

ACC Advocacy Webinar

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What Is Advocacy?

Advocacy

noun ad·vo·ca·cy \ 'ad-və-kə-sē\

the act or process of supporting a cause



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What Is ACC Advocacy?

ACC Advocacy empowers members to work with federal and state lawmakers and agencies, in conjunction with other stakeholders to develop a health care system that:

- Puts **patients** first
- Rewards cardiovascular professionals for their commitment to quality, evidence-based care

ACC Advocacy Components

Federal Legislative Affairs

Federal Grassroots

ACCPAC

Regulatory Affairs

State Government Affairs

Payer & Value-Based Solutions

Population Health



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What Is Congressional Affairs?

Federal Legislative Affairs + Grassroots + ACCPAC

=

ACC Congressional Affairs



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Why Is Advocacy Important?

- Advances legislative and regulatory change for the benefit of our patients and members of the entire cardiovascular care team
- Positions ACC as a knowledgeable and reliable resource – one to which Congress and other policymakers can continually reach out
- Keeps interests of the cardiovascular community on the radar screen of congressional decision makers



How Are ACC Advocacy Positions Developed?

- ACC's Advocacy Steering Committee (ASC) is empowered by the Board of Trustees to identify and deliberate on public policy issues and make recommendations to the ACC president and ACC's leadership.
- Sections, committees and other membership groups are welcome to make recommendations to the ASC on potential addition or changes to the College's advocacy agenda or specific positions on legislation or regulation.
- Such recommendations or requests should be directed to the Advocacy Division staff for presentation to the ASC.
- The ASC will carefully consider all presentations and materials and report back to the relevant body.



2015 ACC Advocacy Priorities



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2015 ACC Advocacy Priorities

➤ Ensuring Access to Care and CV Practice Stability

- ✓ Permanent SGR repeal—DONE!
- Site of service payment differential
- **GME funding and CV workforce support**
- Protection of IOASE at state and federal level
- Appropriate payer policies for use of CV services
- Medical liability reform



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2015 ACC Advocacy Priorities

- Ensuring Access to Care and CV Practice Stability
- **Creating a Value-Driven Health Care System**
 - Ongoing implementation of Medicare quality incentive programs
 - Educate ACC members on value-based payment environment
 - Facilitate chapter involvement in state/local payment model activity
 - Implement ACC-preferred cost and quality measures for CV care
 - Develop specialty payment models



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2015 ACC Advocacy Priorities

- Ensuring Access to Care and CV Practice Stability
- Creating a Value-Driven Health Care System
- **Promoting Use of Clinical Data to Improve Care**
 - Implementation of AUC mandate
 - Federal legislative initiatives to support use of registries
 - Ongoing implementation of QCDR program
 - EHR Incentive Program Stage 3; EHR standards and certification
 - Access to claims data



2015 ACC Advocacy Priorities

- Ensuring Access to Care and CV Practice Stability
- Creating a Value-Driven Health Care System
- Promoting Use of Clinical Data to Improve Care
- **Fostering Research and Innovation in CV Care**
 - Drug safety
 - Drug and device approval
 - 21st Century Cures Initiative & Senate counterpart
 - Informed consent
 - Post-market surveillance



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2015 ACC Advocacy Priorities

- Ensuring Access to Care and CV Practice Stability
- Creating a Value-Driven Health Care System
- Promoting Use of Clinical Data to Improve Care
- Fostering Research and Innovation in CV Care
- **Improving Population Health and Preventing CVD**
 - Appropriations for public health and prevention activities
 - Initiatives to reduce and regulate tobacco use and products
 - Chronic disease management and prevention
 - Support for CHD; Implementation of pulse ox screening for CCHD
 - State initiatives for prevention of sudden cardiac death



ECP and FIT Member Involvement Opportunities



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Get Involved

- Attend the ACC Legislative Conference
- Meet with your Legislator in the District
- Host a Legislator Practice Visit
- Join the ACC Grassroots Network
- Learn More about ACCPAC
- Become an Emerging Advocate



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ACC Legislative Conference

October 18 – 20, 2015

ECPs and FITs are encouraged to attend the

ACC Legislative Conference

- Learn more about how you can impact change on the issues that affect young cardiovascular professionals
- Meet with your members of Congress, mingle with leaders of the ACC, network with over 100 other FITs and ECPs
- FIT Dr. Shashank Sinha:
 - *“The 2014 ACC Legislative Conference was phenomenal. The opportunity to directly engage our state representatives and senators was an indelible experience, as we put advocacy in action and championed improved delivery of cardiovascular care for our patients. I am extremely grateful to the ACC to support my participation with an FIT Travel Award. I highly recommend all FITs strongly consider participating in next year’s conference!”*



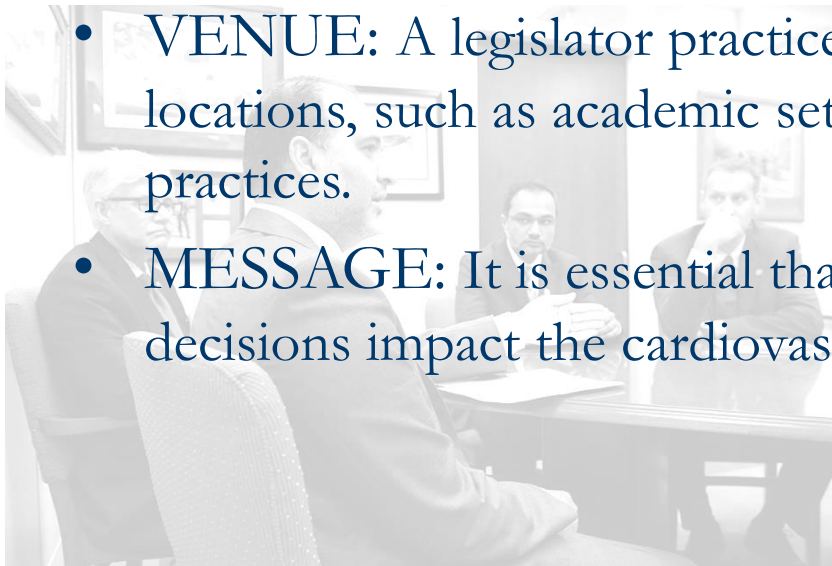
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Meet With Your Legislator in the District

Can't make it to the ACC Legislative Conference?

Why not meet with your legislators in the district?

- **PURPOSE:** ACC's Legislator Practice Visit Program provides lawmakers the opportunity to witness first-hand how the cardiac care team provides patients with quality, cost-efficient care by employing state of the art technology, health care data and professional training through a team approach.
- **VENUE:** A legislator practice visit can be hosted in a number of locations, such as academic settings, hospitals, clinics and private practices.
- **MESSAGE:** It is essential that legislators understand how their decisions impact the cardiovascular community and their patients.



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Legislator Practice Visit Program

- Around 300 ACC Members have participated in this program, why not you? Contact Elizabeth Shaw at eshaw@acc.org to get involved.
- ECP Dr. Alex Llanos:
 - *“I met with congressman Alcee Hastings chief of staff, Art Kennedy. We connected quickly as the chief of staffs wife had been cared for at our hospital when she had end stage Alzheimer's. We decided to have regular meetings, yearly, to help develop a relationship. He is interested in meeting other physicians that have interest in taking a more active role in helping to create models of effective/ quality healthcare in Florida.”*



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Join the ACC Grassroots Network

- Make your voice heard in REAL TIME in less than 3 clicks:
 - Send a letter to Congress
 - Tweet your legislators
- Enjoy Advocacy at your fingertips with the ACC Advocacy Mobile App
 - Automatically populates your Senators and Congressman with their contact information
 - Go to “App Store”
 - Type in “ACC Advocacy” in the search bar
 - Tap “Get”
 - Go to ACC Advocacy App and log in with ACC credentials
- Learn more about fundraisers and in-district events in your area
- Connect with other ACC Grassroots Network members in your area



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Learn More About ACCPAC?

- ACCPAC is a voluntary, **non-partisan** Political Action Committee formed to support the American College of Cardiology's mission to transform cardiovascular care and improve heart health
- ACCPAC works by combining the voices of cardiovascular professionals to impact the political process and send a powerful message to Congress regarding the need to preserve and improve cardiovascular care
- ACCPAC opens the doors for ACC members and staff to educate key members of Congress on cardiovascular issues
- ACCPAC helps build grassroots contacts to bring about election results in line with our advocacy goals

*Contributing to ACCPAC is a direct investment in
the future and preservation of cardiology*

www.accpacweb.org



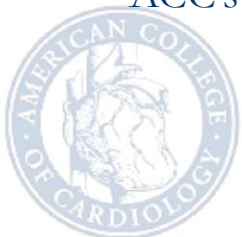
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ACC Emerging Advocates Program

- This program is a unique opportunity for ACC members, particularly Fellows in Training, Early Career Professionals and Cardiovascular Team members, to increase their knowledge of the College's advocacy and health policies and to lend a voice to improve heart health.
- The Emerging Advocates will participate in a two-year program.
- Year one will introduce Emerging Advocates to the latest issues affecting the cardiology community such as the movement toward value-based payment, graduate medical education funding, medical coding development, medical coverage policies, and cardiovascular disease prevention.
- In year two Emerging Advocates will be paired with mentors who are current or past ACC leaders engaged in advocacy activities.
- The mentors will help Emerging Advocates identify opportunities where they can advance ACC's advocacy activities, and work with them to craft their outreach and messaging.



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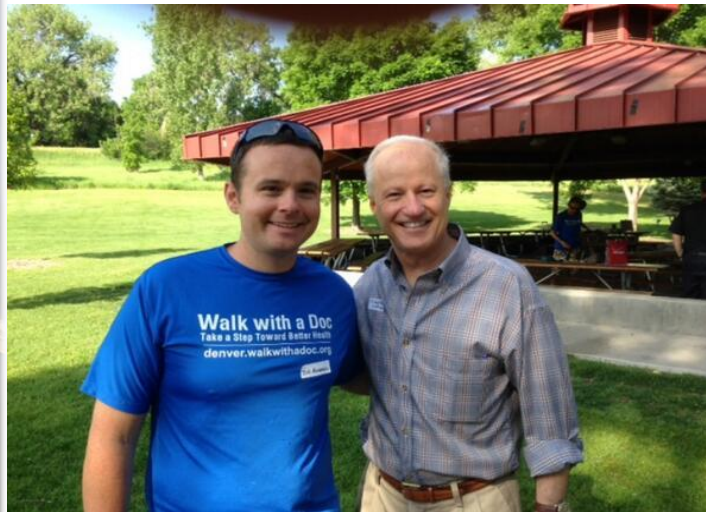
YES!

- **Eradication of SGR!**

- Thanks in large part to the work of ACC, the sustainable growth rate (SGR) is gone forever.
- When President Obama signed the bipartisan Medicare Access and Chip Reauthorization Act (MACRA) into law on April 16, 2015, ACC President Kim Williams was there representing the hard work of ACC members and staff in undoing decades of frustration and uncertainty for clinicians and their patients.
- ACC members have testified before Congress 8 times in recent years, representing the cardiovascular community before key lawmakers on the House Ways and Means Committee, House Energy and Commerce Committee, House Small Business Committee, Senate Health and Education Labor and Pension Committee, and Senate Finance Committee, among others.
- ACC staff work with members like you to develop policy positions and engage with Congress in real time as legislation is drafted. Recent examples include the House's 21st Century Cures Act and its counterpart proposal in the Senate, as well as ongoing efforts in the House to make the Meaningful Use program more functional and accessible.



ACC Advocacy – Personal Stories



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Your ACC Congressional Affairs Team

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