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

- 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

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
- Advocacy & Policy → Grassroots Advocacy → Advocacy Day → Preparing for Advocacy Weeks
  - US Healthcare 101
  - Advocacy & the Healthcare Ecosystem
  - Preparing Your Advocacy Story
Prepping 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
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
- 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)

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

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