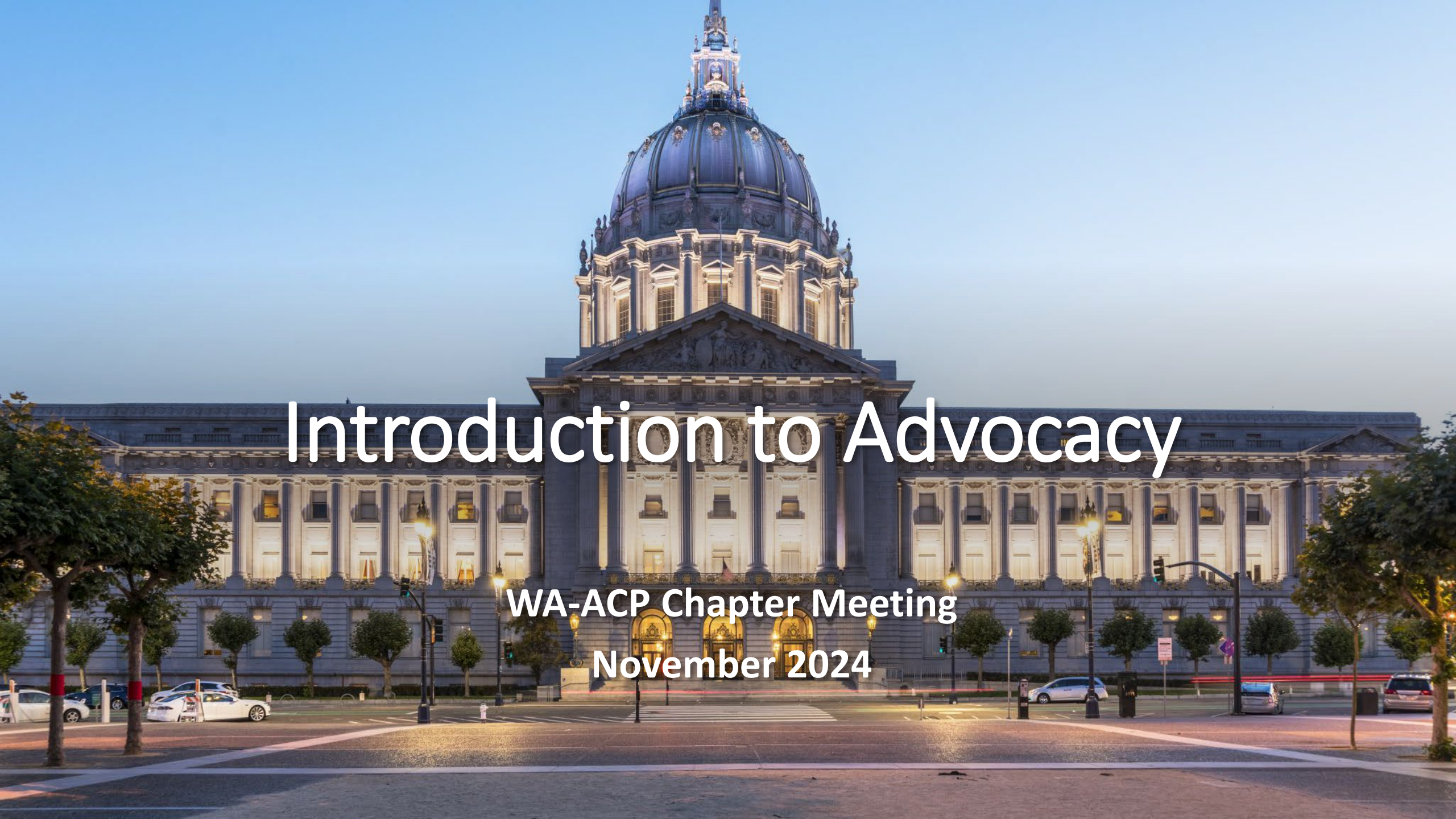


Introduction to Advocacy

WA-ACP Chapter Meeting

November 2024

What is **Advocacy**?

- *Definition: Act of publicly supporting or recommending, either individually or within a group, a cause or proposal, usually on behalf of others.*

Why advocate?

To improve patient care

To improve health equity

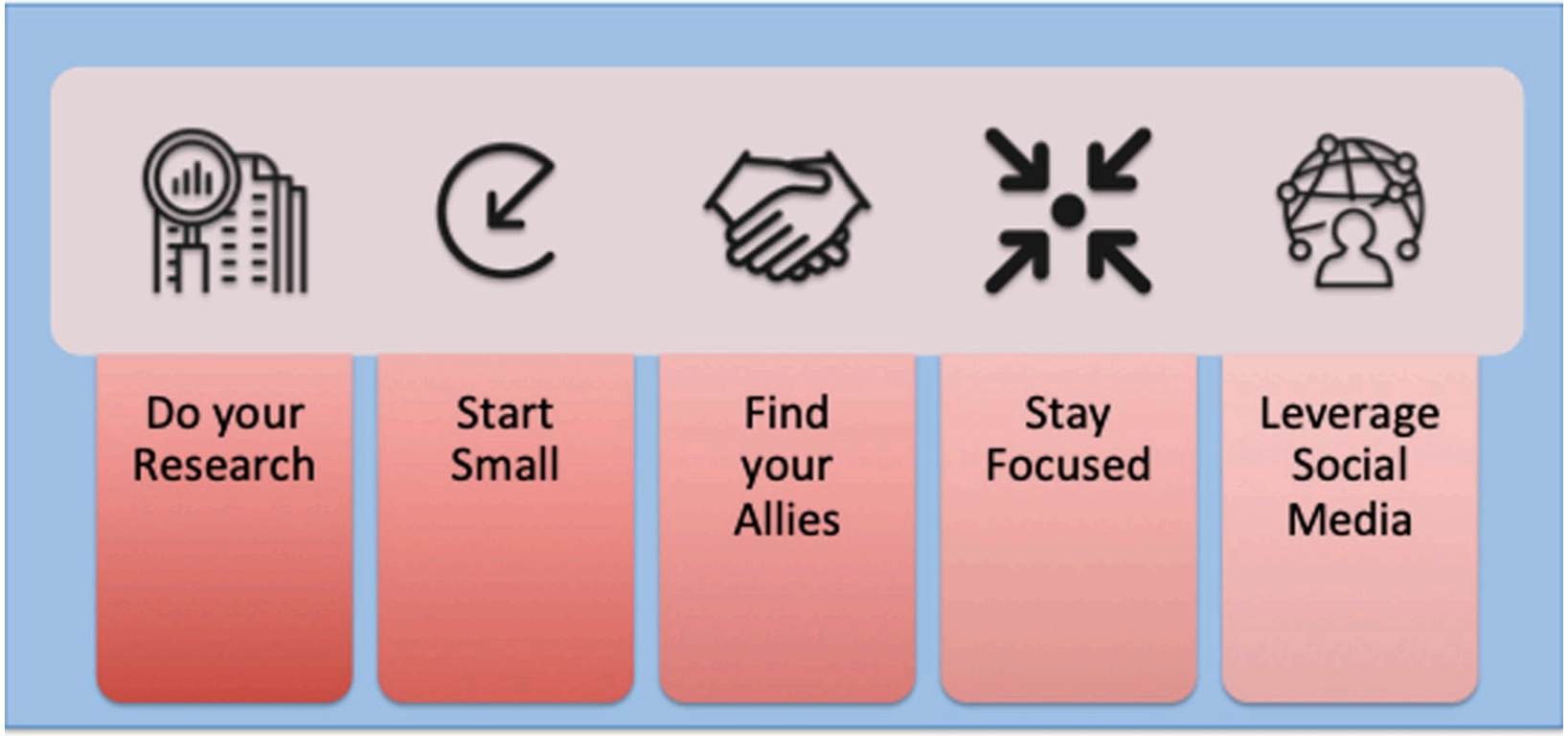
To change systems that are harmful to patients and/or health care workforce

To improve and/or protect your profession

Important to be at the table as a physician

Turning Your Passion into Action: Becoming a Physician Advocate

PERSPECTIVE IN HOSPITAL MEDICINE



Andrews AL. Feb 2020

Visual Abstract by @WrayCharles

Journal of Hospital Medicine

- Andrews AL. Turning Your Passion into Action: Becoming a Physician Advocate. J Hosp Med. 2020 Feb 1;15(2):121-123. doi: 10.12788/jhm.3310. Epub 2019 Oct 23. PMID: 31634103.

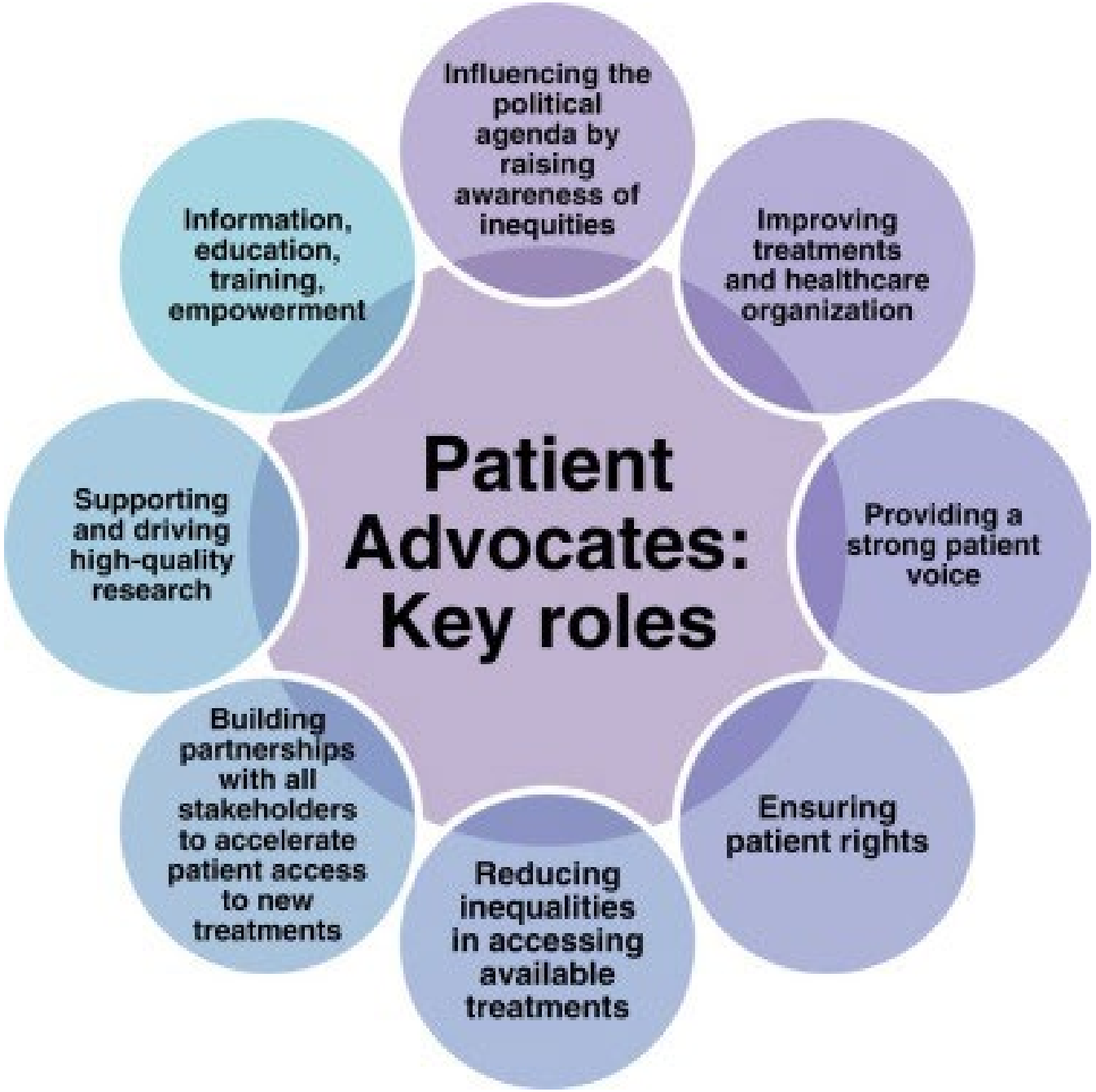
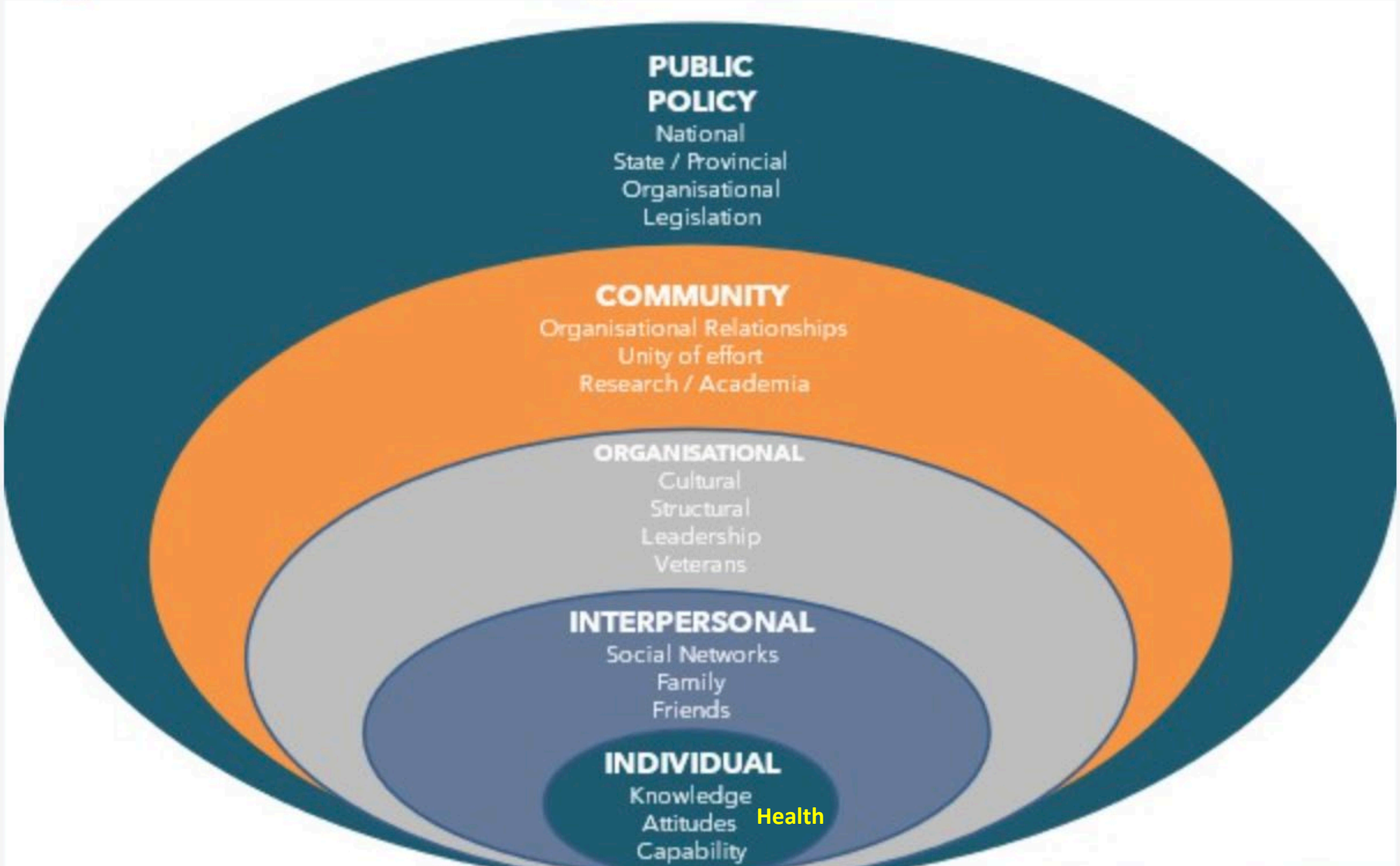

Patient Advocates: Key roles
Influencing the political agenda by raising awareness of inequities
Improving treatments and healthcare organization
Providing a strong patient voice
Ensuring patient rights
Reducing inequalities in accessing available treatments
Building partnerships with all stakeholders to accelerate patient access to new treatments
Supporting and driving high-quality research
Information, education, training, empowerment

Figure 1 Socio-ecological model



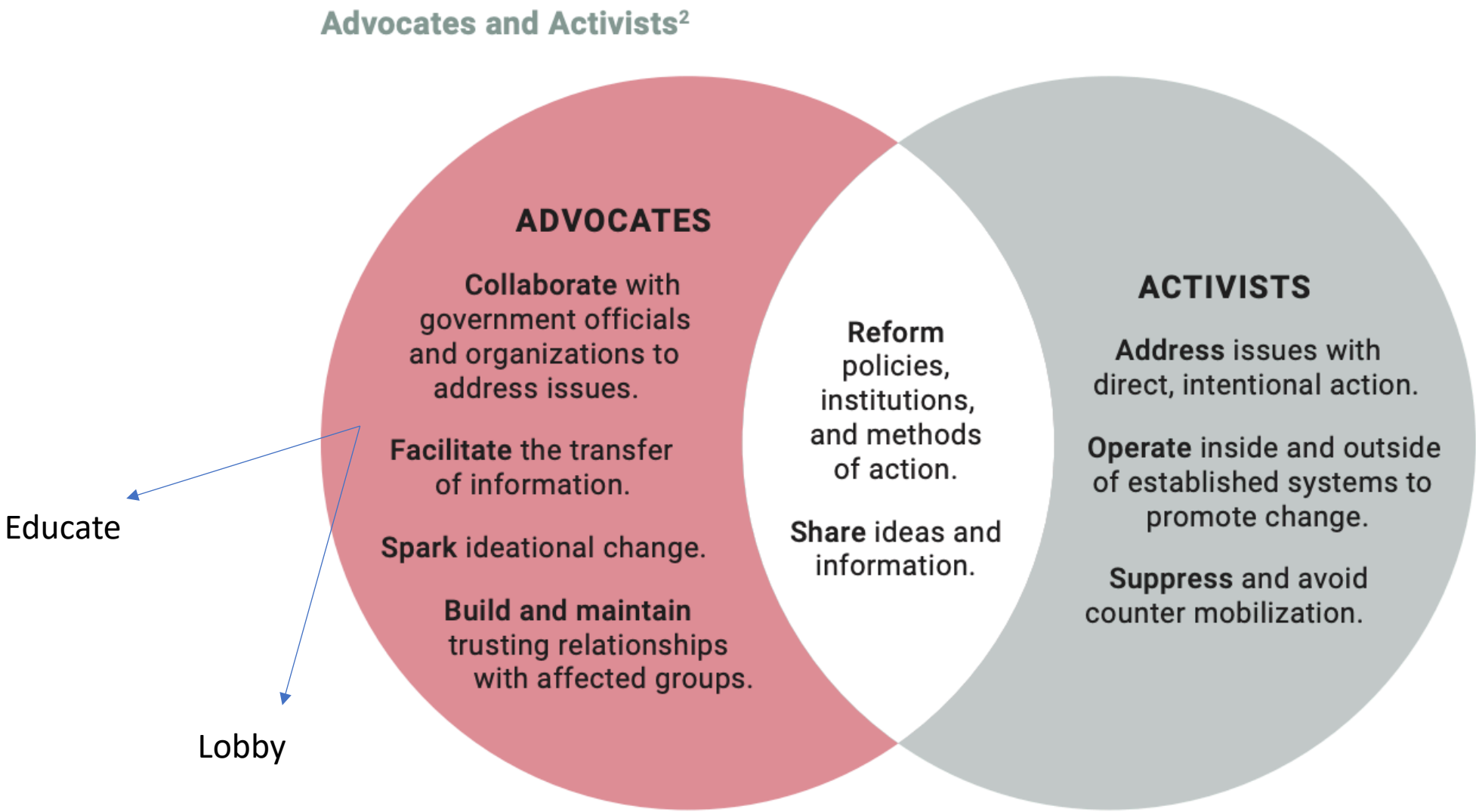
Structural or Policy Advocacy

- A policy, formal or informal, is an established way of doing things
  - Formal – laws, regulations, established institutional priorities and procedures
  - Informal – unwritten practices and precedents of groups, institutions and communities

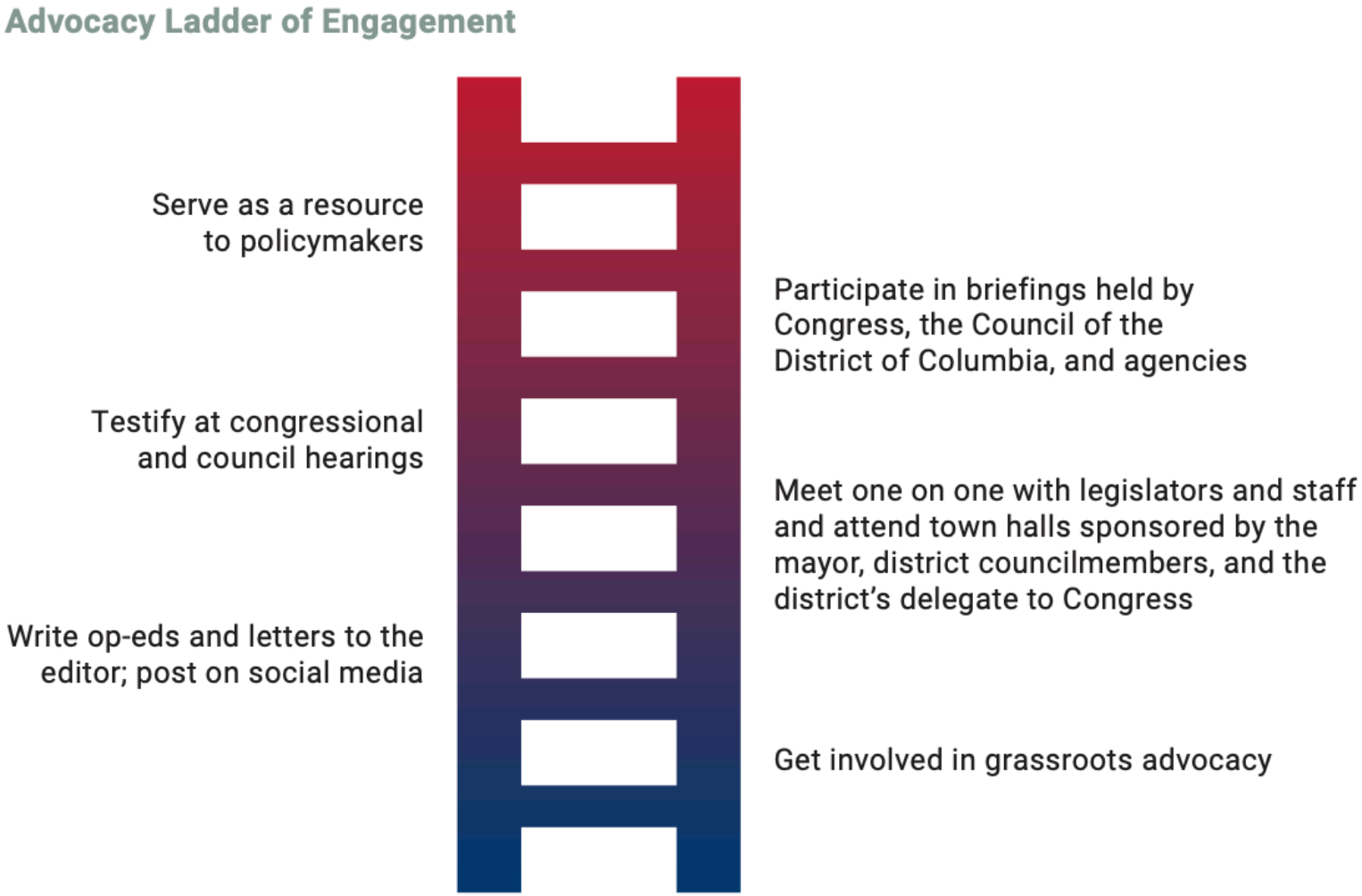
Policy Advocacy

- Advocating for structural change requires identifying *what* policy preserves an unacceptable status quo
- Develop an *ask*
- Answer *why* the status quo should be changed
- Identify *who* has power
- Identify *how* you can get those in power to enact a change on your behalf

Advocacy vs. Activism



Advocacy exists at different levels



It is important to connect with government affairs professionals at your academic medical center for guidance and background information.

What options for advocacy?

Quality Improvement projects at your organization

- 30/30 appt times in primary care clinic
- Reducing inbox messaging

Community based organizations

- Working on getting vaccines to farm workers in your area

Local/State based organizations

- WSMA/ WSPHA or others- legislative days, ongoing advocacy on key state bills

Federal government or National organizations

- ACP legislative day
- Sign up to me an Advocate in Internal Medicine: Advocates for Internal Medicine Network | Advocacy | ACP (acponline.org)

Advocacy Topic

The What

the Issue, narrowed to an *ask*

The Why

including a patient story

The How

including the Who

Prior Authorization

Research the topic & related policies

- Prior authorizations are burdens insurance companies place to get permission for a medication or permission before they will pay for the suggested treatment

Narrow to a specific ask

- Improve turn-around time for prior authorization by incorporating it into the EHR
- Set deadlines on prior auth responses from insurance companies

What issue do you want to change?

Research the topic & related policies

Prior Authorization

PRIOR AUTHORIZATION

Advocacy in action: Fixing prior authorization

UPDATED JUN 5, 2024 • 4 MIN READ

In 2017, the *Annals of Internal Medicine* published "Putting Patients First by Reducing Administrative Tasks in Health Care: A Position Paper of the American College of Physicians," which made recommendations to address the issue of administrative tasks to mitigate or eliminate their adverse effects on physicians, their patients, and the health system as a whole. ACP's Patients Before Paperwork Initiative serves as the foundation for these policy recommendations to revise, streamline, or entirely remove burdensome administrative tasks such as prior authorization.

WSMA Washington State Medical Association

SNOHOMISH COUNTY MEDICAL SOCIETY

OPINION LETTERS Follow

The Games Insurers Play With Your Diagnosis

The rise of spurious insurer-driven diagnoses in Medicare Advantage is a major problem.

July 17, 2024 10:31 am ET

Who do you represent?

EXAMPLE 1:

Representing Yourself	Representing Your School
If students state that they are attending a specific medical school, they should clarify that they represent only themselves and not their institution.	If students choose to wear their white coats, with their school's logo visible, during advocacy events, they should be serving in an official capacity where they represent the school.

Not all advocacy is equal, and some forms of advocacy are inappropriate as school activities. Nonpartisan civic engagement is an appropriate, approved school activity, but partisan activities are not. Refer to your institution's government relations office for best practices when engaging political candidates or representatives.

EXAMPLE 2:

Nonpartisan Engagement	Partisan Engagement
Registering voters.	Endorsing candidates and campaigns.
Hosting a candidate forum for all candidates.	Contributing to a candidate's campaign.
Sharing nonpartisan voting guides.	Rating or ranking candidates.

EXAMPLE 3:

Appropriate Advocacy Strategies
Helping a student organization host an event to discuss health care reform, health disparities, or reproductive health.
Writing op-ed/opinion pieces to raise awareness about housing insecurity as a public health issue.
Engaging in community outreach programs with nonprofit organizations.
Supporting nonpartisan voter registration.
Promoting the screening of social determinants of health in routine clinical practice.
Posting on your personal/student organization's social media to creatively highlight health inequities.

Learning the Issue

- Usually comes from something you experience
- How has this affected you or your work?
- Gather information on the topic
- Consider forming a group or working with a professional society to share concerns
- Learn the What, The Why and the How for advocacy

Prior Authorization

- The Why?

- Prior authorizations are problematic because
  - They can delay care
  - They can cause harm to patients
  - They cost a lot of money to patients and healthcare systems
  - They have become burdensome from their initial intended purpose

- **Tell a story that highlights the issue**

Prior Authorization

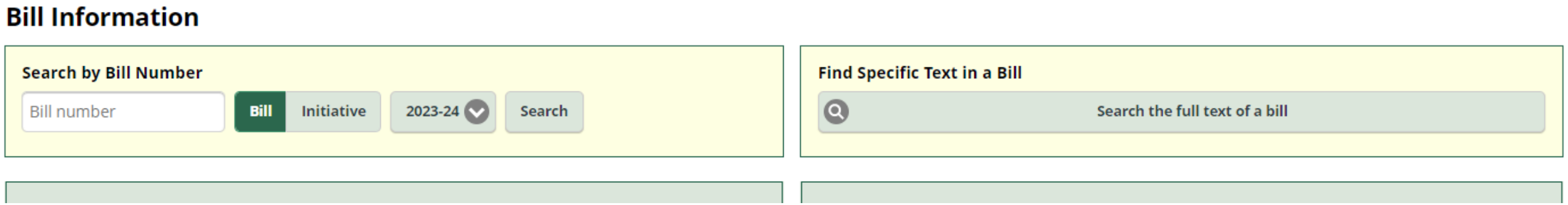
Who has formal power over the ask

- Research who has power over policies related to Prior Authorization Process
- Resources: State Legislature Page, Physician Organization Websites, WSMA Lobbyist
- Someone who will sponsor a bill, committee chair
  - Schmick House Rep.

State bill information

Bill tracker and search on leg.wa.gov

- Identify bills by using search for text in a bill
- Track bill progress by using search by bill number



leg.wa.gov

Legislative Search

Help

Search Terms | Zones | Preferences

Clear Terms

Enter search criteria in the fields below:

Search Term(s): prior authorization

Documents Named Like:

Search Type: Websites | Legislative Documents

Search

Document Selection

Clear Document Selection

Click the document types you wish to search:

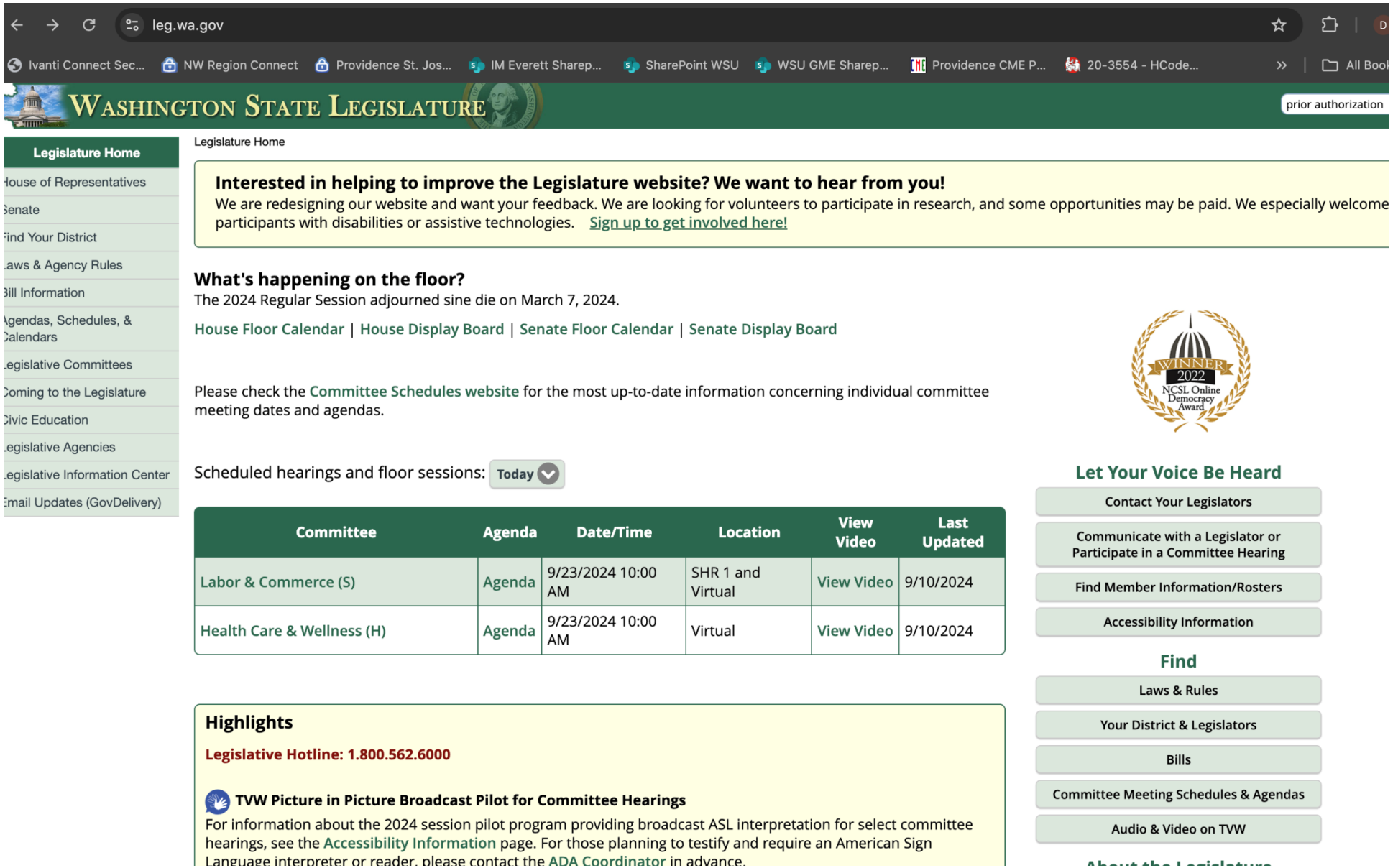
Bills and Other Biennium Documents

House | Senate | Both

2023-24

- [ ] All Bills, Memorials, and Resolutions
- [ ] Amendment
- [x] Bill

leg.wa.gov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Ivanti Connect Sec...
NW Region Connect
Providence St. Jos...
IM Everett Sharep...
SharePoint WSU
WSU GME Sharep...
Providence CME P...
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All Book
WASHINGTON STATE LEGISLATURE
prior authorization
Legislature Home
House of Representatives
Senate
Find Your District
Laws & Agency Rules
Bill Information
Agendas, Schedules, & Calendars
Legislative Committees
Coming to the Legislature
Civic Education
Legislative Agencies
Legislative Information Center
Email Updates (GovDelivery)
Legislature Home
Interested in helping to improve the Legislature website? We want to hear from you!
We are redesigning our website and want your feedback. We are looking for volunteers to participate in research, and some opportunities may be paid. We especially welcome participants with disabilities or assistive technologies. Sign up to get involved here!
What's happening on the floor?
The 2024 Regular Session adjourned sine die on March 7, 2024.
House Floor Calendar | House Display Board | Senate Floor Calendar | Senate Display Board
Please check the Committee Schedules website for the most up-to-date information concerning individual committee meeting dates and agendas.
Scheduled hearings and floor sessions: Today
Committee | Agenda | Date/Time | Location | View Video | Last Updated
Labor & Commerce (S) | Agenda | 9/23/2024 10:00 AM | SHR 1 and Virtual | View Video | 9/10/2024
Health Care & Wellness (H) | Agenda | 9/23/2024 10:00 AM | Virtual | View Video | 9/10/2024
Highlights
Legislative Hotline: 1.800.562.6000
TVW Picture in Picture Broadcast Pilot for Committee Hearings
For information about the 2024 session pilot program providing broadcast ASL interpretation for select committee hearings, see the Accessibility Information page. For those planning to testify and require an American Sign Language interpreter or reader, please contact the ADA Coordinator in advance.
WINNER 2022 NCSL Online Democracy Award
Let Your Voice Be Heard
Contact Your Legislators
Communicate with a Legislator or Participate in a Committee Hearing
Find Member Information/Rosters
Accessibility Information
Find
Laws & Rules
Your District & Legislators
Bills
Committee Meeting Schedules & Agendas
Audio & Video on TVW

The How?

- Meeting with policymaker
- Testimony, Written Comments
- Town Hall
- Grassroots advocacy with orgs
- Media Outlets – Written piece
- Social Media

- Talk to your representative or senator
- Tell them the Why of the concern
- Discuss the bill (if there is one) that will help address some of these concerns
- Educate vs lobby
  - Educate: Prior authorizations are contributing to patient safety because… I hope you will consider this information when discussing this issue
  - Lobby: Prior authorizations are a patient safety issue because…I hope you will vote yes on bill #1357 which is one step to reduce the burden

Resolution Writing

- Resolutions are one way that professional organizations develop policy
- Resolutions should have specific focus and goal
- Resolutions should expand or develop new policy for an organization
- Both ACP and WSMA have policy development through the resolution writing process (then they are voted on by the respective bodies)
  - Board of Governors for ACP
  - House of Delegates for WSMA

How to write a resolution: Format

- Title-should be clear what the issue is
  - Ex: Reducing barriers to prior authorization for insulin
- Whereas statements
  - These are fact based reasons why this issue is important.
  - Have references for the whereas statements
  - Do not disparage a person or group with these statements
- Resolved clauses
  - This is the Meat of the resolution and what goes into the compendiums
  - They should be actionable and appropriate

Resolution Caveats: Do and Don’t

Do be	Do make	Do expand or create	Do make	Don’t use	Don’t have	Don’t micromanage	Avoid
Do be specific in your ask	Do make resolved clauses actionable •Resolved that ACP will advocate for reducing prior auth for generic meds	Do expand or create policy for the organization	Do make sure it fits with the overall goals of the organization	Don’t use language that is biased, belittling or unprofessional	Don’t have too many Resolved clauses	Don’t micromanage an organization	Avoid using words like mandate, must have, should etc

Key Points

Advocacy is important to medicine and to physicians

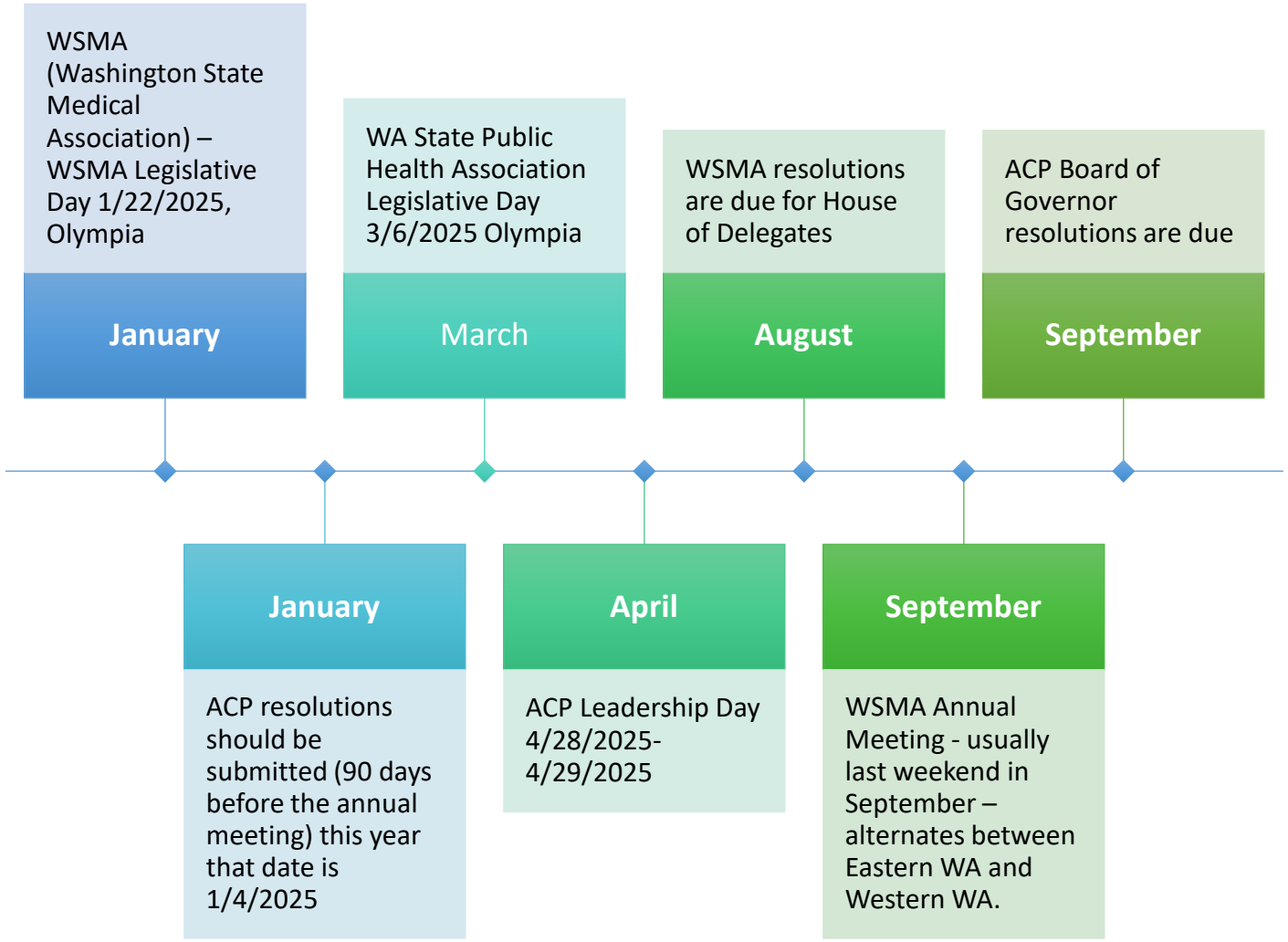
Advocacy takes many forms and does not have to take a lot of time

Work with current professional, community or other organizations for advocacy work

Use resources to learn about topics and comment on bills or other advocacy

Advocacy can be an antidote to burnout and reduce moral injury

Timeline – of things happening in the year



Resources

- American College of Physicians Advocacy
- ACP Advocacy | Health Policy Issues and Health Care Reform (acponline.org)
- WSMA Advocacy
- Advocacy (wsma.org)
- American Medical Association
- Health Care Advocacy | Physician Advocacy in Medicine | AMA (ama-assn.org)
- AAMC Advocacy
- Clinical Care Policy and Priorities | AAMC
- WSPHA Advocacy Policy and Advocacy