



MAFP Advocacy and Engagement

- PETER KOOPMAN, MD, FAAFP, ADVOCACY COMMISSION CO-CHAIR
- SARAH COLE, DO, FAAFP, ADVOCACY COMMISSION CO-CHAIR
- RANDY SCHERR AND BRIAN BERNSKOETTER, GOVERNMENTAL CONSULTANTS, RJ SCHERR & ASSOCIATES

BETTER TOGETHER

Peter Koopman

Your Engagement

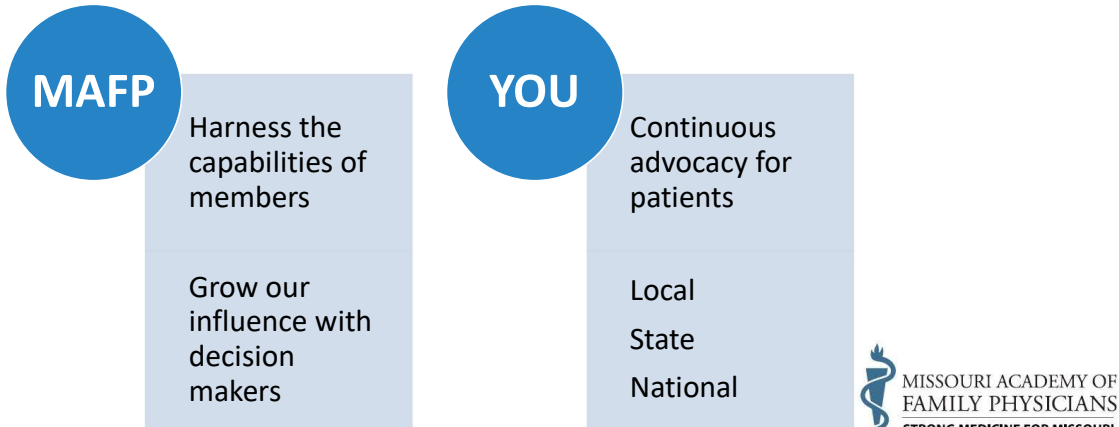


BETTER TOGETHER

Peter Koopman

- Most legislators are not in healthcare. Your knowledge as a family physician, resident, or student is impactful when talking to legislators.
- Your expertise guides the MAFP team to working through the legislative maze as bills are moving and being changed...sometimes on a daily basis
- Can you be a point of contact for MAFP on issues?
- You are why we are at the capitol, fighting for family medicine and your patients.
- You set the agenda for MAFP and direct our actions on your behalf
- You make a difference through your Advocacy Day participation, legislator contact (either during Advocacy Day, or any other time), survey responses, presenting testimony whether it is written or in person, submitting a speak out message, and your voice is more powerful than a lobbyist.

Teamwork – Better Together



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To be effective, we need to:

Harness the capabilities of our members

- Over 1,300 active physicians
- Over 2,400 active physicians, residents, students and life
- All subspecialties within family medicine allows a unique and comprehensive perspective on health care

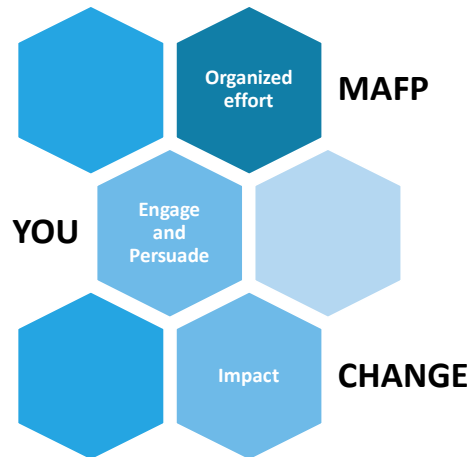
Grow our influence with decision makers – accomplished through

- Responding to action alerts on specific legislation
- Contact at the local level and state levels
 - Health departments
 - City and county
 - State – governor, legislators
- PAC Donations

Continuous Advocacy for our members and patients

- Consistent and regular contact with decision makers

Definition of Lobbying



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Grassroots lobbying is a phrase describing an organized effort to persuade elected officials to support or oppose one or more legislative proposals. This form of lobbying requires a coordinator who attempts to engage as many people as possible in the effort. An assessment of available resources will help determine the schedule and the methods employed in the campaign.

Our Legislature

General
Assembly

#197

House of
Representatives

#163

Senate

#34

Physicians

#2

Diverse
Backgrounds
and Experience



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Brian Bernskoetter/Randy Scherr

Rep Physicians

Representative Lisa Thomas, Lake Ozark, Psychiatrist

Rep Jonathan (Jon) Patterson, Lee's Summit, Surgeon

Senate Physician

- General Assembly
- Really diverse cross section of experience
 - Small business owners, Realtors®, insurance agents, lawyers, teachers, farmers, etc.
- 163 House of Representatives
 - 2 doctors
- 34 Senators
 - 0 doctors

Administration



**Governor Mike
Parson**



**Paula Nickelson
Director
Department of
Health and
Social Services**



**Robert Knodell
Director
Department of
Social Services**

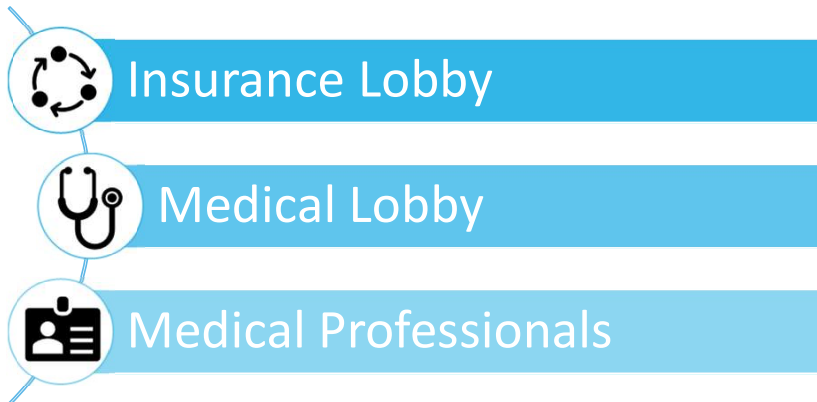


**Todd
Richardson
Director
MoHealthNet**

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Special Interests...Aren't They All



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- Insurance Lobby
 - Strength in numbers and influence
 - Legislators that worked in the field
- Medical Lobby
 - Physicians
 - MSMA, Dermatologists, ED, DO, Anesthesiologist, Psychologist, Chiropractors, Dentists, Obstetricians, Pediatrician
 - Hurt our own cause do to fractionalization of perspective
- Hospitals, Nurses, PT, PA, Emergency Techs...just to name a few. They have
 - Robust specialty days – Nurses, OT, PT, EMT
 - Aggressive consistent contact program
 - Responses to calls to action
 - Coordinated phone and email campaigns

How To Get That Vote!



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- Personal Visits
- Testimony Before Hearings
- Tours
- Telephone Calls
- Letter Writing

PERSONAL VISITS

- Be prepared
- Always make an appointment
- Try to get them to state their opinion
- Send a thank you note

TESTIMONY

- Track Legislative hearings
- Arrange Credible Witnesses
- Comply with Witness Rules
 - Oral/Written Testimony
- Follow-up

TOURS

- Decide what issues to discuss
- Invite the legislator in writing with a follow-up call
- Promote the legislators visit with employees
- Select a tour guide and begin with an overview

TELEPHONE CALLS

- Talk to the legislator or aide handling the issue
- Identify yourself and state the issue
- Leave a message
- Ask for the legislator's position
- Follow-up the call with a letter

LETTER WRITING

- Use your business or personal stationary
- Keep your letter brief
- Identify your purpose
- Explain in your own words the impact of the bill or policy
- State your recommendations positively and specifically

Other activities you can do

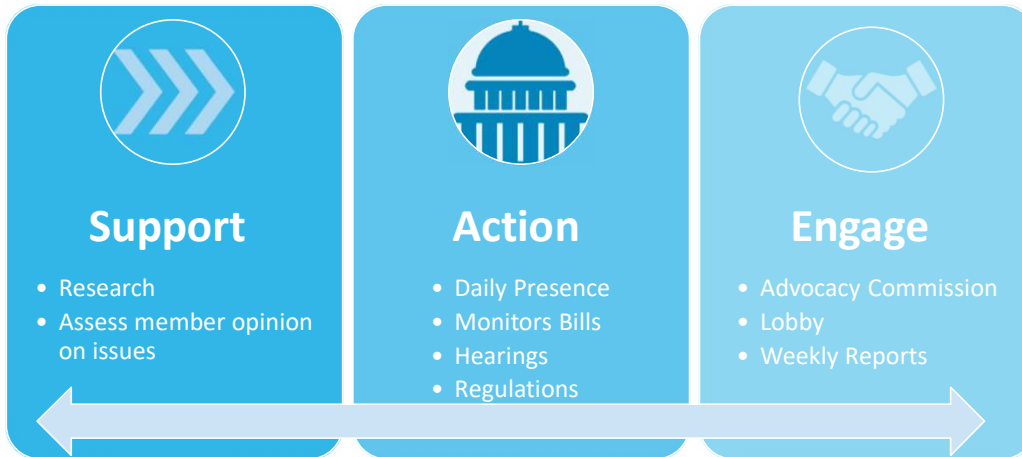
Follow them on Facebook

Add your email to their database

Attend their fundraisers

Donate to their campaign - Nominal amounts matter

What MAFP Does for You



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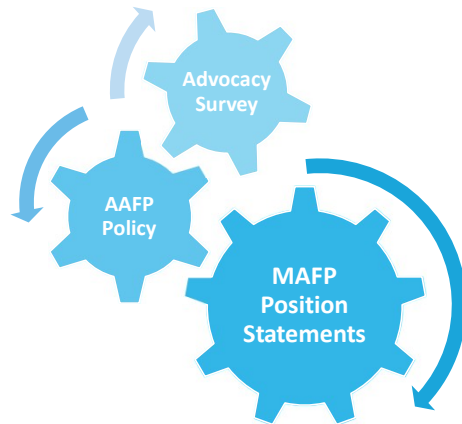
Kathy Pabst

- We need a long term strategy for each session session
- Results you will see, whether support of or opposition to legislation

MAFP

- Researches issues to help determine positions
- Has a daily presence at the Capitol
- Reviews, tracks and monitors bills
- Seeks input on bills from members
- Focuses on Advocacy Commission input and conference calls
- Lobbies legislators to support MAFP positions
- Attends/testifies at hearings
- Provides legislative reports/tracking

What's Our Message



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Sarah Cole

MAFP Position and Policy Statements – Annual Advocacy issue survey –
More responses = better representation of member opinions

- Most if not all our issues are not partisan issues
Don't let your personal beliefs keep you from advocating for your professional responsibilities
- MAFP Position and Policy Statements
- Don't have to agree to be impactful
Do have to be respectful to get them to care
- Leave all interactions with the offer to be of service
- Try and relate your issue to their own life experience
- Friends come and go but your enemies accumulate

Making Advocacy Accessible & Actionable



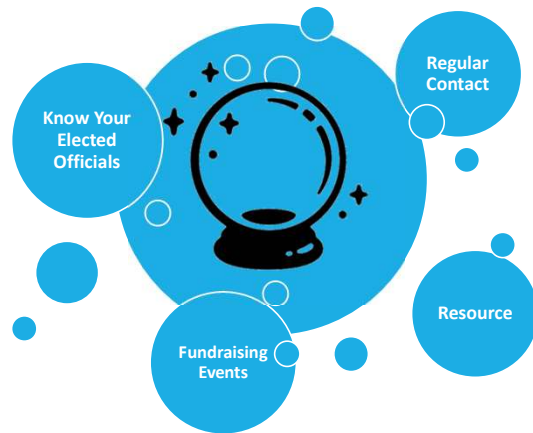
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Sarah Cole

This slide further enhances previous slide on “How to Get that Vote”

- Develop a relationship BEFORE YOU NEED THEIR VOTE
- Contribute to the PAC – cumulative effect of \$200 each would make a huge difference
 $\$200 \times \# \text{ of members} = \text{boatload of PAC money/influence gained} = \text{tangible results for your practice}$
- Volunteer for the Advocacy Commission
- Provide important feedback on legislation
- Testify at the Capitol
- Respond to Calls to Actions
 - Be concise
 - Be polite
 - Be informed – you are the expert...they need your input

Always Looking Ahead



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Sarah Cole

- In the future
 - You and your Representative and Senator will know each other on a first name basis
 - You will regularly call them to let me know how you and MAFP feel about issues
 - They will call you when something comes up because they won't want to make a decision without your input
 - You will hand deliver MAFP PAC contributions to your Representative and Senator
 - Legislation like Preceptor Tax Credits and state funded
 - expansion of family medicine residencies will always pass

Effective Do's and Don'ts of Lobbying

- 1 • Always identify yourself
- 2 • Plan your communications
- 3 • State your position clearly and always be truthful
- 4 • Be prepared to meet with legislative aides
- 5 • Stay in contact
- 6 • Learn all you can about the legislator
- 7 • Maintain the relationship and share information



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Brian Bernskoetter

This is a summary of everything we have discussed about becoming involved in the legislative process

- Always identify yourself
- Plan your communications
- State your position clearly and always be truthful
- Be prepared to meet with aides
- Stay in contact
- Learn all you can about the legislator
- Maintain the relationship and share information



MAFP Priority Advocacy Issues

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Brian Bernskoetter/Randy Scherr

Contact Us

MAFP

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**RJ Scherr &
Associates**

Randy Scherr
Brian
Bernskoetter



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Questions?

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