

AMA Physicians' Grassroots Training and Legislative Update

October 28, 2015



AMA Advocacy Update: Todd Askew, Director of Government Affairs

October 28, 2015



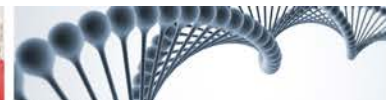


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BREAK the RED TAPE

Congress needs to hit the reset button on Meaningful Use (MU) Stage 3 regulations. Electronic health record systems (EHRs) should be designed to meet the needs of patients and physicians, not federal program requirements.

[Share your EHR story](#)



AMA resources



www.BreakTheRedTape.org



Grassroots hotline: 1-800-833-6354



www.ama-assn.org/go/grassroots



Crafting Stories to Win the Hearts, Minds, and VOTES of Members of Congress

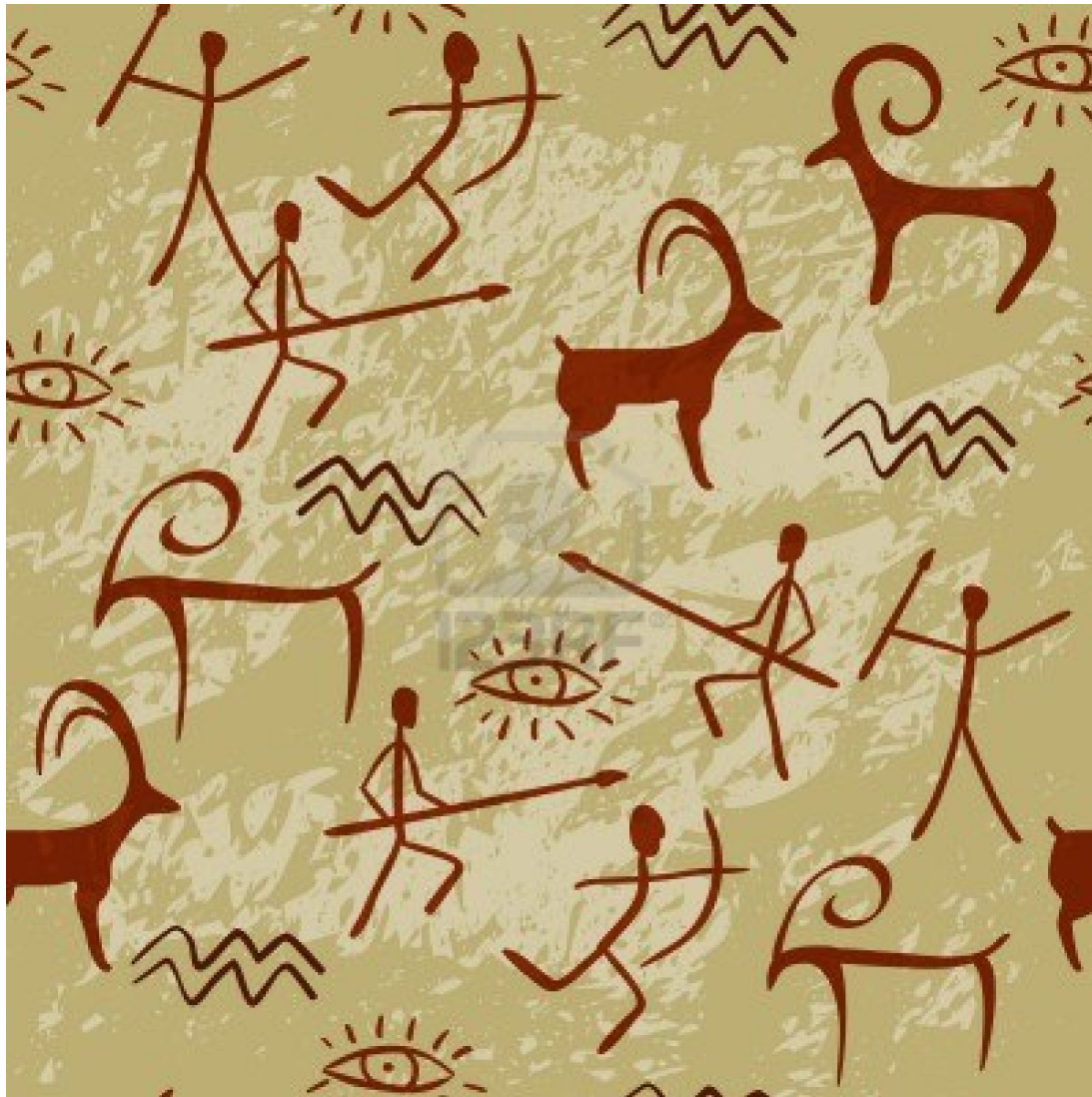
Bradford Fitch
Congressional Management Foundation

Why Storytelling?

“When we dream alone, it is only a dream.”

“When we dream together, it is no longer a dream but the beginning of reality.”

- Brazilian Proverb



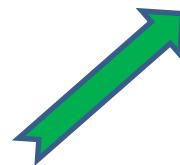
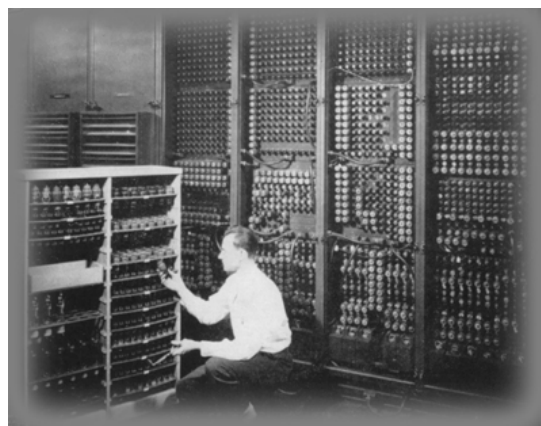
The Role of Family & Community in Mentoring Alienated Youth in the Midwest

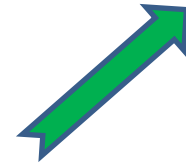
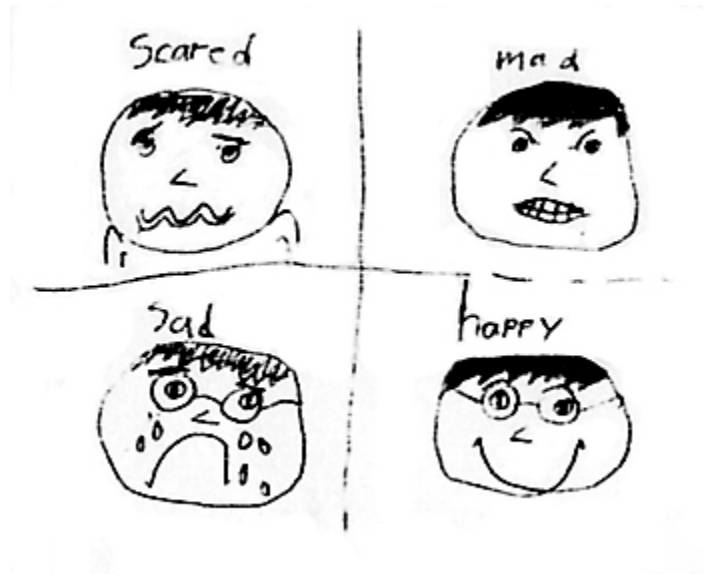
- At-risk youth from blended family in farm belt.
- Suffers severe head trauma from extreme weather event.
- Undertakes high-risk journey to distant, mineral-based urban center.
- Accompanied by three homeless adults.
- Pursued by malevolent person of color (and airborne primates).
- Briefly struggles with opium addition.

Anyone recognize this story?

[1.26]

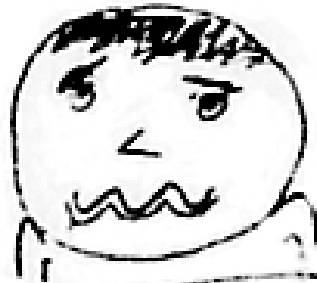




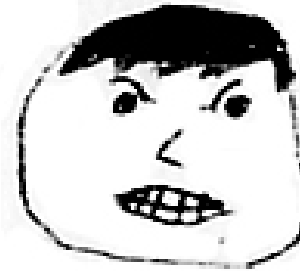




Scared



Mad



Sad



Happy



Agenda

- Overview of Best Practices in Advocacy Story-Telling
- Reverse Engineering an Advocacy Story
- EXERCISE: How to Create OUR Story

Overview of Best Practices in Advocacy Story-Telling

1. “The Want”

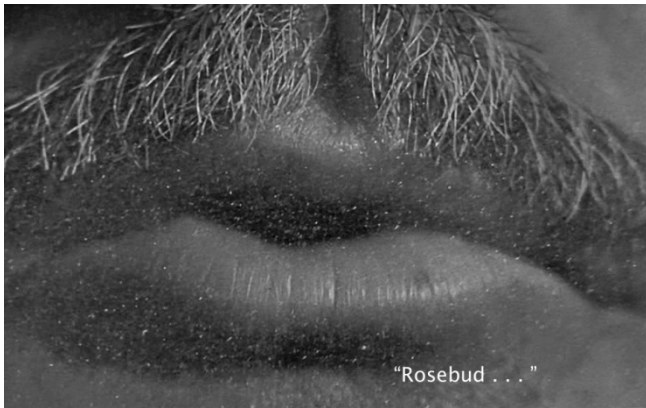
Begin with End in Mind



“Rosebud . . . ”

1. “The Want”

Begin with End in Mind



- An advocate knows what the ask is
- A story teller lays the groundwork and knows what they want
- Consider various tactics and methods to achieve your goal in the story (flattery, surprise, restraint, emotion)

2. “The Opening”

Set the Stage & Establish the Stakes



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Set the Stage & Establish the Stakes



- Your first sentence or two should be a hook to make them want to know more
- Establish context for the life you'll describe
- What was at stake? (For the patient, or the family or even you...)

3. “Paint the Picture” The Details and the Senses



3. “Paint the Picture”

The Details and the Senses



- What did you see, hear, touch, taste, smell?
- Remember the adjectives of the situation
- Make it real. Be practical, specific, and graphic – don't hold ANYTHING back!

4. “The Struggle” – Describe the Fight



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- Identify the conflict
- Struggles are mental, philosophical, emotional, physical – even internal
- Play the underdog – turn weakness into strength

5. “The Discovery”

Always Surprise the Legislator



5. “The Discovery”

Always Surprise the Legislator

- Wait until it has the most impact
- Balance the past and the present
- What did you learn?
- How did that learning impact your life and others like you now, and in the future?



6. “We Can Win!”

Introduce the Potential of Success & Joy



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Introduce the Potential of Success & Joy



- Success – Our hero/heroine wins
- Comfort/Joy – Our audience participates

7. “The Button”

Finish with a Hook



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Finish with a Hook



- Have your ending sentence clearly memorized and know when to use it
- Exercise restraint

7. “The Button”

Finish with a Hook



“There’s no place like home!”

Reverse Engineering an Advocacy Story

Dr. Robert Puchalski's Story

2. “The Opening”

Set the Stage & Establish the Stakes

If we continue using this system, I am concerned about the negative impact it will have – not just to me but patients and the medical community throughout the U.S.

3. “Paint the Picture”

The Details and the Senses

As patients waited in the waiting room, I poured through a stack of medical records searching for the medical issue that required my expertise.

4. “The Struggle”

Describe the Fight

When I finally did diagnose the patient with a swallowing disorder, I did not receive credit for meaningful use...

5. “The Discovery”

Always Surprise the Legislator

The other day, when requesting the last note from a referring physician, I was surprised to see a 22 page note. Hidden deep within page seven was the reason that the patient required my services.

6. “We Can Win!”

Introduce the Potential of Success & Joy

Congress and the agencies that have implemented this regulation need to take a serious look at the impact.

7. “The Button”

Finish with a Hook

Sometimes, as I diligently care for my patients with an EMR that I have long embraced, I can't help to wonder whether the meaningful use requirements are a bit premature and counterproductive.

EXERCISE: How to Create OUR Story

“We in America do not have government by the majority. We have government by the majority who participate.”

- Thomas Jefferson

THE PARTNERSHIP FOR
A More Perfect Union



CongressFoundation.org

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Questions?

- Please type your questions for our presenters into the Chat box.

