

You Got This: A Blueprint for Successful Meetings on Capitol Hill


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What We'll Cover:

- Why are we Doing This?
- Your Superpower: Storytelling 
- Steps to Successful Meetings on the Hill
- The Worst that Could Happen

Goals of Hill Day:

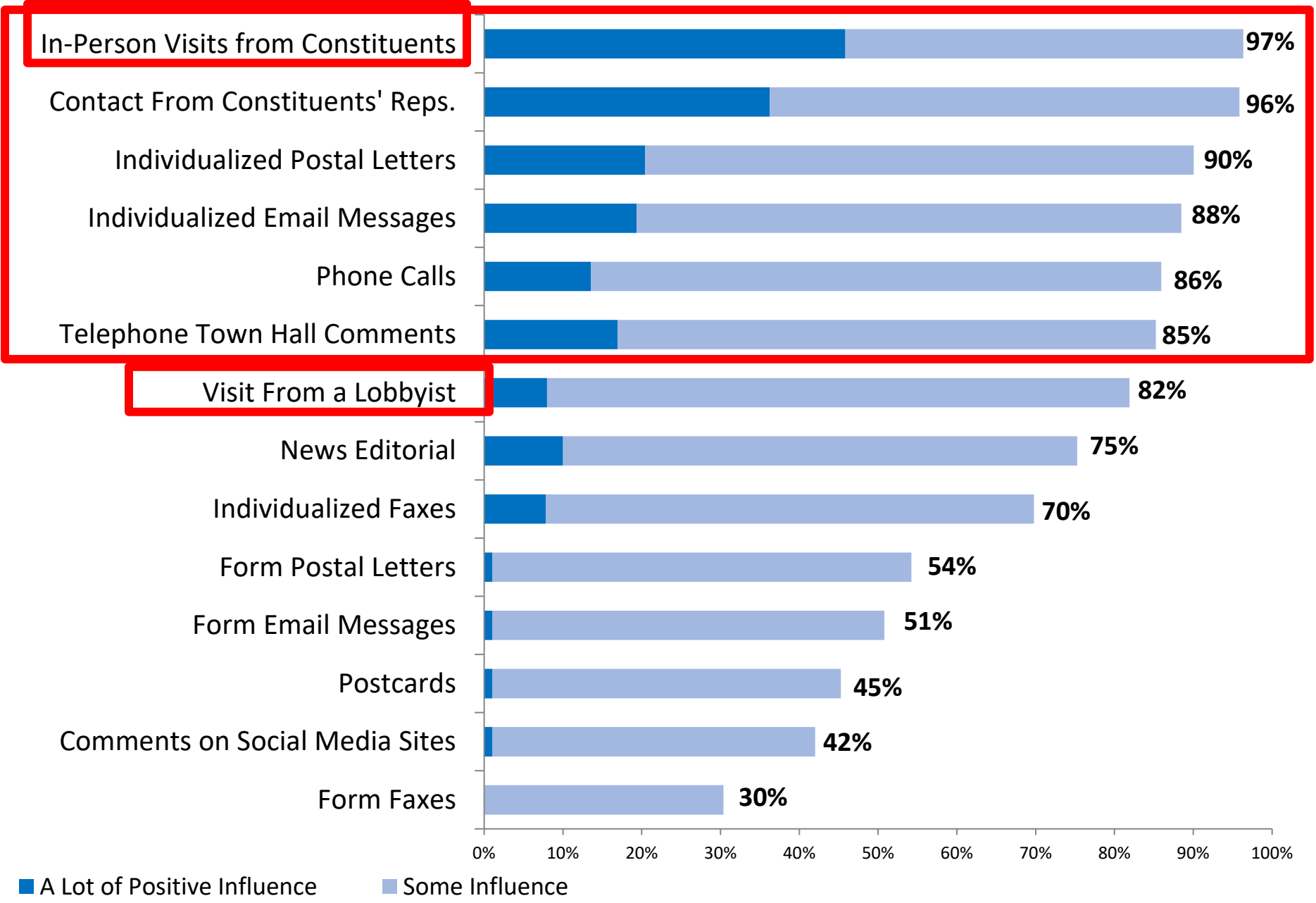
- Educate policy makers and staff about PAs and your role in healthcare and in your community.
- Build support for the PA profession and for the policy priorities we're advocating.
- Establish new (and strengthen existing) relationships with legislators and staff.
- Grow your advocacy skills and have fun!

The Big 3: Why PAs/Students Must be Advocates

- If not you, then who? The only people who will speak up for PAs and PA students...are PAs and PA students!
- If you're not at the table, you're on the menu
- You make it local, relevant, personal, and understandable. So, who's the real expert??

Hint: 

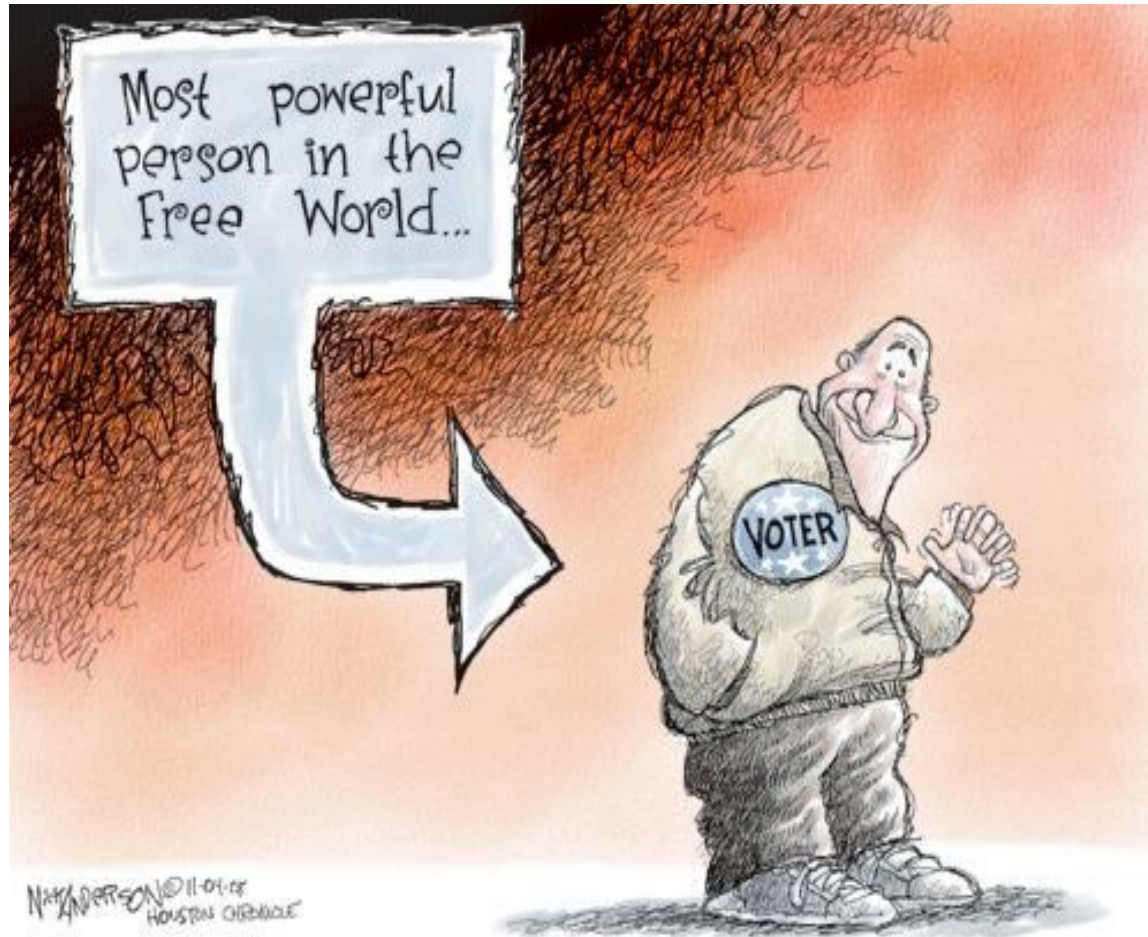




***Congressional Management Foundation**



Can One Person *REALLY* Make a Difference?



- You are a PA and a constituent
- Constituents > Lobbyists!
- The work you do is extremely important, your *perspective and expertise* are very valuable
- Together we can create positive change

What Legislators Want to Know (And Why You're the Best Person to Tell Them)

- What actions do **constituents** want me to take?
- Why do **constituents** want me to do that?
- What are the impacts of this on **our community or state**?
- What are **constituents'** personal stories or connections to the issue?

****What do these questions have in common?****

Story Telling: The Advocate's Superpower

Story-telling:

- Provides an instant connection, emotional impact
- Brings healthcare/PA practice to life
- Makes issues local and relevant
- Gives legislator **reason** to become a champion
- Differentiates your meeting *from every other meeting that day*



Blueprint for Successful Meetings

****Pro tip:** This is where having your “elevator speech” already in mind helps – do you have one? You should!

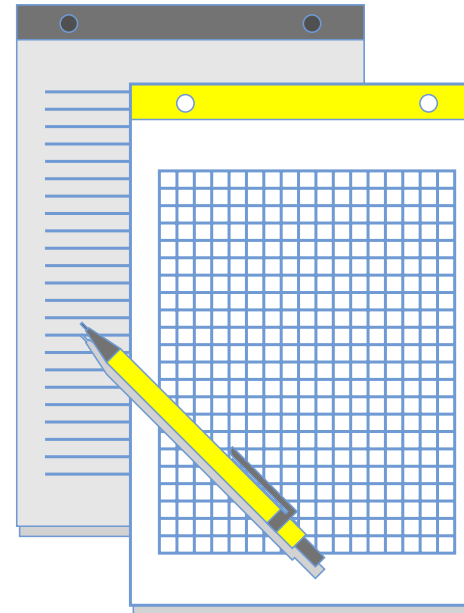
1.) Introduce yourselves

- “I am a PA (or PA student), and I work [where] in [what town] in your district/state”
- Offer “quick and dirty” overview of profession
- Define profession by description (“midlevel” is SO 1996)
- Say thanks (if a cosponsor last year – see list)

Blueprint for Successful Meetings

2.) Introduce the issue

- “Today we’re here to talk about two issues that are very important to PAs from our district/state”
- **What** (including bill #s), **why**, **how**
- Have a plan (who will say what?)
- Be concise
- Stay on message



Blueprint for Successful Meetings

3.) Make it local, relevant, personal (*story time!*)

- Connect the dots: to local constituents, community, state
- Share state profile to illustrate impact
- Personal anecdotes, examples
- Speak from your heart
- YOU make the issue relevant to the Congressional office

Blueprint for Successful Meetings

4.) Make a clear ask

- Say what you want the Member to do: “**please cosponsor** the *Improving Access to Workers’ Compensation for Injured Federal Workers Act*, (S. 131/H.R. 618), and the *Promoting Access to Diabetic Shoes Act* (S. 260/H.R.704).”
- Ask what additional information you can provide to help them decide
- Offer to follow-up, especially if staff have asked questions or “need time to talk to the boss”

Blueprint for Successful Meetings

5.) Wrap it up: offer thanks and future contact

- Always end on a positive note
- Offer to be a resource in the district
- Restate any outreach/follow-up you will do after the meeting
- Thank them for their time and consideration
- Ask for staff business cards

The Realities of Capitol Hill

- You might meet in a stairwell, hallway, cafeteria, or right there in the office waiting area
- There may be bells (don't be "alarmed")
- Buildings can be confusing – ask for directions
- Tricky floorplans (**hundreds-place number** is the floor)
 - Cannon: **1**00, **2**00, **3**00
 - Longworth: **1**100, **1**200, **1**300
 - Rayburn: **2**100, **2**200, **2**300
- Devices, C-SPAN/TV, other advocates = distractions abound
- Staff can be shockingly young

****Pro tip: There are building maps at every elevator bank!**

Reminder: We ♥ Hill Staff

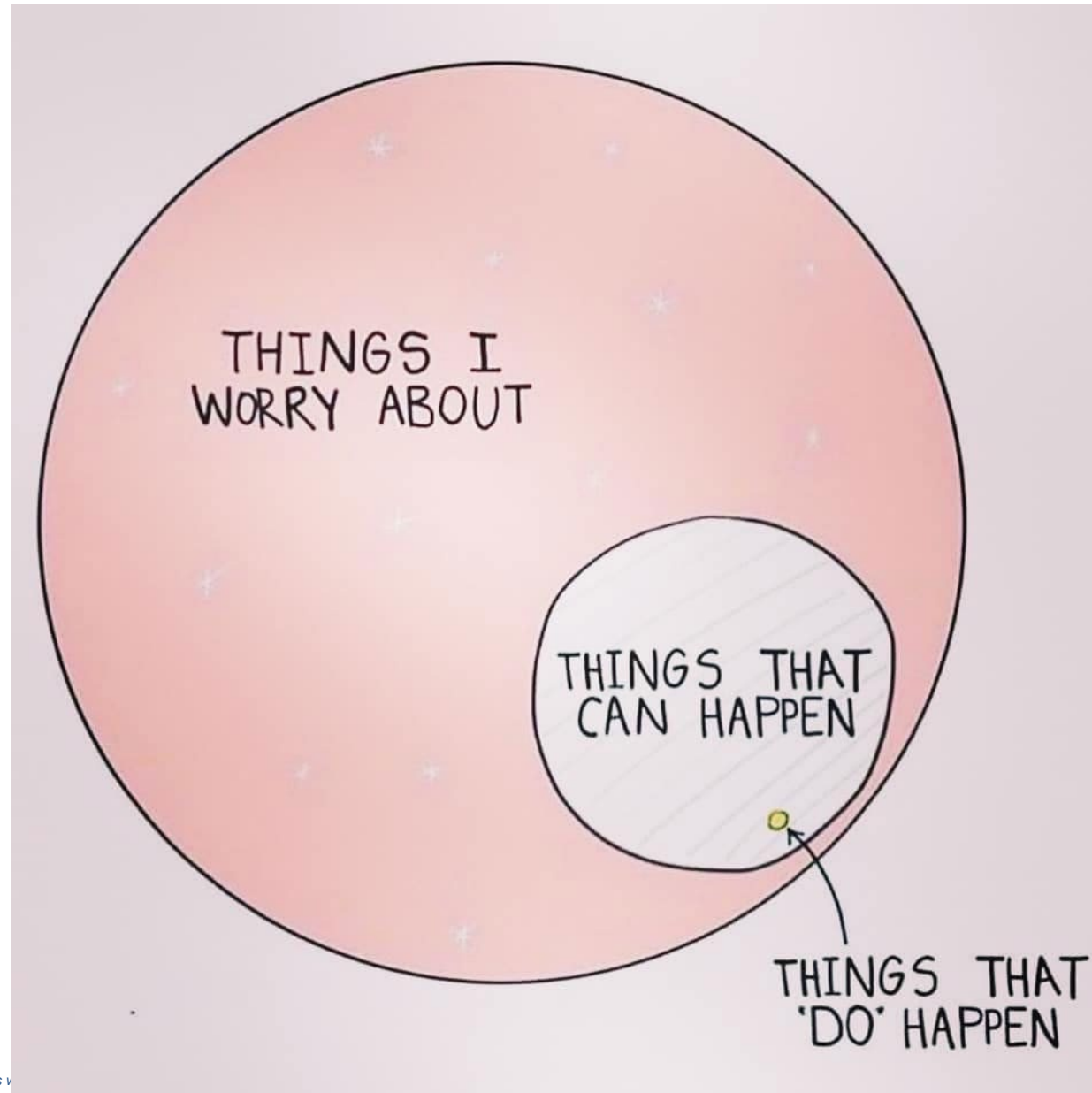
- Meeting with staff has big advantages
- They are institutional memory, make recommendations
- Who you might see:
 - Chief of Staff
 - Legislative Director (“LD”)
 - Health Legislative Assistant (“Health LA”)
 - Legislative Correspondent (“LC”)
- REMEMBER: staff juggle many issues; health is just one



What's the Worst that Could Happen?

- They ask a question you can't answer.
- They ask the "other side's" view.
- They say no.

Don't Panic!



Things your Mother Might Tell You (Rules for Successful Advocacy)

- Always be polite/professional
- Never fudge the truth/don't make stuff up
- Don't talk about politics or money
- Be yourself
- SMILE!
- Say thank you



Social Media at LAS

- Use our hashtag! #LAS2023
- Tag AAPA (we might share your posts!)
 - @AAPAorg on Twitter and Instagram
 - @American Academy of Physician Associates on LinkedIn and Facebook
- Tag your PA colleagues here with you at LAS!
- Tag the representatives you meet with and thank them
 - Ex: “Thank you @RepJohnJoyce for taking the time to meet with PAs from our Leadership and Advocacy Summit! #LAS2023
- Take (and share!) **horizontal** pictures
 - With representatives you meet with
 - With your peers
 - At sessions

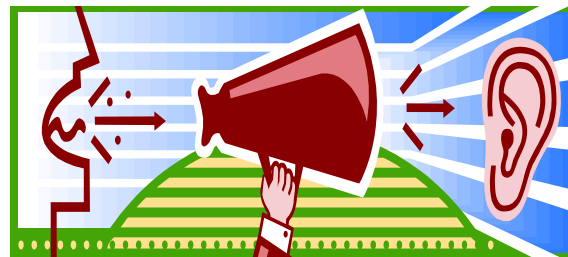


Thank you @RepJohnJoyce for taking the time to meet with PAs from our Leadership and Advocacy Summit!
#LAS2019 #PAsOnTheHill



“Our professional organizations are the voice, but we are the megaphone.”

- Stephane VanderMeulen, MPAS, PA-C



Go forth and speak for the profession!



Thank you for making this
commitment to advocacy!

Issue discussion / Q&A

- Tate Heuer, Vice President, Federal Advocacy, AAPA
- Meghan O'Brien, MA, Director, Federal Advocacy, AAPA
- Heather Meade, JD, Partner/Principal, Washington Council Ernst & Young
- Tara Bradshaw, Managing Director, Washington Council Ernst & Young

Last Year's Co-Sponsors: Low-hanging Fruit!

**Remind them they
cosponsored last
Congress and ask them
to cosponsor again THIS
Congress!**

Diabetic shoes - 117th

- Rep. Armstrong, Kelly [R-ND]
- Rep. Cline, Ben [R-VA]
- Rep. Griffith, H. Morgan [R-VA]
- Rep. Guest, Michael [R-MS]
- Rep. Joyce, David P. [R-OH]
- Rep. Smith, Adrian [R-NE]

Workers Comp – 117th

- Rep. Bonamici, Suzanne [D-OR]
- Rep. Hayes, Jahana [D-CT]
- Rep. Mfume, Kweisi [D-MD]
- Rep. Pocan, Mark [D-WI]
- Rep. Sherrill, Mikie [D-NJ]