Fundamentals of Advocacy

Scott Leezer, Director of Government Affairs
The Federal Group, Inc.
Personal History

- Single Ventricle, Double Inlet Left with TGA
- Modified Fontan, 1989
- Pacemaker, 1989
- Extracardiac Conduit Fontan Conversion 2010
Interventions

- Pulmonary artery banding, 1986
- Modified Fontan, 1989
- Cardioversion, 1989
- Cardioversion, 1989
- Cardioversion, 1989
- First pacemaker, 1989
- Pacemaker generator replacement, 1996
- Pacemaker generator replacement, 1998
- Catheter ablation, 2007
- Cardioversion, 2009
- Cardioversion, 2009
- Cardioversion, 2010
- Fontan conversion, pacemaker and lead replacement, 2010
- Cardioversion, 2014
- Pacemaker and lead replacement, 2014
Professional History

- Served as a member of Senator Durbin’s health policy team from 2011 – 2014
- Covered and advised the Senator on Health issues
- Currently, the Director of Government Affairs, The Federal Group, a DC-based health care government affairs firm specializing in health care policy
- Represent Mended Hearts and Mended *Little* Hearts
Citizen Advocates
What is an Advocate?

- Advocates are just citizen’s who make their opinions and personal stories known.

- Advocates help improve the lives of people living with cardiovascular disease.

- The key to success in changing government policies and making positive changes is you!
**Fundamentals of Advocacy**

What is an Advocate?

- Don’t worry!!! It’s most important to tell your story! You don’t need to be a policy expert.

- There are **two** important ways you can be an active participant in the Patient Advocacy Network
  
  - Act on our Action Alerts. Action alerts are customizable, pre-written letters that are sent directly to your elected officials
  
  - Commit yourself to forming a relationship with your federal elected officials.
Presidential Election Year
<table>
<thead>
<tr>
<th></th>
<th>Hillary Clinton</th>
<th>Ted Cruz</th>
<th>John Kasich</th>
<th>Bernie Sanders</th>
<th>Donald Trump</th>
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<tr>
<td><strong>Require insurance plans to provide three sick visits without counting toward deductibles every year.</strong></td>
<td>Require insurance plans to provide three sick visits without counting toward deductibles every year.</td>
<td>Repeal every word of Obamacare.</td>
<td>Repeal and replace Obamacare with efforts that improve access by lowering health care costs.</td>
<td>Provide Medicare for all and support the creation of federally administered single-payer health care program.</td>
<td>Completely repeal Obamacare and eliminate the individual mandate.</td>
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<td>Provide a new, refundable tax credit of up to $5,000 per family for excessive out-of-pocket costs.</td>
<td>Allow consumers in all 50 states to shop for health insurance on a nationwide marketplace, instead of each state having their own exchange.</td>
<td>Provide better patient-centered primary care that promotes long term good health.</td>
<td>Require Medicare to use its bargaining power to negotiate with the prescription drug companies for better prices.</td>
<td>Modify existing law that inhibits the sale of health insurance across state lines.</td>
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<td>Demand higher rebates for prescription drugs in Medicare.</td>
<td>Expand the use of Health Savings Accounts (HSAs), so people can pay for routine healthcare needs in a tax-advantaged way.</td>
<td>Reward value instead of volume by providing episode-based payments where providers would work as a team to control costs and maximize quality.</td>
<td>Allow individuals, pharmacists and wholesalers to import prescription drugs from licensed Canadian pharmacies.</td>
<td>Allow individuals to fully deduct health insurance premium payments.</td>
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<td>Increase competition for biologic drugs by lowering the exclusivity period from 12 to 7 years.</td>
<td>Delink health insurance and employment.</td>
<td>Close the Medicare Part D donut hole for brand and generic drugs by 2017, three years earlier than under current law.</td>
<td>Require price transparency from all healthcare providers.</td>
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<td>Cap monthly out-of-pocket costs for prescription drugs at $250 for patients with chronic or serious health conditions.</td>
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<td>Allow consumers access to imported, safe and dependable drugs from overseas.</td>
<td>Block-grant Medicaid to the states.</td>
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<td><strong>Compare the leading presidential candidate’s health care reform priorities</strong></td>
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Congress
The Differences Between the House and Senate

**House of Representatives**
- 435 Members
- Two year terms
- 95% Incumbency rate
- Majority Rule

**Senate**
- 100 Senators
- Six year terms
- Cordial rapport
- Power of the Minority
Fundamentals of Advocacy

Staffers Significantly Outnumber Members of Congress

## Congressional Staff

<table>
<thead>
<tr>
<th>Title for Personal Office Staffers</th>
<th>Function</th>
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<tbody>
<tr>
<td>Chief of Staff, Administrative Assistant</td>
<td>Serve as chief advisor and administrator for member or committee</td>
</tr>
<tr>
<td>Legislative Director, Deputy Chief of Staff, Chief Policy Advisor</td>
<td>Act as chief policy advisor, especially in area of committee jurisdiction</td>
</tr>
<tr>
<td>Counsel, Legislative Counsel</td>
<td>Provide legal advice to member or committee</td>
</tr>
<tr>
<td>Legislative Assistant</td>
<td>Offer guidance on specific policy issue</td>
</tr>
<tr>
<td>Communications Director, Press Secretary</td>
<td>Speak to media on behalf of member or committee</td>
</tr>
<tr>
<td>Office Manager, Systems Administrator</td>
<td>Oversee management of office and facilities</td>
</tr>
<tr>
<td>No equivalent</td>
<td>Conduct oversight of government programs within jurisdiction of committee</td>
</tr>
<tr>
<td>Legislative Correspondent</td>
<td>Respond to constituent contacts on behalf of member</td>
</tr>
<tr>
<td>Staff Assistant</td>
<td>Answer phones, greet visitors, perform administrative tasks</td>
</tr>
</tbody>
</table>

Sources: R. Eric Petersen, “Congressional Staff: Duties and Functions of Selected Positions” Congressional Research Service, November 4, 2010; Congressional 4 Management Foundation.
Fundamentals of Advocacy

How Members of Congress Spend Their Time

Job Aspects Most Important to Congressional Staff

- Overall office culture: 79%
- The work itself: 75%
- Meaningfulness of their jobs: 75%
- Opportunities to use their skills and...: 72%
- The contribution their work has on...: 70%
- Vision and goals of the Senator or...: 70%
- Communication between employees...: 70%
Capitol Hill Visits

- Expect to meet with staffers during the Hill visits.

- Visitors may not expect that Legislative Assistants are very young; their average age is under 29.

- Because members of Congress are often running from meeting to meeting to vote, staffers will often have more time to devote to a meeting.
A majority of Members rated the following job aspects in high importance:
“Feeling that you are performing an important public service”
“Feeling invested in the work you are doing”
“Understanding how your job contributes to society as a whole”

Members rated “Staying in touch with constituents” as being the job aspect most critical to their effectiveness, with 95% rating it as very important.

Members report that they work on average 70 hours per week while the House of Representatives in session, and 59 hours per week when their chamber is out of session.

Nearly 4 out of 5 Members report spending more than 40 weekends each year in their districts.

How Members of Congress Spend Their Time

When in Washington, D.C., Members reported spending their time as follows:

- **Legislative/Policy Work**: 35%
- **Political/Campaign Work**: 17%
- **Constituent Services Work**: 17%
- **Family/Friends**: 9%
- **Press/Media Relations**: 9%
- **Administrative/Managerial Work**: 7%
- **Personal Time**: 6%

How Members of Congress Spend Their Time

When in their congressional districts, Members reported spending their time as follows:

- **Constituent Services Work**: 32%
- **Political/Campaign Work**: 18%
- **Press/Media Relations**: 14%
- **Legislative/Policy Work**: 12%
- **Family/Friends**: 9%
- **Personal Time**: 8%
- **Administrative/Managerial Work**: 7%

"We in America do not have government by the majority. We have government by the majority who participate."

- Thomas Jefferson
Thank you!