

American Society of Hematology
Advocacy Leadership Institute



ASH Advocacy Leadership Institute
October 28-29, 2015

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



AGENDA

**Fifth Annual
ASH Advocacy Leadership Institute
October 28-29, 2015
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, October 28, 2015

8:30 a.m. Breakfast Available

9:00 a.m. Welcome and Introductory Remarks

Alan Lichtin, MD

Chair, 2015 ASH Advocacy Leadership Institute

Introductions

ASH Advocacy Leadership Institute Participants

- 2015 ASH Advocacy Leadership Institute Participants
- ASH Staff Participants

Overview of Workshop Objectives

Alan Lichtin, MD

9:15 a.m. Get Involved in ASH: Overview of ASH Programs, Activities, and Opportunities

Martha Liggett, Esq.

ASH Executive Director

Matthew Gertzog, MBA, CAE

ASH Deputy Executive Director

- About the Society
- ASH Standing and Scientific Committees and Nomination Information

9:45 a.m. Overview of the Legislative and Regulatory Processes and ASH Advocacy Priorities

Suzanne Leous, MPA

ASH Director of Government Relations and Practice

Ellen Riker

ASH Consultant

Senior Vice President, Cavarocchi Ruscio Dennis Associates

- Legislative Process: How a Bill Becomes a Law
- Graphic: Downward Slope of Congressional Productivity
- Graphic: Percentage of Bills Enacted as Laws on the Decline
- Graphic: Only 3% of Bills Introduced in Previous Congress Became Law
- Differences Between Legislation and Regulation

10:30 a.m. The Power of Advocacy: All Politics is Local

Stephen Desiderio, MD, PhD

ASH Member

Director, Institute for Basic Biomedical Sciences

Professor of Molecular Biology and Genetics

Professor of Medicine

Johns Hopkins University School of Medicine

- Speaker Bio: Stephen Desiderio, MD, PhD

11:30 a.m. Federal Budget 101 and the Impact on Health Funding

Emily Holubowich, MPP

Executive Director, Coalition for Health Funding

Co-Chair, NDD United

Senior Vice President, Cavarocchi Ruscio Dennis Associates

- Speaker Bio: Emily Holubowich, MPP
- Policy Basics: Introduction to the Federal Budget Process
- Timeline for the Federal Budget
- The Federal Budget Process (in Theory)
- Chart: Federal Appropriations Process

- Federal Agencies and Programs Funded by the Labor, Health and Human Services, Education, and Related Agencies Appropriations Bill
- Policy Basics: Non-Defense Discretionary Programs
- Sequestration and Its Impact on Non-Defense Appropriations
- Status of Fiscal Year (FY) 2016 Appropriations
- Major Congressional NIH-Related Activities in 2015

12:30 p.m. LUNCH

1:15 p.m. Group Photo

1:30 p.m. NIH Perspective: Impact of Funding on Hematology Research and Workforce

Robert A. Star, MD

Director, Division of Kidney, Urologic, and Hematologic Diseases

National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK)

National Institutes of Health (NIH)

- Speaker Bio: Robert A. Star, MD
- Hematology Research at NIDDK

2:30 p.m. Workshop Session: Tools for Capitol Hill Visits

Suzanne Leous, MPA

Tracy Roades

ASH Legislative Advocacy Manager

Johanna Gray, MPA

ASH Consultant

Vice President, Cavarocchi Ruscio Dennis Associates

- General Tips for Capitol Hill Visits
- Map of Capitol Hill
- Review of Issues, Fact Sheets, and Talking Points
 - FY 2016 NIH Funding Fact Sheet
 - Cancer Drug Coverage Parity Fact Sheet
 - Capitol Hill Visit Talking Points

3:15 p.m. Role of ASH Communications in Getting the Advocacy Message Out

Amanda Szabo

ASH Communications Specialist

- Best Practices for Social Media Advocacy on Capitol Hill

3:30 p.m. Workshop Session: Prep for Capitol Hill Visits

- Role-Playing for Capitol Hill Visits
- Hill Day Group Break-Out

4:00 p.m. Congressional Staff Perspective: What It Takes to Get a Bill Introduced and Through the Legislative Process

Leslie Brady

Legislative Assistant

Office of Representative Brian Higgins (D-NY/26th)

5:00 p.m. Adjourn

Additional Resources For Your Information:

- Chart: Overview of the Government of the United States
- Frequently Asked Questions About the Federal Government
- Physicians in the 114th Congress
- Additional Online Resources

Thursday, October 29, 2015

8:00 a.m. Breakfast Available

8:15 a.m. Capitol Hill Visits/Strategy Review

- Overview, Logistics, and Schedule
ASH Staff

8:30 a.m. Travel to Capitol Hill

9:00 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. 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 5, 2015 at the [57th ASH Annual Meeting and Exposition](#) in Orlando, FL.