2018 Advocacy Leadership Institute Agenda

Eighth Annual
ASH Advocacy Leadership Institute
September 24-25, 2018

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 how ASH is involved in policy development;
- 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 what opportunities are available through ASH to get involved in advocacy and other Society activities.

Day 1: Monday, September 24, 2018

7:30 a.m.  Breakfast Available

8:00 a.m.  Welcome and Introductory Remarks
Alan Rosmarin, MD
Chair, 2018 ASH Advocacy Leadership Institute

Terry Gernsheimer, MD
Vice Chair, 2018 ASH Advocacy Leadership Institute

Introductions
ASH Advocacy Leadership Participants

Background Materials:
- 2018 ASH Advocacy Leadership Institute Participant List
- ASH Government Relations and Practice Staff List

Overview of Workshop Objectives
Alan Rosmarin, MD
Terry Gernsheimer, MD
8:30 a.m.  Legislative Process: How a Bill Becomes a Law

Suzanne Leous, MPA
ASH Chief Policy Officer

Tracy Roades
ASH Senior Manager, Legislative Advocacy

Background Materials:
- Legislative Process: How a Bill Becomes a Law
- Graphics: Congressional Productivity and Percentage of Bills Enacted as Laws

8:50 a.m.  Federal Budget and Appropriations Process

Emily Holubowich, MPP
Executive Director, Coalition for Health Funding
Senior Vice President, Cavarocchi Rascio Dennis Associates

Tannaz Rasouli
Senior Director, Public Policy & Strategic Outreach, Association of American Medical Colleges (AAMC)
Executive Director, Ad Hoc Group for Medical Research

Background Materials:
- Speaker Bio: Emily Holubowich
- Speaker Bio: Tannaz Rasouli
- Policy Basics: Introduction to the Federal Budget Process
- The Federal Budget Process (in Theory)
- Status of Fiscal Year (FY) 2019 Appropriations

10:00 a.m.  BREAK/Group Photo

10:15 a.m.  Why Advocacy is Important to Science and Medicine

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

Background Materials:
- Speaker Bio: Jennifer Zeitzer

10:45 a.m.  Being an Effective Advocate and Telling Your Story

Gina Kim
General Manager, Presentation Center and Research, National Journal

Seanna McCall
Product Analyst, Research, National Journal

Background Materials:
- Speaker Bio: Gina Kim
- Speaker Bio: Seanna McCall
- Telling Your Story: Questions to Consider re: NIH
11:30 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.

**Background Materials:**
- ASH FY 2019 NIH Funding Fact Sheet
- ASH NIH Infographic
- ASH FY 2019 NIH Funding Talking Points

12:15 p.m.  **LUNCH**

1:00 p.m.  **State of the Society and Ways to Get Involved in ASH**

*Matthew Gertzog, MBA, CAE*

*ASH Deputy Executive Director*

**Background Materials:**
- About the Society
- ASH Standing and Scientific Committees Nomination Information

1:30 p.m.  **ASH’s Advocacy Priorities: How Advocacy Helps Hematology Researchers, Clinicians, and Patients**

- **Federal and State Drug Access Legislation**
  *Tracy Roades*
  *ASH Senior Manager, Legislative Advocacy*

  *Foster Curry*
  *ASH Government Relations Coordinator*

**Background Materials:**
- Update on Federal and State Drug Access Legislation

- **Physician Reimbursement Issues**
  *Leslie Brady*
  *ASH Policy and Practice Manager*

**Background Materials:**
- Medicare Payment Update

- **Sickle Cell Disease**
  *Stephanie Kaplan*
  *ASH Senior Manager, Government Relations and Public Health*

  *LaTasha Lee, PhD, MPH*
  *ASH Senior Manager, Sickle Cell Disease Policy and Programs*

  *Karina Ngaiza, MA*
  *ASH Sickle Cell Disease Policy and Programs Coordinator*

**Background Materials:**
- Overview of ASH’s Multifaceted Initiative on Sickle Cell Disease
- ASH Policy Efforts Related to Sickle Cell Disease
2:30 p.m.  **Hill Day Issue #2: CDC Sickle Cell Disease Funding**  
*Suzanne Leous, MPA  
ASH Chief Policy Officer*  

**Background Materials:**  
- ASH CDC Sickle Cell Disease Fact Sheet  
- ASH SCD Infographic  
- ASH CDC Sickle Cell Disease Talking Points

3:00 p.m.  **Breakout Session: Crafting Your Story – CDC Sickle Cell Disease Funding**  
*Participants will break into groups to work on crafting stories and talking points about the importance of CDC funding for sickle cell disease to use in congressional meetings.*  

**Background Materials:**  
- Telling Your Story: Questions to Consider re: SCD

3:45 p.m.  **BREAK**

4:00 p.m.  **Tools for Advocacy Visits**  
*Suzanne Leous, MPA  
ASH Chief Policy Officer*  

**Background Materials:**  
- General Tips for Capitol Hill Visits  
- Map of Capitol Hill  
- Review of Issues, Fact Sheets, and Talking Points  
  - ASH FY 2019 NIH Funding Fact Sheet  
  - ASH CDC Sickle Cell Disease Fact Sheet  
  - Capitol Hill Visit Talking Points

4:30 p.m.  **Hill Day Group Breakout**  
*Participants will:*  
- Discuss who in group will lead each meeting  
- Practice telling stories developed during breakout sessions  
- Review congressional member bios

5:00 p.m.  **ADJOURN**

6:00 p.m.  **Dinner**  
*RIS  
2275 L Street NW  
Washington, DC 20037  
Phone: 202-730-2500*

**Additional Resources For Your Information:**  
- Chart: Overview of the Government of the United States  
- Frequently Asked Questions About the Federal Government
Physicians in the 115th Congress
Additional Online Federal Government Resources

Day 2: Tuesday, September 25, 2018

7:30 a.m.  Breakfast Available

8:00 a.m.  Capitol Hill Visits/Strategy Review
Suzanne Leous, MPA
ASH Chief Policy Officer
- Review of Hill Day Issues and Talking Points
- What’s Happening on Capitol Hill

8:15 a.m.  Using Social Media in Advocacy
Stephen Fitzmaurice
ASH Communications Specialist

8:30 a.m.  Hill Day Group Breakout
- Discuss who in group will lead each meeting
- Practice telling stories developed previous day
- Review congressional member bios

9:15 a.m.  Depart for Capitol Hill

10:00 a.m.- Congressional Visits
4:00 p.m.  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.  End Congressional Visits/Depart for Home