

# 2018 Session Preview

- ▶ Cody Hand, Senior Vice President of Government Affairs
- ▶ Tuesday, May 15, 2018

# Agenda

- Current climate at the General Assembly
- State legislative issues impacting healthcare
- Resources, talking points & messaging
- Timeline for NCHA "Advocacy Days" throughout session
- Q&A

# Current Climate at the General Assembly

- ▶ Republican majority
- ▶ Unpredictability of Washington
- ▶ Competitive general election races
  - New districts
  - Rush to get out of Raleigh for campaigns
- ▶ Continued animosity between General Assembly and Executive Branch
- ▶ Excitement around positive work to improve behavioral health

# 2018 Legislative Issues - STATE

[www.NCHA.org](http://www.NCHA.org)

Advocacy & Policy → Priority Issues → State Priorities  
*\*member login required to access resources*

- Certificate of Need preservation
- Safety net payment preservation
- Increasing access to health insurance coverage
- Non-profit tax treatment preservation
- Behavioral health reform
- Telehealth expansion
- Graduate medical education support

The screenshot shows the NCHA website with a navigation bar at the top. A dropdown menu for 'Priority Issues' is open, listing various advocacy areas. Below this, there are buttons for 'Federal Priorities' and 'State Priorities'. The 'State Priorities' button is highlighted with a red arrow. Below the buttons, the '2017 - 2018 STATE LEGISLATIVE PRIORITIES' section is visible, containing a list of legislative priorities with expandable sections. A second red arrow points from the main title to the 'State Priorities' button.

**PRIORITY ISSUES**

- Advocating for Healthcare
- Priority Issues
- Bill Tracker
- HOSPAC
- Regulatory & Legal Services
- Financial Services
- Policy Development
- Grassroots Advocacy

**2017 - 2018 STATE LEGISLATIVE PRIORITIES**

North Carolina hospitals and health systems are in the midst of transforming our delivery of care to respond to the changing needs of our state. Our goal is to provide the appropriate level of care in the appropriate setting with the best outcomes. North Carolina's hospitals are open all day, every day. We support more than 395,000 jobs statewide and contribute billions to the economy every year.

The following is a list of state legislative priorities, and the associated position statements, that were approved by NCHA's Board of Directors on **Nov. 8, 2017**.

- + CERTIFICATE OF NEED PRESERVATION
- + SAFETY NET PAYMENT PRESERVATION
- + INCREASING ACCESS TO HEALTH INSURANCE COVERAGE
- + NON-PROFIT TAX TREATMENT PRESERVATION
- + BEHAVIORAL HEALTH REFORM
- + TELEHEALTH EXPANSION
- + GRADUATE MEDICAL EDUCATION SUPPORT

# Certificate of Need Preservation

- ▶ North Carolina hospitals and health systems support the current Certificate of Need law and urge our legislators to protect the law, thereby protecting **access** to care for our communities.

# Safety Net Payment Preservation

- ▶ As our state's healthcare safety net, North Carolina's hospitals and health systems support the preservation of Medicaid reimbursement rates – including supplemental payments via the MRI/GAP program – during North Carolina's Medicaid reform efforts.

# Increasing Access to Health Insurance Coverage

- ▶ North Carolina's hospitals and health systems support increased **access** to affordable health insurance coverage for all North Carolinians.
- ▶ *Carolina Cares (HB 662)*

# Non-profit Tax Treatment Preservation

- ▶ North Carolina hospitals and health systems support the current sales and property tax laws.
- ▶ *Economic Impact of Hospitals & Health Systems in NC*



# Behavioral Health Reform

- ▶ North Carolina hospitals and health systems support **access** to appropriate levels of care for our behavioral health patients to ensure that they receive the right care at the right time in the right place.
- ▶ *S630 = H564 – Revise IVC Laws to Improve Behavioral Health*



# Telehealth Expansion

- ▶ North Carolina hospitals and health systems support broad application of telehealth services and urge lawmakers to remove any and all barriers to full implementation.

# Graduate Medical Education Support

- ▶ North Carolina's hospitals and health systems support both state and federal legislative measures to address our state's physician shortage.



# 2018 Legislative Session Action Plan & Tools

▶ Emily Roland, Member Advocacy Director

# Talking Points & Messaging

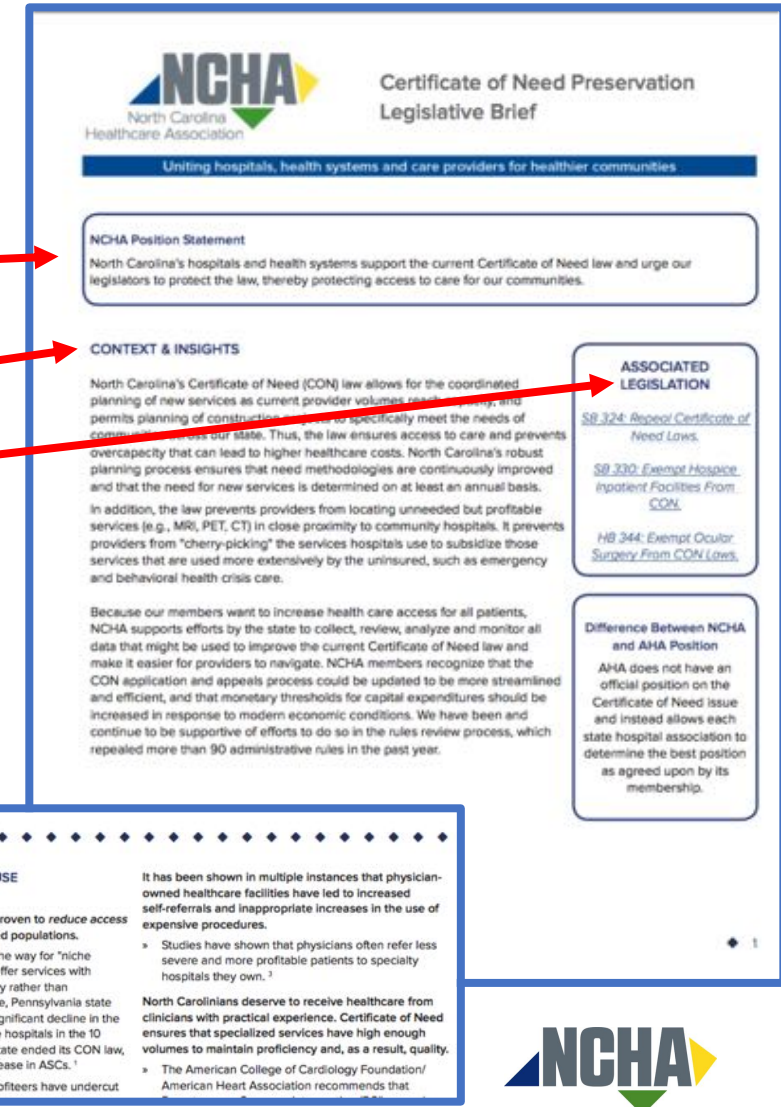
[www.NCHA.org](http://www.NCHA.org)

Advocacy & Policy → Priority Issues → State Priorities

*\*member login required to access resources*

- NCHA has created an issue brief for each issue:

- Position statement
- Context & insights (background)
- Associated legislation
- Talking points (w/ sources)



# Tools & Resources

- ▶ *Buttons!!*
- ▶ Community Benefit Report – statewide
- ▶ Economic impact report & infographic
- ▶ 1-page leave-behinds for legislators per issue
- ▶ Weekly emails w/ social media prompts
- ▶ Social Media ad boost & geofencing during Behavioral Health Advocacy Week



*Meet Dr. Smith, a pediatrician from Jacksonville, NC who is visiting #NCGA today to talk about the importance of children's health in NC #HealthCareMatters @nchospitals*



*Meet Reid Johnson, a nurse practitioner from Scotland Neck, NC who is passionate about rural medicine in Halifax County and here at #NCGA today to meet @RepBell about preserving #CON #HealthCareMatters @nchospitals*

*Thank you @RepDobson for working alongside healthcare workers at @CannonMemorial to improve the health of seniors in Avery County #HealthCareMatters @nchospitals*

# Preparing Your Advocacy Story

► On-Demand Webinars – <25 minutes

► [www.NCHA.org](http://www.NCHA.org)



► Advocacy & Policy → Grassroots Advocacy  
→ Advocacy Day → Preparing for Advocacy Weeks

- *US Healthcare 101*
- *Advocacy & the Healthcare Ecosystem*
- *Preparing Your Advocacy Story*



**NCHA**  
North Carolina  
Healthcare Association

Healthcare in NC | Advocacy & Policy | Education & Events | Initiatives

## ADVOCACY DAY

During each legislative session, hospital champions from across the state visit the NC General Assembly to advocate for hospitals, our patients, our employees, and our communities. Advocacy Day allows hospitals to meet face-to-face with their legislators to remind them of the important work hospitals do and to encourage members of the General Assembly to know the impacts of legislative decisions on our ability to continue providing high-quality care for all in the community. Advocacy Days are coordinated at least once during each legislative session and all member hospitals are encouraged to participate.

**NCHA STAFF**

+ 2018 AGENDA - WEEKLY

+ PARKING AND DIRECTIONS

+ LUNCH

+ MATERIALS

— PREPARING FOR ADVOCACY WEEKS

On-Demand Webinars (<25 minutes each) created by The Advisory Board:

- U.S. Healthcare 101
- Advocacy & the Healthcare Ecosystem (why & how health systems should be involved in crafting policy and advocating)
- Preparing Your Advocacy Story
- What To Know Before You Go (what to expect when visiting with lawmakers at the capital, how to prepare, how to follow-up) *Please disregard 2017 dates shared in this recording.*

Join us for a live **Session Preview Webinar** with Cody Hand, NCHA Senior Vice President of Government Affairs.

- Tuesday, May 15, 2018 @ 12-1 p.m.
- [Register here](#)
- Hear the latest and greatest from downtown Raleigh and ask your questions



# Preparing Your Care Team Advocates



- ▶ Connecting patients & care to issues
- ▶ **Goal:** Care Team Advocate at the NCGA daily during 2018 session
- ▶ Podcasts – each 3-15 minutes
- ▶ [www.NCHA.org](http://www.NCHA.org)
- ▶ Advocacy & Policy → Grassroots Advocacy → Member Resources (*NCHA login required*) → Toolbox



The screenshot shows the NCHA (North Carolina Healthcare Association) website. The header includes the NCHA logo and navigation links: Healthcare in NC, Advocacy & Policy, Education & Events, Initiatives, About, and Partners. The main content area features a list of resources: "Legislator Intel Worksheet" and "The Anatomy of a Super Advocate | LinkedIn". Below this is a section titled "Care Team Advocate Tools" which defines a "care team member" and includes an interview with NC House Representative Gale Adcock. The interview topics are: "Background & Choosing to Become Involved in Politics", "Why Should Clinicians & Care Team Members be Involved in Advocacy?", "What Does Effective Advocacy Look Like?", "Hosting & Meeting with Legislators in the District", and "The Importance of Coordinated Advocacy". A photo of Rep. Gale Adcock is shown on the right side of the interview section.



# Tips For a Successful Visit to the NCGA

- ▶ Know the issues, know your story
- ▶ Be honest, be brief
- ▶ Remember, your meeting is one of many
  - Meet in hallways
  - Meet while walking
  - Schedules may change

## *New this year:*

- *Enhanced security*
- *Expect long lines*
- *Cafeteria may be crowded*
- *No tabling in the courtyards*
- *Bulk materials must be pre-approved*



- ▶ Staff contact is also important (if your member is not available, meet with staff)
- ▶ Focus on the impact on the patient, not just the provider
- ▶ Say thank you
- ▶ **Follow-up is key** (follow-up and include answers to questions asked in the meeting)



# Advocacy Weeks - 2018

- ▶ *May 7-11: Hospital Week – advocacy in the district*
- ▶ May 14-18                      Health of the Body
- ▶ May 21-25                      Health of the Community
- ▶ May 28–June 1                Health of Rural Communities
- ▶ June 4-8                        Health of the Mind - *(Behavioral Health Advocacy Week)*
- ▶ June 11-15                      Health of Tomorrow
- ▶ June 18-22                      Health in an Emergency
- ▶ June 25-29                      Health of the Economy
- ▶ July 2-6                         Health of the Child
- ▶ July 9-13                        Health of our Seniors

# Behavioral Health Advocacy Week



**June 4-8 (Tuesday – Wednesday – Thursday)**

- **8:30-10 a.m.** - Morning orientations, issue briefings  
Kairos Government Affairs (downtown Raleigh) - Messages & tools shared from NCHA
- **10 a.m. – until** - Coordinated visits with legislators
- **12 – 1 p.m.** – Vouchers provided for lunch in Leg. Building Cafeteria
- **1 p.m. – until** – Coordinated visits with legislators



**Kairos Govt Affairs**  
RMA Building  
209 Fayetteville Street, Raleigh

The screenshot shows the NCHA (North Carolina Healthcare Association) website for Advocacy Day. The header includes the NCHA logo and navigation links: Healthcare in NC, Advocacy & Policy, Education & Events, and Initiatives. The main heading is 'ADVOCACY DAY'. Below this, a paragraph explains that during each legislative session, hospital champions visit the NC General Assembly to advocate for hospitals, patients, employees, and communities. It states that Advocacy Day allows hospitals to meet face-to-face with legislators to remind them of the important work hospitals do and to encourage members of the General Assembly to know the impacts of legislative decisions on the ability to continue providing high-quality care for all in the community. It also mentions that Advocacy Days are coordinated at least once during each legislative session and all member hospitals are encouraged to participate. To the right of this text is a small photo of Emily R., Director of NCHA, with her contact information: 919-677-xxxx and emily@ncha.org. Below the text is a link: 'Register for 2018 Advocacy Weeks HERE'. Further down, there are two expandable sections: '+ 2018 AGENDA - WEEKLY' and '- PARKING AND DIRECTIONS'. The 'PARKING AND DIRECTIONS' section is expanded, showing 'Parking Lot Addresses (download a detailed map here):'. It lists three parking locations: 1. The NC Museum/Government Center Parking outdoor lot at 100 E Jones Street, closest to the Legislative Building (LB), costing \$2/hour. 2. The State Government Visitor Parking Lot #2 at 333 N. Salisbury Street, closest to the Legislative Office Building (LOB), costing \$2/hour with a max cost of \$16/day. 3. The Wilmington Station Deck at 115 S Wilmington Street, costing \$2/hour with a max cost of \$12/day. A red arrow points from the 'Kairos Govt Affairs' address to the third parking location, the Wilmington Station Deck.



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