



North Carolina Healthcare Association's
Political Action Committee

HOSPAC 2020

Campaign
Action Guide



HOSPAC: Helping Elect Healthcare Champions

Across the nation, healthcare issues remain at the forefront of the legislative debate. HOSPAC, the North Carolina Healthcare Association's political action committee, contributes to legislative success by building relationships between community hospitals and their elected officials. Those relationships ensure that hospital and health system representatives are consulted before decisions are made.

Hospitals, health systems and care providers have the opportunity to profoundly influence policy and politics to help improve the delivery of health care, and the outcomes for our patients. To do this, we need to make the field more unified and increase our visibility in Raleigh and Washington, D.C. We must be politically active and broaden our base of supporters. **This is no time for hospital leaders to stand on the sidelines.**

The 2020 election cycle is underway. **Our HOSPAC goal for 2020 is to raise \$200,000** to maintain our leadership as one of the strongest healthcare political action committees in the state.

Your personal, voluntary gift to HOSPAC is pooled with contributions from hospital executives and trustees from across North Carolina to help candidates who support North Carolina hospitals and healthcare systems. Candidates have to raise money to get elected and PACs are a legitimate source of funds. All contributions to HOSPAC are greatly appreciated. Please consider being a HOSPAC leader and setting an example for your hospital. HOSPAC and the American Hospital Association's Political Action Committee (AHAPAC) recognize all leadership contributors.



2020 HOSPAC Club Levels



Centennial Club (\$5,000)

Personal contribution to HOSPAC of \$5,000 more entitles you to membership in the 1918 Centennial Club, which was established in 2018 to recognize the founding of the North Carolina Healthcare Association in 1918. Contributors at the \$5,000 level will also be members of the American Hospital Association's "1898 Society" and will be invited to special events, receive priority seating at AHAPAC events, get invitations to participate in quarterly calls with political experts, have access to insider political information related to elections, and be recognized at all NCHA and AHA meetings.



Champions Club (\$2,500)

Contributors at the \$2,500 level will be included in the AHA Champions Club and will also receive priority seating at AHAPAC events, invitations to participate in quarterly calls with political experts, access to insider political information related to elections, and recognition at all NCHA and AHA meetings.



Chairman's Circle (\$1,000)

Contributors at the \$1,000 level will be included in the AHA Ben Franklin Club and will receive invitations to participate in bi-annual calls with political experts, access to insider information, and recognition at all NCHA and AHA meetings.



Capitol Club (\$500)

Contributors at the \$500 level are an essential support base of HOSPAC. Members receive access to insider information and recognition at all NCHA and AHA meetings.



PAC Member (\$350)

Contributors at the \$350 level are the backbone of HOSPAC. Members receive access to insider information and recognition at all NCHA and AHA meetings.

Help Support Strong Advocates
for a Healthier North Carolina

Who can contribute to HOSPAC?



Full-time, salaried employees of member hospitals, health systems with executive, managerial or supervisory responsibilities, including physicians.



Trustees serving on hospital or health system boards.

How HOSPAC Works



NCHA's HOSPAC Committee sets annual goals and approves who receives contributions.

With prior authorization, NCHA and hospital leaders solicit contributions from eligible members.



Representatives from hospitals that achieve their HOSPAC goal personally deliver HOSPAC checks.

As we head into another important election cycle, NCHA needs a healthy HOSPAC to:



SUPPORT

hospitals and health care for all North Carolinians



AMPLIFY

the voice of our field



HELP

guide political debate that affects health care

HOSPAC contributes to the strongest advocates.



Strong advocates with a history of healthcare leadership.



Have a track record of championing hospital and healthcare issues.



Are supported by NCHA members

HOSPAC Staff Contacts:

Lisa Derby, BS, RN, CCM
Advocacy Operations Coordinator
919-677-4112
l Derby@ncha.org

Cody Hand
NCHA Senior Vice President, Government
Relations and Deputy General Counsel
919-677-4113
chand@ncha.org

Donate online at www.ncha.org/donate.
Thank you for supporting HOSPAC!





Do's



Don'ts

2020 Campaign Procedures for HOSPAC Leaders

As your hospital's HOSPAC champion, you can promote a successful PAC campaign by following a few simple Do's and Don'ts.

Do's

- ✓ Make a personal contribution. Only contributions from individuals may be accepted. Corporate checks are prohibited (including professional corporations and hospitals). It is a misdemeanor under state law for any corporation to make a contribution or expenditure to aid a candidate or political action committee for any political purpose.
- ✓ Encourage credit card contributions through the NCHA Web site www.ncha.org/hospac Contributions may also be made with personal checks or cash (by law, cash donations cannot exceed \$50). All contributions must be submitted with a completed pledge card listing the contributor's name, address, employer, and job title. Previous online contributors who have not changed jobs do not have to complete a pledge card.
- ✓ Mention that participation in HOSPAC is completely voluntary. Hospital executives, managers, medical staff members, trustees, administrative employees, physician employees, volunteers, and vendors are all encouraged to participate. No one is required to contribute as a condition of employment or compensation.
- ✓ Ask salaried, management employees with policymaking or managerial responsibilities to participate. Individuals that may be asked to contribute to HOSPAC include: vice-presidents, human resources managers, social work directors, salaried medical staff, executive and administrative staff, hospital trustees and board members, and volunteers.
- ✓ Federal PAC regulations prohibit requesting contributions from trustees, volunteers, and non-salaried medical staff to federal campaigns (members of Congress). However, you may ask them to contribute to support candidates for state offices. When forwarding contributions from trustees, volunteers and non-salaried medical staff, please have them check the box at the top of their pledge card indicating that no portion of the contribution is to be used to support candidates for Federal offices.
- ✓ Inform contributors that a percentage of their contribution will be used to support candidates for federal offices if their hospital has signed an agreement with HOSPAC. Individuals may check the box at the top of the pledge card to specify their contribution should not be used to support candidates for federal office. Remember to complete your federal authorization every five years.
- ✓ Advise individuals to use only personal stationery or HOSPAC stationery when asking people to participate. Hospital stationery must not be used. Using hospital stationery means using hospital resources and thereby implies that the institution supports and encourages HOSPAC. This is not the case – it is individuals who are involved in soliciting and contributing – not the hospital.

Don'ts

- ✗ Do not accept contributions from outside the U.S. (only contributions from U.S. citizens are acceptable).
- ✗ Do not accept a contribution made by one person in the name of another. This includes a person writing a check to HOSPAC to replace a cash contribution from another person. Cash contributions less than \$50 may be accepted if received with the contributor's name, address, job title and employer (complete the pledge card).
- ✗ Do not, under any circumstances, accept anonymous contributions.
- ✗ Do not imply that HOSPAC participation is part of an individual's job responsibilities or suggest that contributions are tied to performance evaluations. HOSPAC participation, either as a coordinator or donor, is completely voluntary.

2020 Campaign Procedures for HOSPAC Leaders

Reminders

- Please begin your campaign as soon as possible after January 1, 2020.
- Contributions received from individuals affiliated with your hospital will be credited toward your goal. Please be sure each contributor completes the pledge card so appropriate credit is given.
- If your hospital or health system has signed an agreement with HOSPAC-Federal (to support candidates for federal offices), a portion of your contribution will be used for that purpose. Contributions from hospital trustees may only be used to support candidates for state offices.
- Contributions to HOSPAC will be used to support candidates. In accordance with North Carolina law, a decision will be reached later as to the candidates to be supported. Contributions will be expended in a manner and for a purpose to be determined by the HOSPAC Board of Directors, in accordance with guidelines established by the HOSPAC Board. Copies of those guidelines are available upon request.
- Only those hospital executives and trustees that participate and achieve at least 100% of their hospital's HOSPAC campaign goal will be able to deliver HOSPAC checks to candidates. This will apply even if it means someone from outside the legislative district delivers the contribution.
- The HOSPAC Board is comprised of hospital executives and trustees from NCHA's member health systems. A list of HOSPAC Board members is included with your campaign packet.

Forwarding Contributions

- Contribution cards are included in this packet, and should be completed and submitted with all contributions. Additional cards are available upon request. Send requests to Lisa at lderby@ncha.org.
- State and federal laws require political action committees to report each contributor's name, mailing address, job title, and the name of his/her employer.
- Forward contributions to NCHA as quickly as possible, at least on a weekly basis. Per Federal regulations, NCHA HOSPAC must deposit contributions within seven days of receipt.

Forward all contributions and accompanying forms to:

By US Mail:
Cody Hand
HOSPAC Treasurer
P.O. Box 4449
Cary, NC 27519-4449

Overnight or other couriers:
Cody Hand
HOSPAC Treasurer
2400 Weston Parkway
Cary, NC 27513

**For information or additional campaign materials, please contact
Lisa Derby at 919-677-4112 or lderby@ncha.org or visit <https://www.ncha.org/hospac/>.**

Your 2020 HOSPAC Campaign Materials include:

- Campaign procedures
- Talking Points for HOSPAC Campaign Leaders
- CEO federal approval form
- Contribution Cards and envelopes
- 2020 HOSPAC Board of Directors
- Sample letters for request of donations
- 2020 HOSPAC Goal Sheet
- HOSPAC stationery is available to download online at <https://www.ncha.org/hospac/>.



Promoting HOSPAC

Talking Points and Guidelines for HOSPAC Campaign Leaders:

- As the Campaign Leader, DO NOT hold HOSPAC checks. Per Federal regulations, checks must be deposited within seven days of receipt. If there is another designated person in your hospital who receives the contribution checks, please ensure he/she is aware of this regulation.
- Inform hospital leaders and all those contributing of your hospital's goal. Your hospital's mission is to make that goal by June 30, 2020.
- You support HOSPAC and will make a personal contribution. Encourage them to do the same.
- HOSPAC is an essential element in building and maintaining strong relationships between hospitals and their local elected government officials. Some sample statements may be:

"This is an opportunity to thank legislators for supporting our hospital. When we (trustees and our administrative team) deliver HOSPAC checks, we invite our legislator(s) to visit the hospital and see firsthand the benefits being provided to the community."

"I think this is very important and hope everyone will participate."

- Only hospital executives and trustees deliver PAC checks from hospitals that meet their goal.
- The realities of the political campaign process create the necessity for financial support to ensure any candidate's election. HOSPAC does not buy influence, but encourages relationship-building with local legislators.
- HOSPAC allows our hospitals and health systems to come together to support legislators who understand healthcare issues. Another example might be:

"We support candidates that support us. Our hospital benefits through better communication, increased awareness, and legislators having a better understanding of our issues".

- The decision to participate in HOSPAC is completely voluntary and will have no impact on job status, performance review, compensation, or employment.
- Contributors can make donations via checks or they can make a secure electronic donation at www.ncha.org/hospac.
- HOSPAC contributions are not deductible as charitable contributions for federal or state income tax purposes.



The North Carolina Healthcare Association's
Political Action Committee

SAMPLE MEMORANDUM

To: Hospital Management Staff From: <CEO>

Date: <DATE>

Subject: 2020 HOSPAC Campaign

The decisions made by our elected officials in Raleigh and Washington D.C. have a tremendous impact on our hospital and the communities we serve. HOSPAC, the political action committee of the North Carolina Healthcare Association, is one way for hospital and health system leaders to elect champions and engage with elected officials' leaders to ensure that we can continue to improve the quality of care and maintain the fiscal sustainability of our hospital.

Hospitals and health systems have much at stake in the political process on issues including regulation, patient access to care, reimbursements, health quality reporting, improving patient safety, and more. Some of the current issues facing hospitals in 2020 — Medicaid reform, the behavioral health crisis, and certificate of need — are incredibly complex, and lawmakers can make better decisions when they consult with someone they know and trust.

Your contribution to HOSPAC provides opportunities for hospital leaders to meet with candidates and elected officials to talk about the challenges that our hospitals are facing. These conversations ensure they understand how their policies affect our ability to provide safe and quality health care.

HOSPAC contributions are delivered to candidates locally by hospital management and trustees. This enhances opportunities for hospital representatives to speak directly with legislators about how their votes in Raleigh or Washington affect hospitals. These local relationships give legislators a better appreciation of the hospital's many benefits to the community.

I encourage you to be active in the political process to help our elected officials understand the issues. Such involvement is in the best interest of patients, communities, and our hospital.

I have enclosed a HOSPAC contribution card. I hope you will complete it and return it to me with your personal check by <date>. Please make checks payable to HOSPAC. For your convenience, make your HOSPAC contribution by credit card online at www.ncha.org/donate. Your support of HOSPAC is voluntary, and contributions are not tax deductible. Thanks for making a contribution to HOSPAC today.

Our goal is to have raised _____by June 30, 2020

Please accept my thanks in advance for your support and contact me if you have any questions.



The North Carolina Healthcare Association's Political Action Committee

(Sample letter to Hospital Board)

«Title» «FirstName» «LastName»«Suffix» «Company»
«Address1»
«City», «State» «PostalCode»
Dear «Title» «LastName»:

The decisions made by our elected officials in Raleigh have a tremendous impact on our hospital and the communities we serve. HOSPAC, the political action committee of the North Carolina Healthcare Association, is one way for hospital and health system leaders to elect champions and engage with elected official's leaders to ensure that we can continue to improve the quality of care and maintain the fiscal sustainability of our hospital.

Hospitals and health systems have much at stake in the political process on issues including regulation, patient access to care, reimbursements, health quality reporting, improving patient safety, and more. Some of the current issues facing hospitals in 2020 — Medicaid reform, the behavioral health crisis, and certificate of need — are incredibly complex, and lawmakers can make better decisions when they consult with someone they know and trust.

I encourage you and every member of our Board of Directors to support HOSPAC. Your contribution to HOSPAC provides opportunities for us to meet with directly with candidates and elected officials to talk about the challenges that our hospitals are facing. These conversations ensure they understand how their policies affect our ability to provide safe and quality health care. HOSPAC contributions are delivered to candidates locally by hospital management and trustees.

Our goal is to have raised _____by June 30, 2020.

I have enclosed a HOSPAC contribution card. I hope you will complete it and return it to me with your personal check by <date>. Please make checks payable to HOSPAC. For your convenience, make your HOSPAC contribution by credit card online at www.ncha.org/donate Your support of HOSPAC is voluntary, and contributions are not tax deductible. Please let me know if you have questions or concerns.

Thank you for your help in this important effort. Sincerely,
<CEO> Enclosure



The North Carolina Healthcare Association's
Political Action Committee

2020 HOSPAC Board

Ryan Blackledge (2018-2020)
Cone Health
Greensboro

Jimm Bunch (2019-2021)
AdventHealth Hendersonville
Fletcher

Christine Craig (2019-2021)
WakeMed Health and Hospitals
Raleigh

Steve Heatherly (2020-2022)
Harris Regional Hospital
Sylva

Doug Heron (2019-2021)
Duke Health
Durham

Lee Isley (2020-2022)
UNC Nash Healthcare
Rocky Mount

Janie Jaberg (2018-2020)
Wayne UNC Healthcare
Goldsboro

John Jackson (2020-2022)
FirstHealth Richmond Memorial Hospital
Rockingham

***Tammy Kelly (2020-2022)**
Strategic Behavioral Health
Raleigh

Chris Lumsden (2019-2021)
Northern Regional Hospital
Mt. Airy

Angie Orth (2018-2020)
Randolph Health
Asheboro

Ashley Pearson (2020-2022)
Atrium Health
Charlotte

Joanne Ruhland (2019-2021)
Wake Forest University Baptist Health
Winston-Salem

Shelbourne Stevens (2019-2021)
Novant Health Brunswick Medical Center
Bolivia

***Andrew Thomas (2019-2021)**
CHS Blue Ridge
Morganton

***Matthew Thomas (2020-2022)**
Erlanger Western Carolina Hospital
Murphy

Daniel Van Liere (2019-2021)
Vidant Health
Greenville

***Marci Wilding (2020-2022)**
Novant Health
Cary

NCHA representatives:
Steve Lawler, President
Cody Hand, Treasurer
Leah Burns, Advisor
Lisa Derby, Administrator

*indicates new membership on HOSPAC Board
Italics indicate reappointed members



The North Carolina Healthcare Association's
Political Action Committee

Federal Election Commission Prior Authorization Requirement

The Federal Election Commission (FEC) established federal campaign finance law requiring the North Carolina Healthcare Association Political Action Committee (HOSPAC); to have prior authorization from the hospital CEO before accepting contributions from eligible employees of the hospital occurs.

Under Federal law, once the Prior Authorization card is signed, eligible staff can be asked to contribute to the HOSPAC. Hospital employees are eligible if they fall into both of the following categories:

1. Salaried employees of member hospital and
2. Supervisory, managerial/administrative positions with professional responsibilities

Please print the following information or attach business card.

NC HOSPAC Prior Authorization Form

NC HOSPAC is authorized as the only federal trade association PAC to solicit contributions from eligible employees of:

Hospital Name

Mailing Address, City, State, Zip

Hospital Executive Name

Title

Email (required)

Please provide signature authorizing for the following year (s) -- approval can be given up to five years in advance:

2020 Signature

2023 Signature

2021 Signature

2024 Signature

2022 Signature

Send the completed form by fax to (919) 677-4200 or mail to:

NCHA
c/o Lisa Derby
PO Box 4449, Cary, NC 27519