



APDA Fall Conference 2020

About Cornerstone

- Full-service, bipartisan professional consulting firm specializing in:



Federal Government
Relations



State Government
Relations



Public Affairs and
Strategic Communications

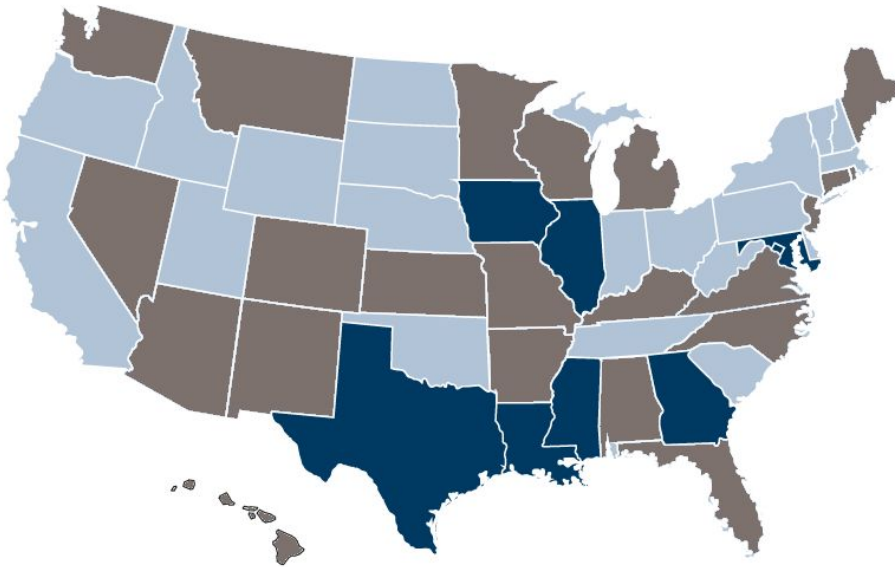


Strategic Advisory
Services

- Founded in 2002 with a shared vision, philosophy and business model [☐ the team approach](#)
- 96 professionals across 10 office locations
 - Washington, DC; Annapolis, MD; Atlanta, GA; Austin & Houston, TX; Baton Rouge, LA; Chicago & Springfield, IL; Des Moines, IA; and Jackson, MS
- Top 10 Lobbying Firm; Top 2 Independent Firm
- Growing public affairs and advisory services business lines
- Diverse client base and long-term relationships
 - 11 clients since the firm's founding and 50 clients for more than a decade
 - Corporate, non-profit, association, coalition and small business clients



Cornerstone's State Reach



State where we have a physical presence and team.

State where we have extended reach.

- We have a nine state government relations offices across seven states (GA, IL, IA, LA, MD, MS, TX)
- Heavily involved in the National Governors Association, Democratic Governors Association and Republican Governors Association
- We have active partnerships with consulting firms in states where we do not have a physical presence in order to assist clients in those jurisdictions





Laura Bozell



Chris Sarley



Orla McAlinden

Your APDA Core Team

Points of contact

- Cornerstone is here to serve all APDA's members.
- But to ensure our priorities stay unified, our day to day contacts are with the Executive Committee.
- If you have an idea or a concern related to APDA's government affairs strategy, please share it with us through:

communications@apdahealth.com



A New Beginning

- Work began in earnest in July 2020, with CGA immediately picking up the baton with on-going reimbursement issues.
- Weekly participation in R-Code Coalition calls, which include like-minded organizations that are committed to improving the financial outlook of PXR industry.
- Began outreach to Senators Cornyn (R-TX) and Toomey (R-PA) to discuss R-Code and COVID cost concerns.
 - Sen. Toomey immediately called Novitas, who provided an update on R-Code data analysis.



Still to Come in 2020

- Novitas anticipates completing work on the data by November 2020.
 - The MAC committed to share their findings and timetable with Capitol Hill and stakeholders.
- We have armed Senate staff with information on why the recommendations from Novitas will likely be flawed.
- At HHS, the third round of Provider Relief Funding has been announced; applications are due November 5th
 - There is a sense from some Hill staff that this is the best option for securing COVID relief at this time.
- Lame Duck session unlikely to produce many opportunities for advancing our legislative priorities.



What We've Learned

- We still have more to learn!
 - We had to immediately engage on COVID and Novitas.
- Needs Assessment will allow us to define what's in our best interest, prioritize and plan a strategy for navigating the politics to accomplish those policy goals.
- We need to educate more Members and develop congressional champions.
- We need a dedicated group within APDA that will steer our legislative priorities.
 - Legislative and Regulatory Action Committee



Questions?





Rally the Industry

Members of Congress want to hear from you



CONSTITUENT CONTACT

Members of Congress value staying in touch with constituents

- Conversations guide policymaking and reelections hinge on lawmakers' ability to serve their constituents
- Members trust staff to help them listen to constituents; advocates should not be surprised if they meet with staff in lieu of a lawmaker



PERSONALIZED MESSAGING

Individualized communications are highly persuasive

- Personalized letters and e-mails can have more influence on members' decisions than form letters
- Advocates should focus on sending more personal messages to capture individual voice or perspective



ON-THE-GROUND INTELLIGENCE

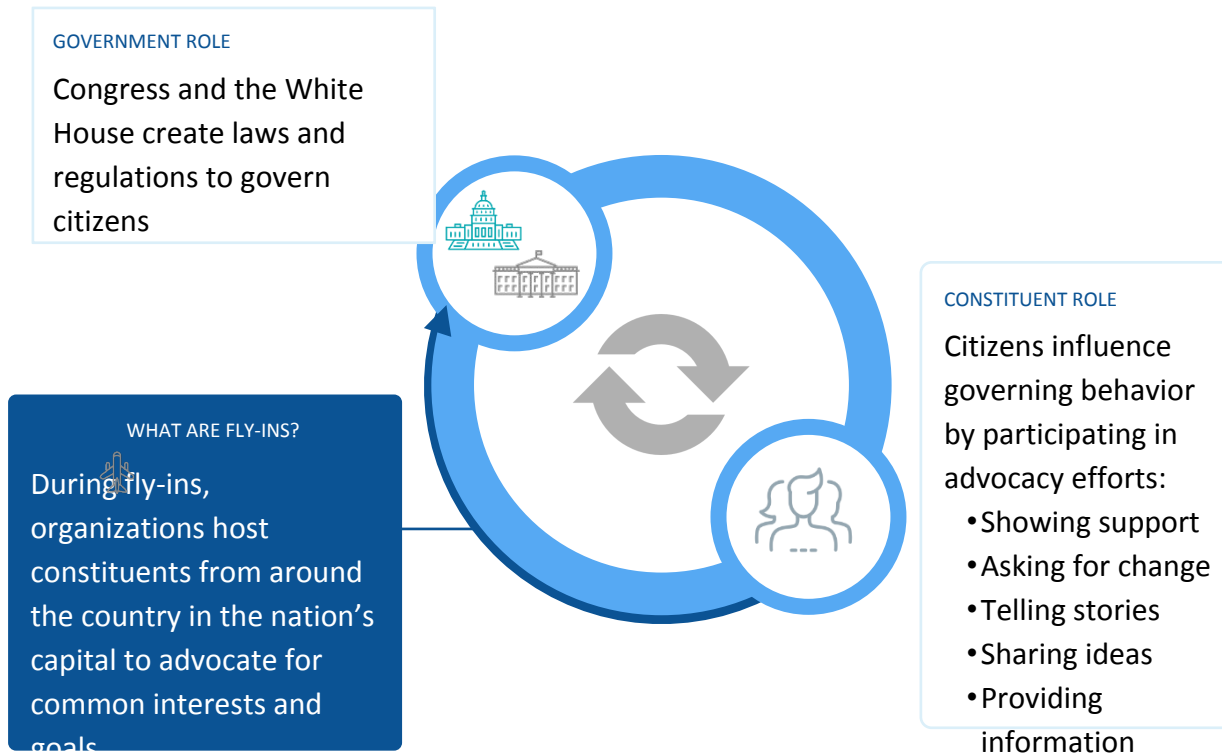
First-hand knowledge of policy impacts are most compelling

- What policy actions do constituents desire?
- Why do constituents prioritize that action?
- What are the impacts of this on our district or state?
- What personal stories connect to this policy?

SOURCE National Journal research, Congressional Management Foundation.



How does constituent advocacy in Washington work?



SOURCE National Journal research, Congressional Management Foundation.



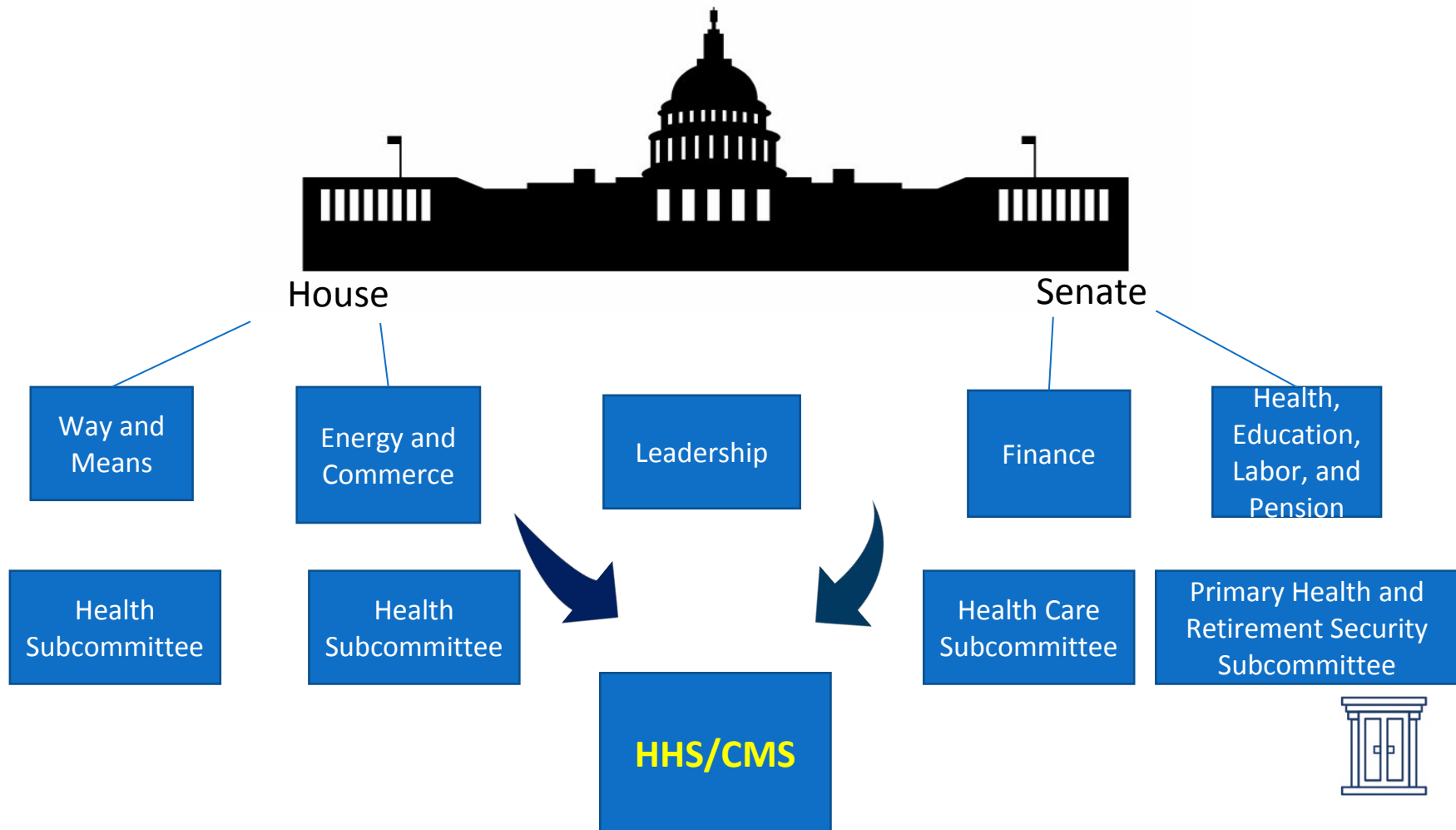
ADVOCATING IN THE AGE OF COVID-19

How to 'Meet' With Policymakers When You Can't Actually Meet

- Many Members and staff are joining phone or video calls with constituents.
 - Note that staffers may prefer to talk by phone rather than video. Don't take it personally.
- These interactions can be more efficient—and just as productive if you are prepared.
- Cornerstone has compiled a list of best practices that we can share to ensure APDA's Hill interactions are effective.
- There should be at least three participants in any meeting – CGA, APDA Executive or L/R Committee and a constituent company.
 - This ensures strong messaging, a local connection, and good follow-up.
- In the future, we hope to resume our in-person meetings which could include association fly-ins and Hill Days.

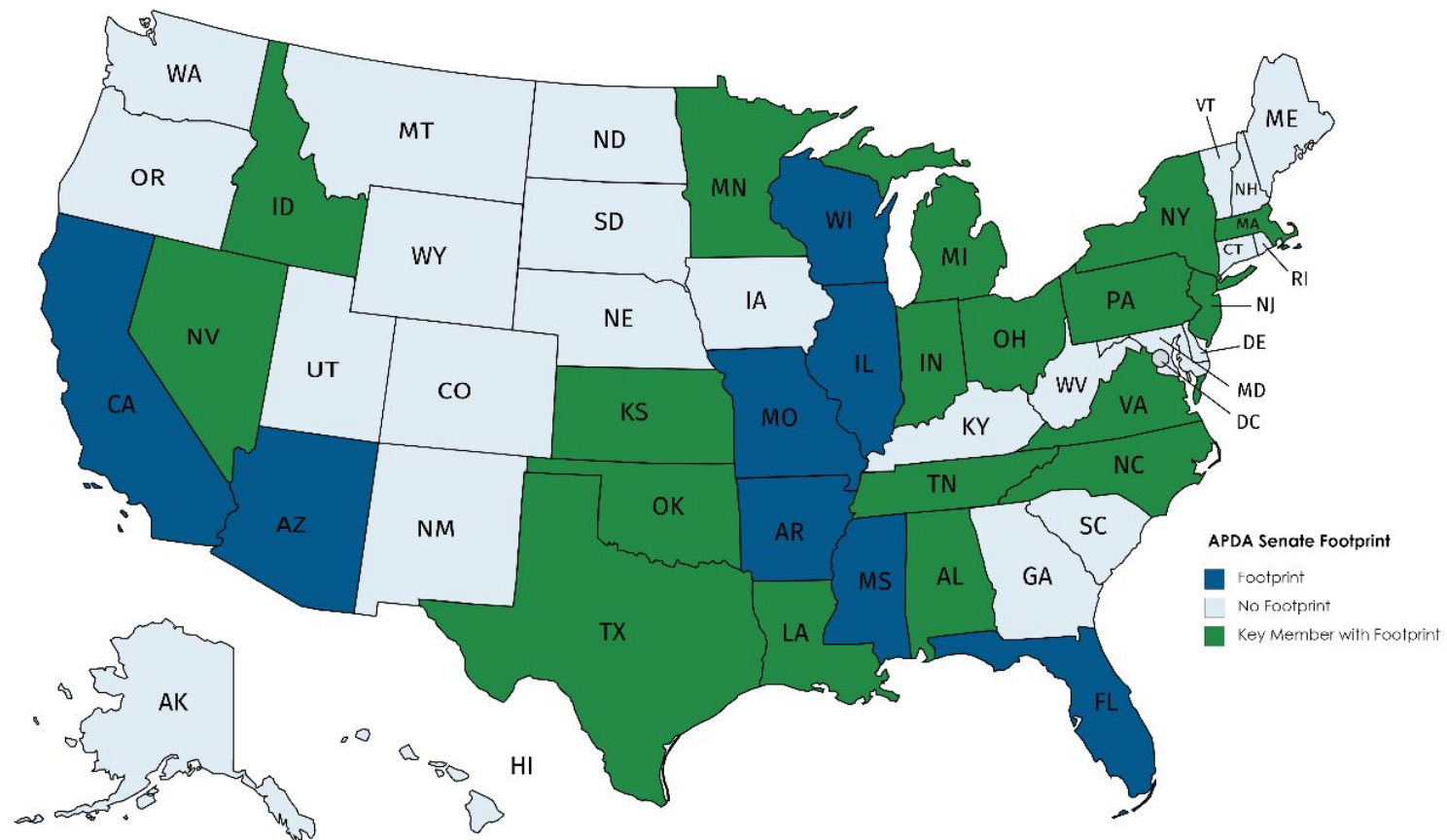


Key Industry Audiences in Congress



APDA Senate Footprint

APDA members have footprints in several states and congressional districts represented by Members who serve on key committees and/or hold leadership positions.



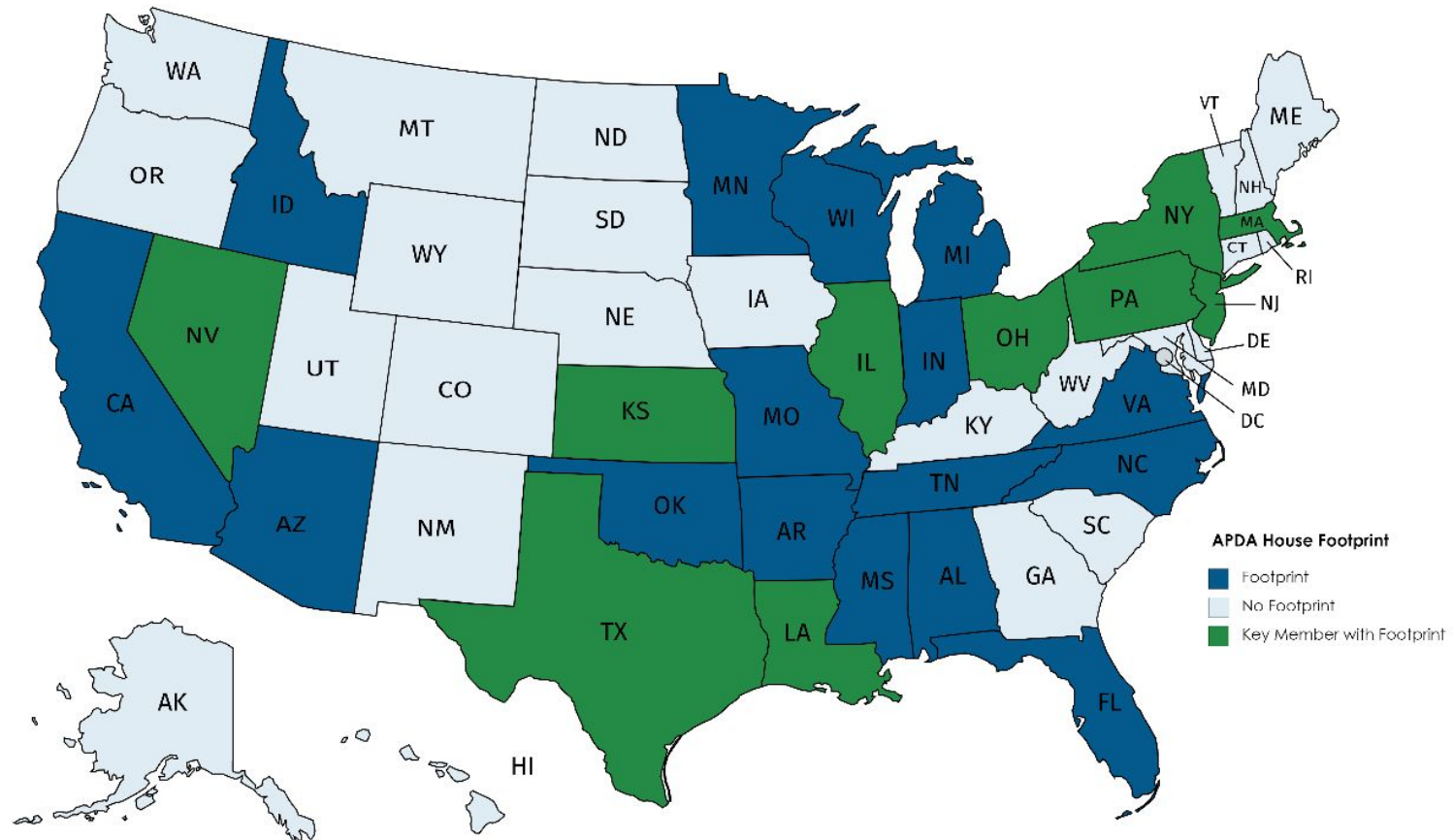
APDA Senate Footprint

- Alabama
 - Sen. Doug Jones – HELP - PHRS sub.
- Idaho
 - Sen. Mike Crapo - Finance
- Indiana
 - Sen. Todd Young – Finance – Health Care sub.
 - Sen. Mike Braun - HELP - PHRS sub.
- Kansas
 - Sen. Pat Roberts* – Finance – Health Care sub., HELP - PHRS sub.
- Louisiana
 - Sen. Bill Cassidy – Finance – Health Care sub., HELP - PHRS sub.
- Massachusetts
 - Sen. Elizabeth Warren – HELP - PHRS sub.
- Michigan
 - Sen. Debbie Stabenow – Finance – Health Care sub. Ranking Member
- Minnesota
 - Sen. Tina Smith - HELP
- Nevada
 - Sen. Catherine Cortez Masto – Sen Fin – Health Care sub.
 - Sen. Jacky Rosen – HELP - PHRS sub.
- New Jersey
 - Sen. Bob Menendez – Finance – Health Care sub.
- North Carolina



APDA House Footprint

APDA members have footprints in several states and congressional districts represented by Members who serve on key committees and/or hold leadership positions.



APDA House Footprint

- Illinois
 - Rep. Jan Schakowsky – E&C
- Kansas
 - Rep. Ron Estes – W&M
- Louisiana
 - Rep. Steve Scalise – E&C
- Massachusetts
 - Rep. Joe Kennedy* – E&C – Health sub.
- Nevada
 - Rep. Steven Horsford – W&M – Health sub.
- New Jersey
 - Rep. Frank Pallone – E&C Chair
- New York
 - Rep. Brian Higgins – W&M – Health sub.
 - Rep. Eliot Engel* – E&C – Health sub.
 - Rep. Tom Suozzi – W&M



APDA House Footprint

- Massachusetts
 - Rep. Joe Kennedy* – E&C – Health sub.
- Nevada
 - Rep. Steven Horsford – W&M – Health sub.
- New Jersey
 - Rep. Frank Pallone – E&C Chair
- New York
 - Rep. Brian Higgins – W&M – Health sub.
 - Rep. Eliot Engel – E&C – Health sub.*
- Pennsylvania
 - Rep. Mike Kelly – W&M – Health sub.
- Texas
 - Rep. Kenny Marchant – W&M – Health sub.



Planning Ahead for 2021

- Develop concrete “asks” –
 - Working in tandem with the APDA Executive Committee and the new L/R Action Committee to develop APDA’s legislative priorities and a strategic path forward
 - Areas for Consideration
 - Threats to PXR Reimbursement
 - Future R-Code Rate reviews
 - What one MAC does can trickle out to others
 - Payment Modernization
 - Fair and Transparent methodology
 - Transportation fee for other modalities
 - Should PXR be Removed from Consolidated Billing
 - Addressing on-going COVID Costs
 - New CPT Code in a budget neutral environment



Steps toward Success

- Member education on APDA and its policy needs is our top priority –
 - Through geo-political mapping, identify bipartisan Members to target for education and outreach
 - Virtual or In-person Hill Visits
 - Develop champions who will go to bat for APDA
- Find Opportunities for Members to support APDA initiatives
 - Legislation, Letter Writing Campaigns, Questions for the Record
- Identify other like-minded groups who will help push for APDA's priorities too
 - Partners may change depending on the “ask”
- Success takes time.
 - Effort will require both short-term and long-term strategies to achieve our goals.



How You Can Help APDA

- Get Involved!
 - New Legislative/Regulatory Action Committee
 - CGA will work with the Executive Committee to identify participants.
 - Lean group made for rapid deployment and strong advocacy on behalf of all APDA members.
- Notify APDA Executive Committee of any Strong Relationships with Members of Congress or their staff
- Make APDA aware of clients who would be willing to help amplify our message.
 - Letters of support/concern and other forms of communication from third-parties can be useful to advance our agenda by showing industry support to Congress from outside voices and the patients they serve.
- Share examples of how current reimbursement models are limiting your business' growth or impacting patient care
 - Please submit this information through:
communications@apdahealth.com



Thank you for your time.

