



**Seventh Annual  
ASH Advocacy Leadership Institute  
September 27-28, 2017**

**ASH Headquarters Conference Center  
2021 L Street NW, 10<sup>th</sup> 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
    - Discuss who in group will lead each meeting
    - Practice telling stories developed previous day
    - Review congressional member bios
- 10:00 a.m. Travel to Capitol Hill**
- 10:30 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 9, 2017 at the [59<sup>th</sup> ASH Annual Meeting and Exposition](#) in Atlanta, GA.