Be the Change... An Advocacy Boot Camp (P18)

Sponsored by the AAHPM Public Policy Committee
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Objectives
• Understand how healthcare professionals can influence the legislative and regulatory processes and why it is important to do so.
• Identify current health policy developments with implications for hospice and palliative care.
• Use effective grassroots communication techniques and other strategies for successful advocacy.

Are you frustrated by increasing regulatory burdens on your practice, concerned about efforts to restrict opioid prescribing, or anxious about whether emerging healthcare payment and delivery models will work for hospice and palliative care? Lawmakers and regulators rely on input from constituents and stakeholders when crafting health care policy; is yours the voice they are hearing? If not, come participate in this interactive workshop and learn how to become an effective advocate for your patients, your practice, and your profession. It’s easier than you think—and you don’t have to travel to Washington, DC, to make a difference!

In this advocacy “boot camp” sponsored by AAHPM’s Public Policy Committee, you’ll hear from government relations experts and colleagues with a wealth of advocacy experience in the legislative and regulatory arenas at both the state and federal levels. Come learn about effective grassroots communication and how to shape your messaging for maximum impact. Whether planning local meetings with elected officials and their staff, attending a town hall, engaging on social media, or responding to a call for public comments on proposed regulations, you’ll benefit from the tips, tools, and resources this workshop will highlight. The session will also include a brief overview of the public policy process, priority issues for the field of hospice and palliative care, and federal legislation that would benefit patients with serious illness and the providers who care for them.

First-timers and experienced advocates looking for a refresher will appreciate the opportunity to ask questions of our experts and share stories from the front lines. You’ll be able to apply the lessons learned, whether advocating for sound public policy or working to advance palliative care within your institution. In today’s evolving healthcare marketplace, hospice and palliative care professionals simply can’t afford not to make advocacy part of their job description!