



Essentials of Grassroots Advocacy

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Accredited for 1.75 CE Hours

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Hyatt Hill Country Resort, San Antonio



Disclosure & Session Objectives

Michael Wright & Chuck Waters are paid employees of TX Pharmacy Business Council. Conflict of interest: None

Learning Objectives

At the end of this session; you will be able to:

- Explain the importance of building relationships with elected legislators to support Independent pharmacy's goals and efforts;
- Describe best practices for contacting & interacting with legislators;
- List major issues for independent pharmacy to articulate;
- Cite examples of successful pharmacist-legislator interaction in Texas & Washington.
- Explain differences in working with federal vs. state legislators
- Explain the importance of making PAC & individual campaign contributions.



Why You Must Engage!

Your Profession & Business Are Highly Regulated:

- Your Education & Licensing Requirements.
- How You Buy, Store & Dispense Products You Sell.
- The Stores You Own and Work in.
- The Patient Records You Keep.
- How You Get Paid; How Much You Get Paid.
- **What You Can or Cannot Do as a Health-care Professional — Now or in the Future.**



NCPA/TPBC Congress

- American Pharmacies pays NCPA annual dues for all active shareholders
- Michael Wright: Newest Member of NCPA State Legislative Affairs Committee
- NCPA Congressional Legislative Fly In: April 2018
Directors Joe Ochoa , Vance Oglesbee, Steve Hoffart, Ben McNabb, Communications Director Chuck Waters, TPBC Ex. Director Michael Wright. Ten (10) Congressional events
- TPBC actively engaged with TX Congressional Delegation on Federal Bills on DIR Transparency, Drug Pricing Transparency, Provider Recognition



June 8-10, 2017
La Cantera Resort, San Antonio

Major Statewide Issues

- Elections
- Harvey-\$\$\$\$
- School Funding: \$\$\$\$
- Tax Relief: Property: \$\$\$\$
- Immigration: Border/NAFTA:\$\$\$\$
- Medicaid: \$\$\$\$
- Child & Protective Services:\$\$\$\$
- TXDOT Funding: \$\$\$\$
- Opioids: \$\$\$\$



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The Texas Legislature

Conservative Control

- = Greater Fiscal Focus
- + Less Government Spending
- + No New Taxes

Less Government Spending

- = Limited Funds for Social Programs
- = **Limitations/Reductions in Health Care**
- = Reductions/Caps Provider payments



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Key Legislative Allies

31 Senators — 1 Pharmacist



Charles Schwertner, R.Ph., (Georgetown)
Sen. Juan Hinojosa (D-McAllen)

151 Representatives — No Pharmacists



Rep. T. Todd Hunter (R-Corpus Christi)
John Kuemle (R-Seguin)

2017: 6,000+ Bills Filed —70+ Were Pharmacy-Related
2019: 50-60 Pharmacy related Bills-Estimate

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How Can You Get Involved?

Become *Politically* Active

- Be Informed on Pharmacy Legislative Issues.
- Invite Candidate to YOUR Pharmacy or Local Meeting.
- Support His/Her Election Campaign.
- Visit District Office.
- Offer to Be a Resource on Pharmacy Issues.
- Be Prepared to Come to Austin to Testify.



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Join Our Grassroots Network!

TPBC needs your support, starting with your relationships with elected leaders. Your involvement is vital:

- Testify on key issues
- Call/email/visit elected officials
- Leverage relationships to influence outcomes

 www.txrxouncil.org



TEXAS PHARMACY BUSINESS COUNCIL
IT TAKES AN ARMY TO WIN A WAR!
Join TPBC's Grassroots Contact Network and Help Us Fight for Your Business & Your Patients!

Single or married in the 2015 session, we have many challenges. Powerful, well-funded interests will likely be our greatest opponents. Willingness and ability to get up. There will be an after-shoulder for elected leaders who may not have the facts or understand your role as a health-care provider.

The Texas Pharmacy Business Council is the strongest advocacy voice for independent pharmacy in Texas. But we can't succeed without your support. Working with your relationships with elected state leaders. It can have more influence than a writing consultation, or your role in office.

- Can you write effectively about the issues being considered?
- Can we count on you to call, email or visit your elected officials when they have an up for a vote?
- Can we count on you to use any relationship or influence you have with legislators to help us defend the interests of independent pharmacies and the consumer?
- Can we count on you to contribute to TPBC, the quality of other members of American Pharmacists?

Please fill out the form below to send us your contact information, including your preferred phone number that may identify you. Thanks for your support — your involvement and commitment will be a vital contribution to our success being the voice and to the 2017 legislative session.

Please print clearly:

Name	Pharmacy Name			
Address	City	State	ZIP	
Primary Phone	Alternative Phone	FAX		
Primary Email				

Do You contribute to TPBC? YES NO (You need not an TPBC contribution form)

Please indicate below any elected Texas leaders with whom you have personal and/or professional relationships.

State Senator	State Representative
Statewide Officer, US Statewide	US Senator
US Senator	US Representative

What independent pharmacy issues are most important to you?

Comments:

Advocacy Basics:

How to Communicate Effectively & Build Your Influence With Legislators

Chuck Waters, TPBC Communications Director

Chuck Waters has been involved in legislative communications for more than 20 years. He is a former legislative aide to a Texas state senator and former chief of staff for a Texas House member.

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Please Welcome Our Special Guest



Rep. Tom Oliverson is a practicing anesthesiologist from Cypress, TX and represents District 130 in the Texas House of Representatives. He is a member of the House Administration, Public Health and Insurance committees.

Rep. Tom Oliverson worked closely with TPBC during the 2017 session to pass a telepharmacy bill that accommodated the creation of telepharmacies in underserved areas while protecting the investment and interests of independent pharmacies. He also co-authored TPBC's clawback bill.

Advocacy Basics

Always...

1. **Know your legislator** — What are his/her major causes? Any expertise in health-care or pharmacy issues?
2. **Make an appointment** — Legislators are often unavailable if you drop in unannounced. You often will speak with staff instead. Treat them with respect — some have considerable influence & expertise.
3. **Be prepared** — Know relevant facts & talking points so you will be clear, factual and to the point.
4. **Be focused & specific** — State your purpose up front. Address one issue at a time. Be brief & specific with your position/concerns. If you are addressing specific legislation, identify the bill number.

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Advocacy Basics

Always...

5. **Be non-partisan & positive** — Don't attack the opposition. Sell your own position instead.
6. **Offer solutions** — Avoid complaining. Raise your concerns, but tell your legislator what solutions you advocate.
7. **Make your legislator's job easier** — Leave a concise fact sheet or issue summary. Know the opposing arguments and frequently asked questions and have answers ready to go.
8. **Be courteous** — Thank the legislator up front for his/her valuable time. Do it again before you leave.

Advocacy Basics

Follow-up is CRITICAL

Send a prompt thank-you letter that reinforces your name, organization & issues. Include your business card. If you were asked to provide information or resources, send them quickly.

Advocacy Basics

Never...

1. Interrupt a busy legislator — call again later.
2. Exaggerate your importance or connections — Your credibility may not recover.
3. Aggressively press for an answer or commitment.
4. Present a laundry list of issues — it dilutes the value of your key focus.

Advocacy Basics

Never...

5. Moralize or question motivations — Stick to facts and objectives.
6. Use jargon — Few lawmakers know what “PBM” or “MAC” mean.
7. Send form letters or e-mails — Personalize all communications.

Advocacy Basics

If You Testify...

1. Identify yourself, the group you represent, the bill number and your position in support or opposition.
2. Be brief and accurate — Stick to the stated time limit. Use personal examples to make your point.
4. Do not make statements or claims you cannot substantiate.
5. Bring printed copies of your testimony with your name and contact info.

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Want More Clout?



Know the Issues

Keep abreast of issues affecting independents and our position on them. Read our reports — we work year-round on issues & keep you in the loop.

Be Part of the Team

Join our grassroots contact network so we can coordinate our efforts with yours, provide you support and let you know when we need your help.

Be a Useful Resource

Don't reach out only when you want something — stay in frequent contact so they know and value you as a resource on pharmacy issues. Host them at your store and invite the media. **Offer to be a personal pharmacy adviser.**

Show Your Support

Nothing shows commitment and support to a legislator like a campaign contribution.

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Fall 2018 Legislative Engagement

- Oct. 15-30, 2018
- Proclamation from Governor
- Basic How-to Information
- Resources on How to Engage
- Issue Talking Points
- Sample News Release



**Want in? Notify us
so we can coordinate!**

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Meet Our Other Panelists

- Steve Hoffart, PharmD, Magnolia Pharmacy
Member of TPBC Board | PAC Leader
2017 winner of TPBC's Advocacy Leadership Award
- John Hickman, RPhT Part owner, Dyer Drug Store
PAC Leader
- Scott Brunner, Ex. VP for Communications & State
Government Affairs, NCPA

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TPBC 2018 Honoree – John Hickman



**Advocacy
Leadership
Award**



John Hickman, RPhT
Dyer Drug Store, Farmersville, TX

John hosted a Legislative Update in Farmersville with State Rep. Justin Holland as speaker. Texas Sen. Craig Estes and U.S. Rep. John Ratcliffe also represented. Rep. Holland returned to John's store twice and used it as backdrop for photo shoot. He is a major supporter of APRxPAC and also supports the campaigns of his elected representatives.

John has also been engaged with new TSBP Director Allison Benz on a variety of policy issues.

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Thank You for Your Dedication

**To Your Profession,
Your Career,
Your Patients,
YOUR FUTURE!**

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