



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 Ruscio 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 Ngaiya, 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