

Advocacy 101

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May 25, 2016

HIMSS
transforming health through IT™

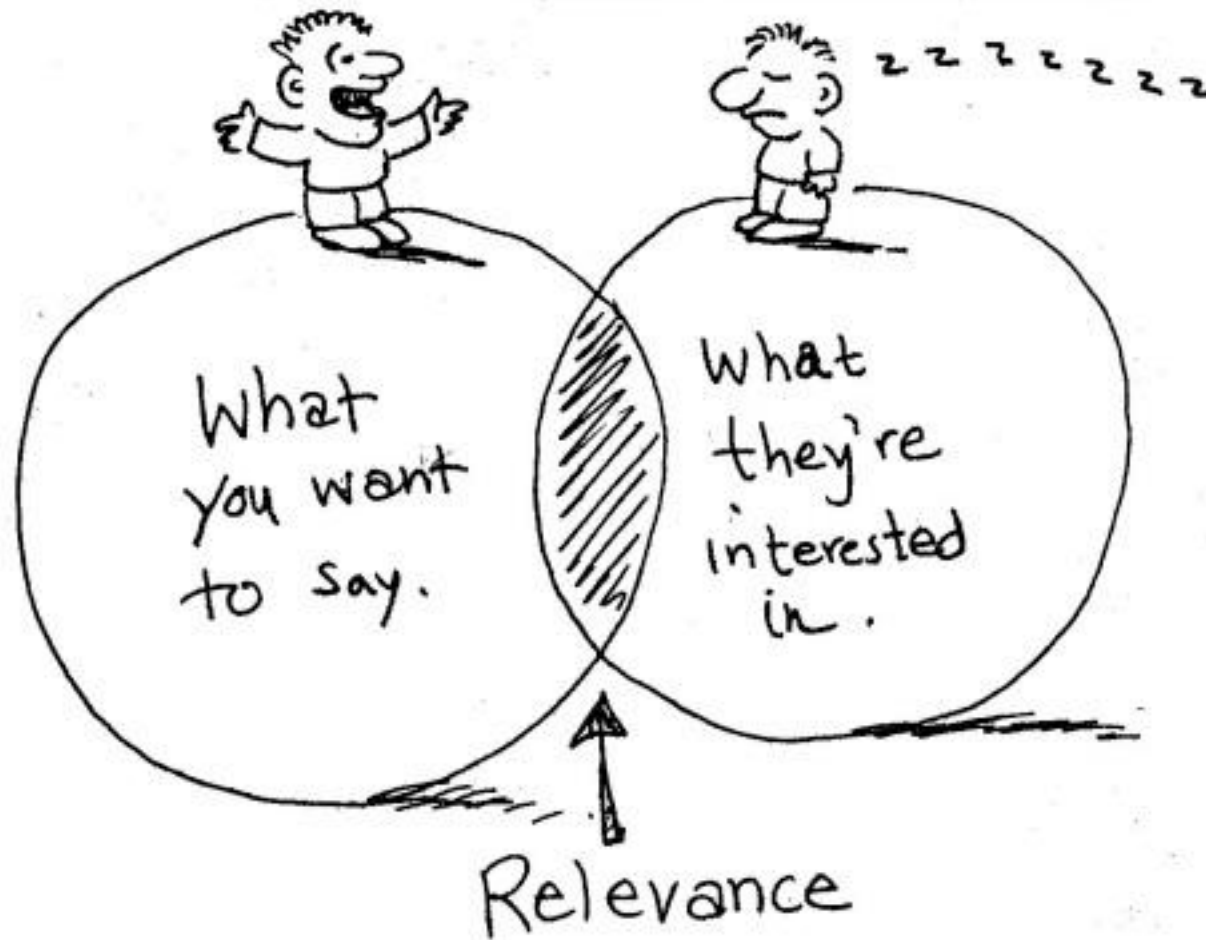


Why Advocate?

“Unless someone like you cares
a whole awful lot, Nothing is
going to get better. It's not.”
- Dr. Seuss, The Lorax



Pre-Meeting Preparation: MESSAGE



Pre-Meeting Preparation: MEETING



Pre-Meeting Preparation: MATERIALS

- Your Organization- HIMSS background
- Your Chapter- State, District, Chapter Information
- Your Asks- Use your Verbs, the more specific the better
- Your References- Resources, Supporting Documents, etc.

Three Parts of a Legislative Meeting

- **Hook** (who you are)
- **Line** (why you care – local stories and statistics)
- **Sinker** (your request, “ask”)

*Kush, Christopher. *The One-Hour Activist*. Jossey-Bass. 2004.

Legislative Meeting



“Most people do not listen with the intent to understand; they listen with the intent to reply.”

Post Meeting Activities



Post Meeting Activities



Common Pitfalls to Avoid*

Prep:

- Don't discount meeting with a staff member
- Don't Assume, Confirm

Meeting:

- Don't Rush, Relate
- Don't Debate, Communicate

Follow-up:

- Don't be a Stranger
- Don't wait, Participate

Chapter Advocacy Resources

- HIMSS Materials Available Online:
 - [The Legislative Action Center](http://cqrcengage.com/himss/home) - Virtual March on Washington!
<http://cqrcengage.com/himss/home>
 - [The HIMSS StateTrack Dashboard](http://www.cqstatetrack.com) – which includes HIT Legislative Tracking in all 50 states! www.cqstatetrack.com
 - [The HIMSS Policy Center](#)
 - [Health IT Policy Update](#) – HIMSS weekly Health IT Policy

HIMSS Policy Center

The screenshot shows a web browser window displaying the HIMSS Policy Center website. The browser's address bar shows the URL <http://www.himss.org/library/health-it-policy>. The page features a navigation bar with links for 'About HIMSS', 'Contact Us', 'Vendor Center', 'Policy Center', 'Press Room', and 'Other HIMSS Sites'. A search bar and social media icons are also present. The main content area is titled 'Health IT Public Policy' and includes a description of HIMSS's mission, a list of 'Key Issues', and sections for 'Privacy & Security' and 'User Experience'. A sidebar on the right contains several blue buttons for newsletters, summits, and committees. The Windows taskbar at the bottom shows the time as 12:36 PM on 10/23/2015.

Home > Resource Library > Browse by Topic > Policy

Health IT Public Policy

HIMSS believes that the appropriate use of information technology (IT) and management systems can transform healthcare to save lives, improve outcomes of care and reduce costs.

Key Issues

- Health Information Exchange (Interoperability & Standards)**
 - > 2015-2016 Congressional Asks: Support Robust Interoperability and Health Information Exchange
 - > Senate HELP Committee Policy Recommendations for Achieving Interoperability
 - > HIMSS Formally Submits Comments on ONC on Nationwide Interoperability Roadmap
 - > HIMSS 2014-2015 Public Policy Principles
- Privacy & Security**
 - > 2015-2016 Congressional Asks: Support Healthcare's Efforts to Combat Cyber Threats
- User Experience**
 - > 2015-2016 Congressional Asks: Expand Access to Telehealth Services for Medicare Beneficiaries

Health IT Policy Update Newsletter

2015 HIMSS Policy Summit

Legislative Action Center

2014-15 Policy Principles

HIMSS Health IT Value Suite

Join the Policy Committee

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**We can't do it without our HIMSS
Volunteers**

Let's Keep in touch!

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DISCUSSION