

American Society of Hematology
Advocacy Leadership Institute



ASH Advocacy Leadership Institute
October 22-23, 2013

ASH Headquarters Conference Center
2021 L Street NW, 10th floor
Washington, DC 20036
(202) 776-0544



AGENDA

**Third Annual
ASH Advocacy Leadership Institute
October 22-23, 2013
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 about the role of media in policy development and engage in media training to develop skills to use in future interactions with the media;
- 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.

Tuesday, October 22, 2013

8:00 a.m. Breakfast Available

8:30 a.m. Welcome and Introductory Remarks
Alan Lichtin, MD
Chair, 2013 ASH Advocacy Leadership Institute

Overview of Workshop Objectives
Alan Lichtin, MD

9:00 a.m. Overview of the Budget and Appropriations Process

- **How the Appropriations Process Should Work**
Suzanne Leous, MPA
ASH Director of Government Relations, Practice and Scientific Affairs

- **National Debt Debate and Impact on Health Funding**
Emily Holubowich, MPP
Executive Director, Coalition for Health Funding
Co-Chair, NDD United
Senior Vice President, Cavarocchi Ruscio Dennis Associates

10:15 a.m. Federal Entitlement Programs

- **Medicare Physician Payment**
Ellen Riker
ASH Consultant
Senior Vice President, Cavarocchi Ruscio Dennis Associates
- **Implementation of the Affordable Care Act**
Johanna Gray, MPA
Vice President, Cavarocchi Ruscio Dennis Associates

11:30 a.m. BREAK – Lunch Available

11:45 a.m. Working Lunch: Overview of ASH Programs, Activities, and Opportunities and How You Can Get Involved

Matthew Gertzog, MBA, CAE
ASH Deputy Executive Director

- ASH Academy (*Charles Clayton and Karen Kayoumi*)
- ASH Fundraising, Awards, and Diversity Programs (*Patricia Frustace*)
- ASH Image Bank (*Deborah Christian*)
- ASH International Programs (*Chase Willett*)
- ASH Practice Programs & Resources (*Stephanie Kaplan*)
- ASH Advocacy (*Suzanne Leous, MPA*)
 - Perspective of Previous ALI Graduates
 - *Jonathan Hoggatt, PhD (2011 ALI Graduate)*
 - *Lawrence S. Lamb, Jr., PhD (2012 ALI Graduate)*

12:45 p.m. BREAK

1:00 p.m. Workshop Session: Media Training

Jenifer Hamilton, CAE
ASH Director of Communications

Andrea Slesinski
ASH Communications Manager

Mark Senak, Esq.
Senior Vice President & Partner, FleishmanHillard

- ASH In the News – A Look at ASH’s Media Relations Efforts
- Role of the Media in Advocacy and Policy Development
- General Media/Interviewing Tips
- Role Playing

- 3:30 p.m. BREAK**
- 3:45 p.m. Workshop Session: Tools for Capitol Hill Visits**
Suzanne Leous, MPA
Ellen Riker
- General Tips for Capitol Hill Visits
 - Review of Issues and Talking Points
 - Discussion of Fact Sheets
 - Role-Playing for Capitol Hill Visits
- 5:30 p.m. Adjourn**

Wednesday, October 23, 2013

- 7:30 a.m. Breakfast Available**
- 8:00 a.m. NIH Perspective: Outlook for Hematology Research Funding and Workforce**
Susan Shurin, MD
Deputy Director, National Heart, Lung, and Blood Institute (NHLBI)
- 9:00 a.m. Travel to Capitol Hill**
- 9:30 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 7, 2013 at the [55th ASH Annual Meeting and Exposition](#) in New Orleans, LA.