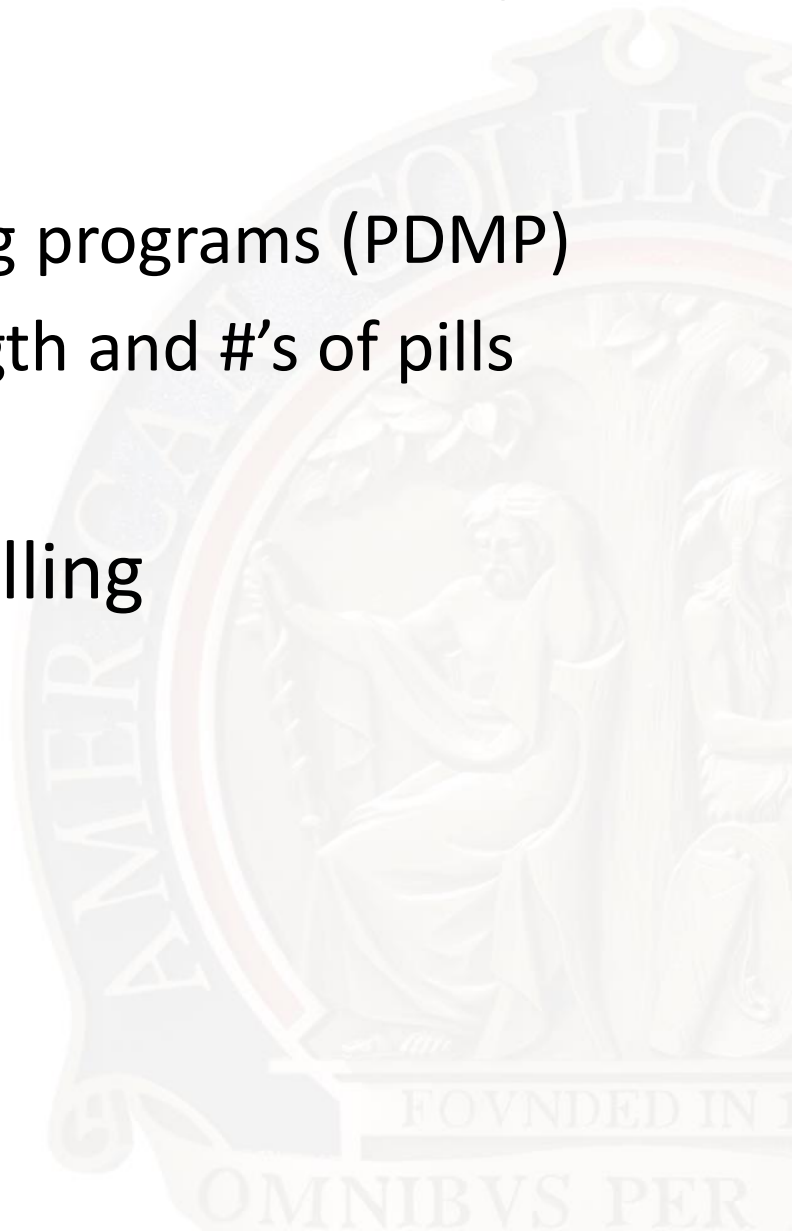
- Opioid Abuse
 - Prescription drug monitoring programs (PDMP)
 - Limits on prescription strength and #'s of pills
 - Availability of naloxone
- Out of Network/Surprise Billing



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Why Advocate

- Surgeons are the Experts on Surgery
- Surgeons know what is best for patients and the medical profession
- Surgeons see the changing trends and challenges in health care
- Surgeons bring credibility on health care issues – trusted source for information

LAWMAKERS WANT TO HEAR FROM YOU!



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Why Advocate

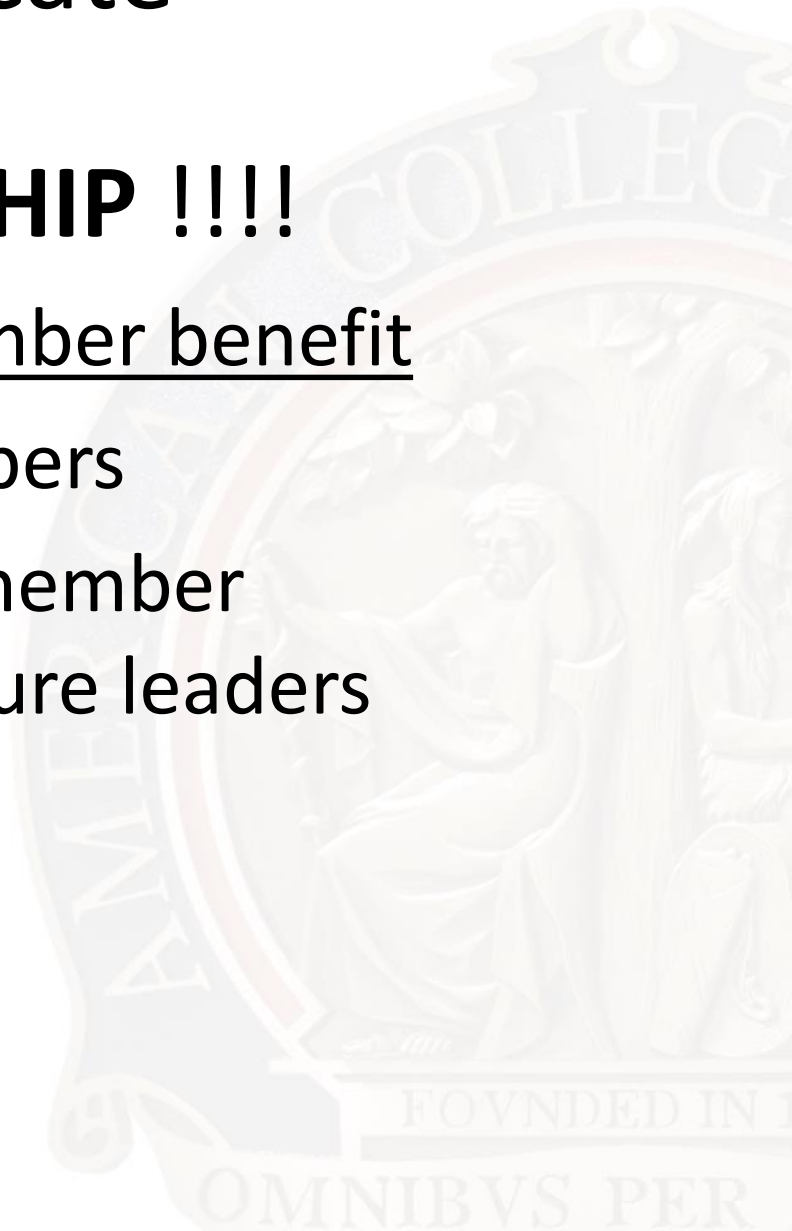
!!!! MEMBERSHIP !!!!

- Advocacy is a valuable member benefit
- Advocacy impacts all members
- Advocacy programs build member engagement & develop future leaders



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How to Engage in Advocacy

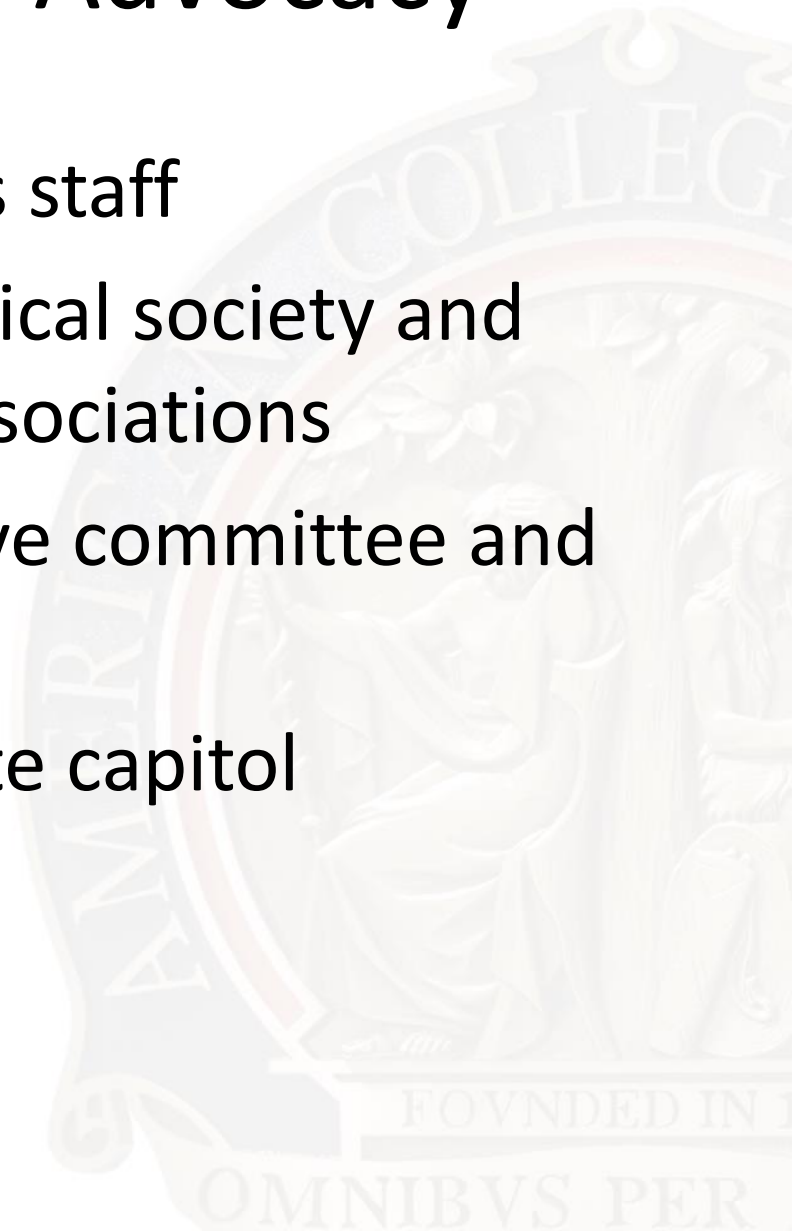
- Work with ACS State Affairs staff
- Collaborate with state medical society and state specialty physician associations
- Develop a chapter legislative committee and advocacy agenda
- Host a lobby day at the state capitol



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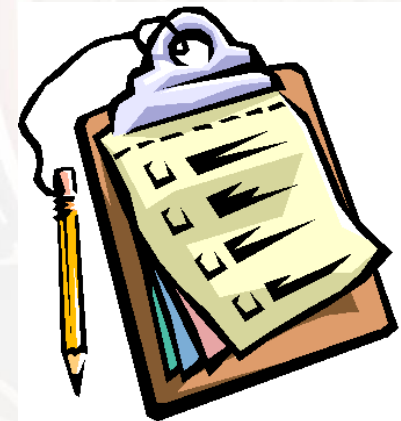
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Develop a Legislative Agenda

Chapter Leadership with ACS Staff support:

- Identify policy problems or opportunities in the state
- Evaluate political environment
- Select policy focus -- ACS priority, Med Society priority, or active bill



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Advocate Your Agenda

- Develop a Strategy
 - Identify key legislators
 - Bill sponsor, committees, influential legislators
 - Identify stakeholder supporters/opposition
- Communicate Legislative Agenda
 - Chapter members
 - Key legislators
 - Supportive stakeholder groups



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Advocate Your Agenda

- Schedule Lobby Day
 - Chapter only event; or
 - In conjunction with other associations
- Direct Advocacy
 - Meet with legislators
 - Testify at committee
 - Hire a lobbyist
 - Activate Grassroots



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Measure Your Success

Bill Passage or Defeat is not the only measurement of success

- How many members engaged in the process?
- Attended the lobby day?
- Contacted their legislator?
- Did the press mention the chapter & chapter leaders?
- Did legislators acknowledge the chapter?

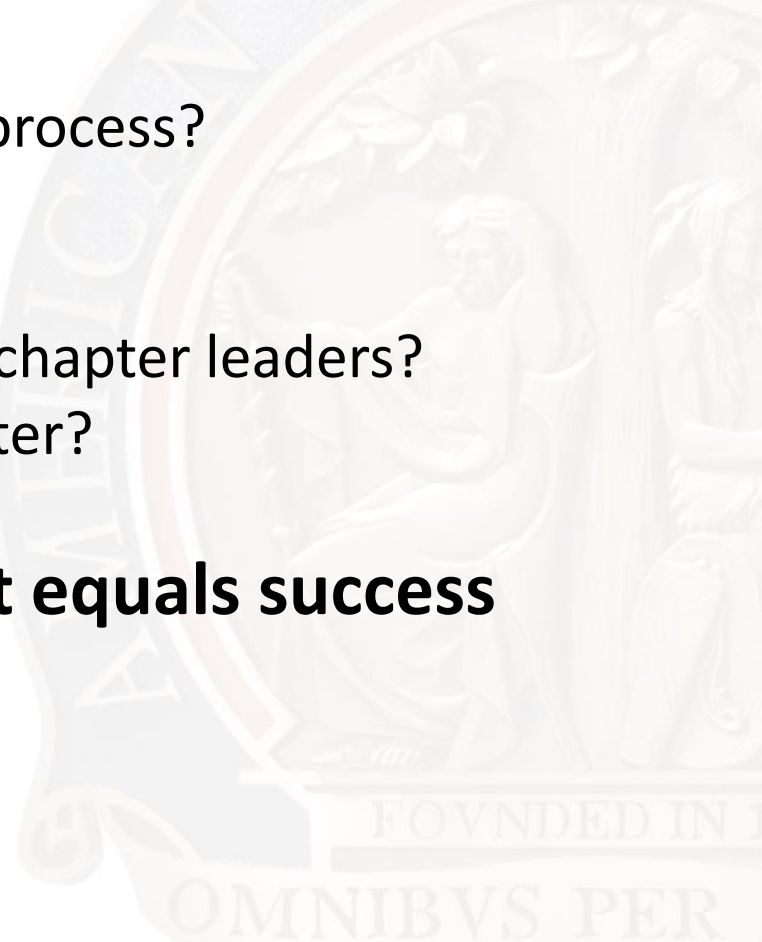
Active member engagement equals success



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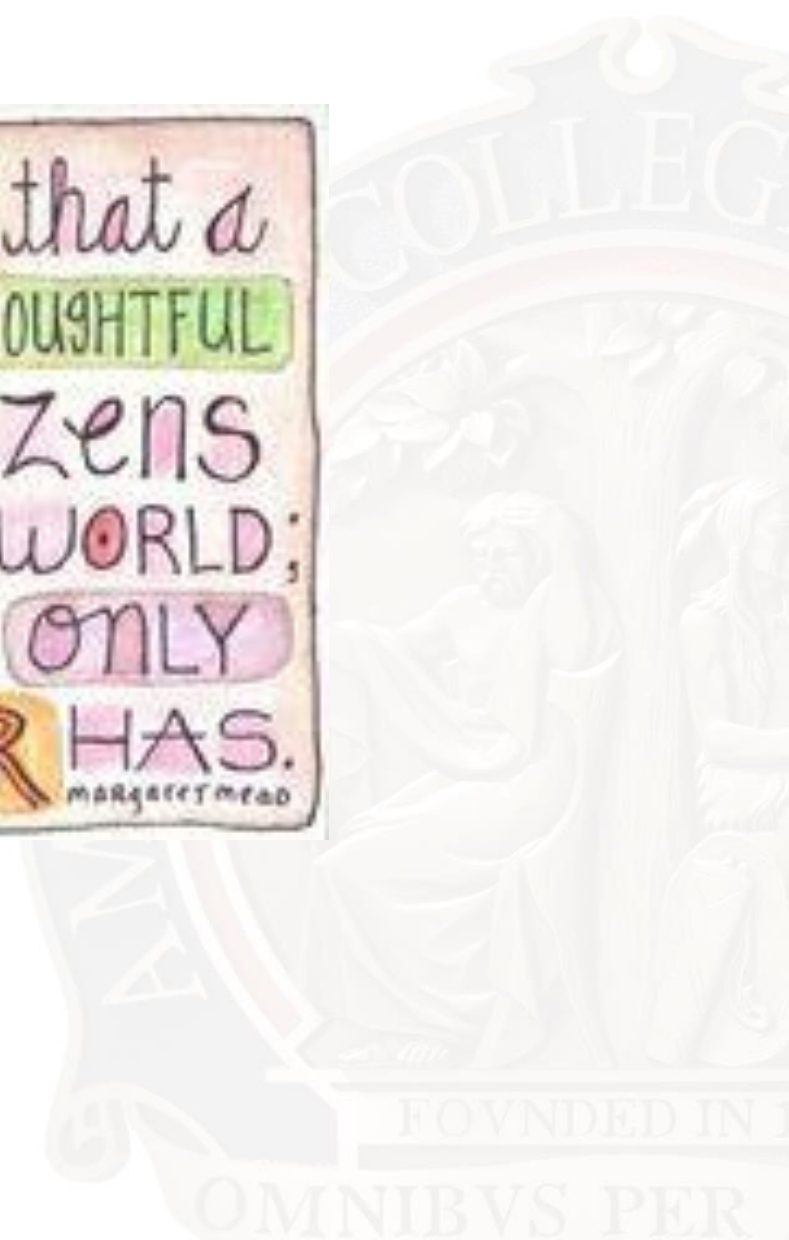


Never **DOUBT** that a
small **GROUP** of **THOUGHTFUL**
COMMITTED citizens
can change the **WORLD**;
INDEED it's The **ONLY**
THING THAT **EVER** HAS.
margaret mead



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Questions



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