

Healthcare Advocacy in Arizona

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ON BEHALF OF DENTAL CARE FOR AZ

The Arizona State Legislature

Critical Healthcare Issues Impacting Healthcare Professionals

Arizona state legislators play a critical role in determining the delivery, cost and quality of healthcare.

In a typical session, legislators will consider legislation that can impact healthcare in many different ways:

- Availability of insurance and the cost of healthcare
- Mandates on healthcare providers
- Payments to healthcare providers for government programs such as Medicaid
- Scope of practice for healthcare providers
- Accessibility and affordability of healthcare education
- Medical emergency response
- Liability of healthcare providers - rights of patients
- Patient safety and quality of care
- Public health - prevention of disease
- Technological advances such as electronic medical records



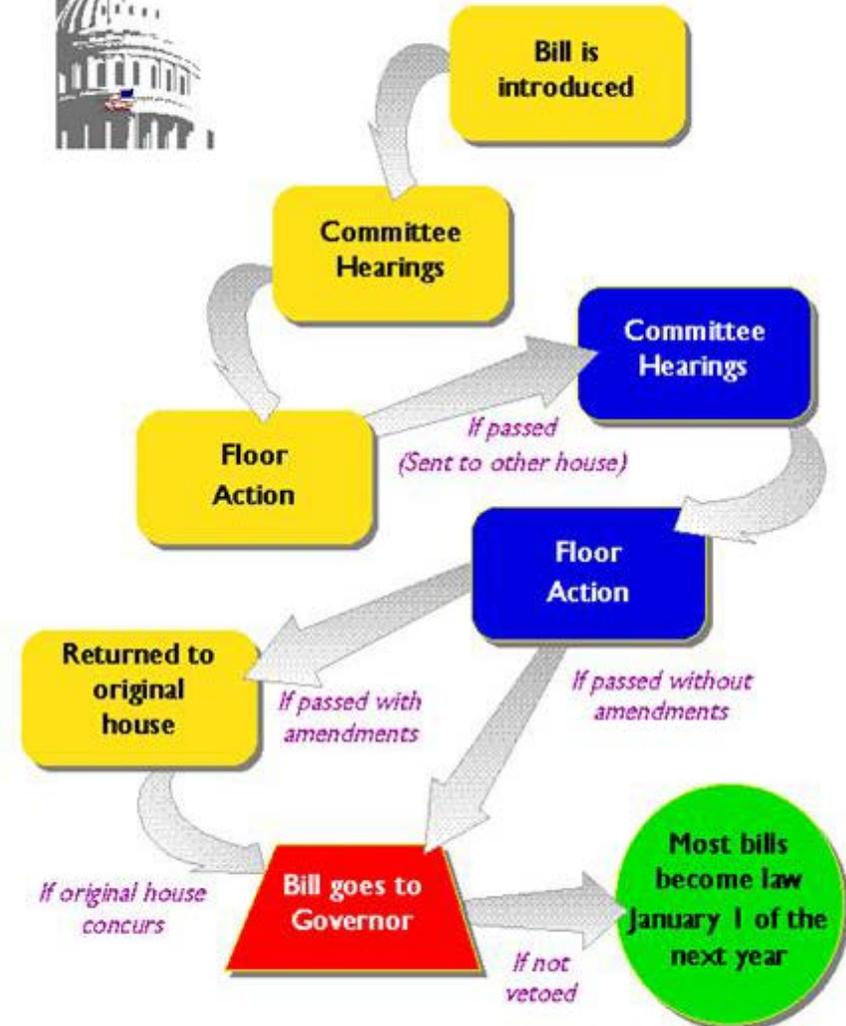
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The Basics

- Bills must have at least one sponsor
- Speaker & President assign bills to committees for hearings – more committees, more opposition
- Committee Chairs decide which bills are heard
- Committee meetings are the only time the public can testify
- Each party will Caucus legislation before it reaches the floor for a full vote of the members – consensus is the goal
- Bills can be modified by majority approval of amendments during committees and the floor
- Final version of a bill must be voted on by both chambers before reaching the Governor



How a Bill Becomes a Law



Arizona's Sunrise Review Process

- Before any new legislation authorizing the practice of dental therapists can be *introduced* in January, a full Sunrise review process must take place. (A.R.S. §§ 32-3101 through 32-3106 and 32-4401 through 32-4403).
- Specifically for health related occupations, Arizona performs Sunrise reviews for scope of practice issues as well as the regulation of previously unregulated occupations (i.e. community health workers).
- Each year applicant groups are required to submit a Sunrise application to the legislature by September 1st outlining public benefit and safety of new regulated scope.
- The applications are then referred to the relevant Committee of Reference (COR), which is a joint committee convened specifically for the Sunrise review. The COR holds a hearing and issues recommendations to the Legislature by December 1st.

Members of Joint Health Committee of Reference

Chair	Rep. Heather Carter (R)
Member	Rep. Regina Cobb (R)
Member	Rep. Jay Lawrence (R)
Member	Rep. Tony Navarrete (D)
Member	Rep. Pamela Powers Hannley (D)
Chair	Sen. Nancy Barto (R)
Member	Sen. Debbie Lesko (R)
Member	Sen. Steve Montenegro (R)
Member	Sen. David Bradley (D)
Member	Sen. Katie Hobbs (D)

Other Legislative Members on the Health Committees

House	Rep. Tony Rivero (R)
House	Rep. Maria Syms (R)
House	Rep. Michelle Udall (R)
House	Rep. Kelli Butler (D)
Senate	Sen. Kate Brophy McGee (R)
Senate	Sen. Kimberly Yee (R)

Members of Legislative Leadership

Speaker of the House	Rep. J.D. Mesnard (R)
House Majority Leader	Rep. John Allen (R)
House Majority Whip	Rep. Kelly Townsend (R)
House Minority Leader	Rep. Rebecca Rios (D)
House Asst. Minority Leader	Rep. Randall Friese (D)
House Minority Whip	Rep. Charlene Fernandez (D)
Senate President	Sen. Steve Yarbrough (R)
Senate Majority Whip	Sen. Gail Griffin (R)
Senate Minority Leader	Sen. Steve Farley (D)
Senate Minority Co-Whip	Sen. Lupe Contreras (D)
Senate Minority Co-Whip	Sen. Martin Quezada (D)

Legislative Priorities & Influences

- Specific needs of their districts – constituents and businesses
- Short-term opportunities and deliverables – two year terms & term limits
- Recognition, awards, rankings
- Trustworthy experts and confidants
- Positive media coverage
- Financial and volunteer support

Challenges to Influencing Legislators

- Competition - 3,000+ lobbyists, 400,000+ businesses, 6.5 million people
- Long-term goals that require investment such as disease prevention
- Regional versus statewide policy
- Addressing specific or technical issues that do not resonate with the general public
- Influencing Legislators on issues outside of their expertise and peer groups
- Competing credible research
- Patience and diplomacy
- Term limits/turnover



10 Characteristics of Successful Bills

It is much easier to defeat a bill than get one passed.

Year	Bills Introduced	Bills Signed	Percentage
2017	1,079	342	31%
2016	1,247	388	31%
2015	1,163	344	29%
2014	1,205	303	25%

1. Inclusive- The parties who will be affected are involved & supportive.
2. Easy to explain- not overly complex.
3. Quantifiable deliverables-how much, when, how?
4. Benefits public and legislators.
5. Room for negotiation.
6. Transparent intent.
7. Bi-partisan.
8. Credible expertise for testimony.
9. Does not begin the legislative session as a work in progress.
10. Diverse support from multiple groups or persons.

Connecting with Legislators



- Authenticity & personalized messaging, take interest in them and they will in you.
- Ask questions that require answers; listen and don't be preachy.
- Make it easy to work with you; provide talking points, real life experiences, statistics and references to reliable sources to back up your information.
- Ask elected officials what you could be doing to help improve your chances for success.
- Follow up periodically, let them know you are following their actions closely.
- Consider offering to support and/or volunteer for their campaign.

Rushing to Failure



Successful efforts to bring about change typically are the result of a natural progression of activities and circumstances that must occur first in order to influence the attitude of the community, businesses and policy makers.

Inexperienced advocates often assume that a cause supported by strong evidence and logic should guarantee that policymakers will “see the light” and support their efforts.

A poorly executed and failed advocacy effort may stigmatize an issue for future consideration, often for a long time. Credibility and reputation are critical for success.

Recommendations for Engagement

- Build Broad Coalitions of Support
- Develop Strong Supporting Data that's easy to read & understand
- Identify Key Spokespeople to carry the message—across political spectrum
- Strong PR & Media Campaign—Legislators read and respond to the same things you do
- Grassroots efforts—Constituents = Votes
- Personal stories bring it home

Thank You

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