Seventh Annual
ASH Advocacy Leadership Institute
September 27-28, 2017
ASH Headquarters Conference Center
2021 L Street NW, 10th floor
Washington, DC 20036

Objectives:
- Participants will gain an understanding of how the federal legislative and regulatory processes work;
- Participants will learn about ASH’s position on key policy issues;
- Participants will learn how to become effective advocates for hematology and will demonstrate new skills during visits with their congressional delegation;
- Participants will learn how ASH is involved in policy development;
- Participants will learn what opportunities are available through ASH to get involved in advocacy and other Society activities.

Wednesday, September 27, 2017

7:30 a.m.  Breakfast Available

8:00 a.m.  Welcome and Introductory Remarks
Alan Rosmarin, MD
Chair, 2017 ASH Advocacy Leadership Institute

Introductions
ASH Advocacy Leadership Institute Participants

Overview of Workshop Objectives
Alan Rosmarin, MD

8:15 a.m.  Legislative Process: How a Bill Becomes a Law
Suzanne Leous, MPA
ASH Director of Government Relations and Practice

8:30 a.m.  Federal Budget and Appropriations Process
Tannaz Rasouli
Senior Director, Public Policy & Strategic Outreach, Association of American Medical Colleges (AAMC)
Executive Director, Ad Hoc Group for Medical Research
9:15 a.m.  Why Advocacy Is Important to Science and Medicine
Benjamin Corb
Director of Public Affairs, American Society for Biochemistry and Molecular Biology (ASBMB)

Jennifer Zeitzer
Director of Legislative Relations and Deputy Director of Public Affairs, Federation of American Societies for Experimental Biology (FASEB)

10:00 a.m.  BREAK

10:15 a.m.  Hill Day Issue #1: NIH Funding and Why It’s Important to Hematology
Tracy Roades
ASH Legislative Advocacy Manager

10:30 a.m.  Being an Effective Advocate and Telling Your Story
Cliff Johnson
Practice Leader, National Journal Leadership Council

11:15 a.m.  Breakout Session: Crafting Your Story – NIH Funding
- Participants will break into groups to work on crafting stories and talking points about the importance of NIH funding to use in congressional meetings.

12:15 p.m.  Get Involved in ASH: Overview of ASH Programs, Activities, and Opportunities
Matthew Gertzog, MBA, CAE
ASH Deputy Executive Director

12:30 p.m.  LUNCH

1:15 p.m.  ASH’s Advocacy Priorities: How Advocacy Helps Hematology Researchers, Clinicians, and Patients
- Drug Access Legislation
  Leslie Brady, MPH
  ASH Policy and Practice Manager
  Foster Curry
  ASH Government Relations Coordinator
- Affordable Care Act (ACA) Repeal and Replacement
  Ellen Riker
  ASH Consultant
  Senior Vice President, Cavarocchi Ruscio Dennis Associates
- Physician Reimbursement Issues
  Suzanne Leous, MPA
- Sickle Cell Disease
  Stephanie Kaplan
  ASH Senior Manager for Government Relations and Public Health
  LaTasha Lee, PhD, MPH
  ASH Manager of Sickle Cell Disease Policy and Programs

2:00 p.m.  Hill Day Issue #2: Federal Legislation Related to Sickle Cell Disease
Ellen Riker
2:45 p.m. Breakout Session: Crafting Your Story – Sickle Cell Disease
   • Participants will break into groups to work on crafting stories and talking points about sickle cell disease to use in congressional meetings.

3:30 p.m. BREAK

3:45 p.m. Tools for Capitol Hill Visits
   Suzanne Leous, MPA
   Ellen Riker

4:15 p.m. Role of ASH Communications in Getting the Advocacy Message Out
   Stephen Fitzmaurice
   ASH Communications Specialist

4:30 p.m. ASH Congressional Fellowship: A Hematologists’ Perspective on the Hill
   Catherine Zander, PhD
   2017-2018 ASH Congressional Fellow

5:15 p.m. Adjourn

Thursday, September 28, 2017

7:30 a.m. Breakfast Available

8:00 a.m. Capitol Hill Visits/Strategy Review
   ASH Staff
   • Review of Previous Day
   • Review of Hill Day Issues and Talking Points
   • What’s Happening on Capitol Hill
   • Hill Day Group Break-Out
     o Discuss who in group will lead each meeting
     o Practice telling stories developed previous day
     o Review congressional member bios

10:00 a.m. Travel to Capitol Hill

10:30 a.m. – 4:00 p.m. Congressional Visits
   • Each participant will visit his/her Representative and Senators as scheduled and will leave ASH fact sheets with the Member of Congress or staff person.

5:00 p.m. Departure

Follow-Up:
   • Each participant will participate in an ASH advocacy campaign and will successfully encourage at least two colleagues to participate.

   • Participants will be recognized at the Grassroots Network Lunch on Saturday, December 9, 2017 at the 59th ASH Annual Meeting and Exposition in Atlanta, GA.