2019 ASTRO Advocacy Day
First Timers Webinar

Presenters:
Shilpen Patel MD FACRO FASTRO
GRAIL/Fred Hutchinson Cancer Research Center/University of Washington

Margarita Valdez, assistant director of congressional relations,
ASTRO
Agenda

• Why Advocate?
• Legislation Versus Regulation
• Advocacy Training on April 29
• What to expect
  • During a meeting
  • Post meeting
• Q&A
What is Advocacy?

Effective advocacy enables the profession to shape the debate on important issues affecting the field of radiation oncology. Advocacy ensures that we have a voice in health care policies.

What kinds of activities comprise advocacy work?

• Educate Legislators: Provide information on issues.
• Invite Legislators to Your Facility: Leave a lasting impression
Who Advocates?

EVERYONE

Members of Congress, and their staff, learn about the priorities in their districts/states from advocates. Legislators want to hear from you!

Meeting with, and maintaining relationships with congressional offices is key to ensuring the Society’s priorities are heard.
What Influences Members of Congress?

If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the Washington office have on his/her decision?

- In-Person Issue Visits from Constituents: 48% A Lot of Positive Influence, 51% Some Influence
- Contact from a Constituent Who Represents Other Constituents: 36% A Lot of Positive Influence, 60% Some Influence
- Individualized Postal Letters: 20% A Lot of Positive Influence, 70% Some Influence
- Individualized Email Messages: 19% A Lot of Positive Influence, 80% Some Influence
- Phone Calls: 14% A Lot of Positive Influence, 86% Some Influence
- Comments During a Telephone Town Hall: 17% A Lot of Positive Influence, 83% Some Influence
- Visit From a Lobbyist: 0% A Lot of Positive Influence, 100% Some Influence
- News Editorial Endorsement of an Issue: 10% A Lot of Positive Influence, 90% Some Influence
- Individualized Faxes: 0% A Lot of Positive Influence, 100% Some Influence
- Form Postal Letters: 1% A Lot of Positive Influence, 99% Some Influence
- Form Email Messages: 1% A Lot of Positive Influence, 99% Some Influence
- Postcards: 1% A Lot of Positive Influence, 99% Some Influence
- Comments on Social Media Sites: 1% A Lot of Positive Influence, 99% Some Influence
- Form Faxes: 0% A Lot of Positive Influence, 100% Some Influence
ASTRO’s Legislative Issues

• Preserving Access to Cancer Care through Stable Medicare Payments and Alternative Payment Models

• Fix Issues with Prior Authorization

• Increasing Investments in Radiation Oncology Research

• Avoiding Coverage Disruptions for Cancer Patients

• Maintain Medical Usage of Radioactive Isotopes
Legislation vs. Regulations

**Legislation**
- Legislation proposed by member of Congress → Sent to relevant committee for debate/alterations → If it passes the vote, it is sent to the next chamber. → If considered and passed, legislation is sent to the President. → The President then signs it into law or vetoes it back to Congress.

**Regulations**
- Proposed rulemaking: The federal agency seeks expert opinion on the subject matter. → Proposed Rule: Release of the proposed regulatory language. → Comment Window: The public is able to comment on the proposed rule. → Final Rule: Often the proposed rule with minor modifications. → The effective date is released in which compliance is expected.
Legislative process: how a bill becomes a law

*Legislation may be introduced in either chamber, except for tax laws which must originate in the House.

**Most major bills go to conference committee; when a chamber passes legislation originating in the other chamber without making changes, the bill goes straight to the President.

**Representative**
- Introduces bill in the House

**House committee/subcommittee**
- Bill is debated and amended
- Simple majority needed to proceed

**House floor**
- Bill is debated and amended
- Speaker must allow a floor vote
- Simple majority needed to pass

**Senator**
- Introduces bill in the Senate

**Senate committee/subcommittee**
- Bill is debated and amended
- Simple majority needed to proceed

**Senate floor**
- Bill is debated and amended
- 3/5 majority needed to end debate
- Simple majority needed to pass

**Final votes/conference committee**
- If both chambers pass an identical bill, the bill is sent directly to the President.
- If each chamber passes a similar bill with some differences, a conference committee is formed to reach compromise and combine the bills.

**President**
- The president can sign bills that have been passed by both chambers into law.
- The president can reject a bill with a veto; Congress can override a veto by passing the bill in each chamber with a 2/3 majority.
Before Advocacy Meeting...

• Brainstorm a compelling story that can be used to demonstrate impact of a certain policy (2 weeks beforehand)

• Visit your policymaker’s website (2 weeks beforehand and again the day before the meeting)
  • www.house.gov
  • www.senate.gov

• Review recent healthcare news (1-2 days before)
2019 Advocacy Day

1. Washington Court Hotel
   525 New Jersey Avenue NW
2. U.S. Capitol Visitor Center
3. Hart Senate Office Building
   Constitution & 2nd St. NE
4. Dirksen Senate Office Building
   Constitution & 1st St. NE
5. Russell Senate Office Building
   Constitution & 1st St. NE
6. Cannon House Office Building
   Independence & 1st St. NE
7. Longworth House Office Building
   Independence & S. Capitol St. SE
8. Rayburn House Office Building
   Independence & S. Capitol St. SE
Monday, April 29, 2019

8:00 a.m.  Registration
10:00 a.m. Pick up Hill Day Schedules
11:30 a.m. Lunch
11:45 a.m.- Noon Welcome and State Roll Call
Noon- 1:00 p.m. Chair’s Address: Paul M. Harari
*CME Credits Available
1-2p.m. Health Policy
U.S. Department of Health and Human Services *invited
2 - 2:45 p.m. Rep. Paul D. Tonko
2:45- 3:45 p.m. Social Media and Advocacy: How to Get Engaged Online
*CME Credits Available
3:45 – 4:00 p.m. Break
4:00 -5:00 p.m. Federal Issues Briefing
*CME Credits Available
5:15 p.m. Advocacy Day Photo
5:45 p.m. Buses load to the ASTRO PAC Dinner
6 p.m. Invitation Only: ASTRO PAC Dinner
(Invitation only for PAC donors of $1,000 or more in 2019, $125 for residents, nurses and administrators)
Tuesday, April 30, 2019

7:30 - 8:30 a.m.  Breakfast at Washington Court Hotel

9:00 a.m. - 12:00 p.m.  Senate Office Visits

12:30 - 1:30 p.m.  Networking Lunch
2045 Rayburn House Office Building

1:00 p.m.  Lunch Guest Speaker: Representative Kim Schrier, M.D.

1:30 – 5:00 p.m.  House Office Visits
Generally Hill Staffers Fall Into Two Categories

<table>
<thead>
<tr>
<th>Overview of personal and committee congressional staff</th>
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<tbody>
<tr>
<td><strong>Personal office staff</strong></td>
<td><strong>Committee staff</strong></td>
</tr>
<tr>
<td>Line of reporting</td>
<td>Hired by one member of Congress and only responsible to that member</td>
</tr>
<tr>
<td>Job overview</td>
<td>Work on combination of policy and constituent-service matters, depending on needs of district</td>
</tr>
<tr>
<td>Issues</td>
<td>Practice over range of issues</td>
</tr>
<tr>
<td>Background</td>
<td>More likely to be from district or state of hiring member; tend to have trust of member</td>
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<tr>
<td>Number</td>
<td>The average representative has 14 staffers working for them; average Senator has 30</td>
</tr>
<tr>
<td>Sample titles</td>
<td>Chief of Staff, Legislative Director, Legislative Assistant</td>
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Office Structure

Meetings are most often scheduled with and run through one or more of these staffers.

It is not uncommon for Members to show up halfway through a meeting or leave part of the way through.

LCs and SAs may join in meetings as a junior staffer or note-taker.
During Your Visit...

• Explain who you are, where you live, and community affiliations
• Focus the meeting on what’s most important
• In group meetings, break up the issues
• Share your experiences and personalize the issues
• Make a specific ask to maintain the relationship:
  * Visit a RadOnc Center
  * Visit NCI
• Remember your ASTRO hat!
• Get the staffer’s contact information, and leave your follow-up information behind.
Don’t be surprised if you find yourself....

• Waiting in the hall—It’s not just you! Congressional offices are too small to host waiting groups.

• Meeting with staffers under 30—They may be young but they are often times the decision makers of the office.

• Walking A LOT—The distance between the House and Senate side is much greater than individuals anticipate, so wear comfortable shoes.
Building Strong Relationships is Key

• Before you leave, invite the Member of Congress and their staff to visit your center. Or a center in the DC area.
• Also ask if the staff and/or Member would like to visit NCI.
• Visits allow more time for them to learn about radiation oncology and our issues.
• Helps develop meaningful relationships
• After the meeting, be sure to connect with ASTRO staff to debrief on your visits so that they can help coordinate visits and follow-up
Tips to Remember

• There is usually some confusion between radiology/radiation oncology

• Staff and members meet with dozens of people everyday. Make them remember you and your issues.

• DO NOT discuss election/campaign contributions in your meetings

• Be personable, be direct, be clear and concise
Reminder: Advocate Checklist

Before Advocacy Meeting:
- Brainstorm a compelling story that can be used to demonstrate impact of a certain policy (2 weeks beforehand)
- Visit your policymaker’s website (2 weeks beforehand and again the day before the meeting)
- Review recent healthcare news (1-2 days before)

During Advocacy Meeting:
- Explain impact of policy issue through personal story
- Share where you live and work in the congressional district
- Discuss how radiation therapy is used to treat cancer patients in the congressional district
- Explain how a surgeon, medical oncologist and radiation oncologist work together to treat cancer patients
- State the policy points and wait for response
- Take note of any questions and policy positions stated
- Make the ask! Visit a RadOnc center and NCI.
Upcoming Webinars

• Social Media and Advocacy
  Tuesday, April 9\textsuperscript{th} at 1\textsuperscript{p.m.} ET

• ASTRO’s Legislative Issues
  • Tuesday, April 23\textsuperscript{rd} at 11 a.m. ET

Note: The webinars will be recorded and posted on the “resources page” for Advocacy Day.
Questions?