



COLLEGE of AMERICAN
PATHOLOGISTS

Regulatory Grassroots

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Regulatory Grassroots

- What is grassroots regulatory engagement?
- When do we activate regulatory grassroots?
- What are we doing?

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- **Putting pressure on a regulatory agency to secure a better outcome**
- **Adding additional voices to the regulatory debate to stress the importance of a regulation and its outcome**
 - Individual outreach
 - State society outreach
 - Coalition outreach
 - Activating congressional outreach through grassroots

When do we activate regulatory grassroots?

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- **It is not something we use on a regular basis. Considerations include:**
 - **Does the regulation/proposed rule have a significant impact on stakeholders?**
 - **Is the agency open to external input?**
- **We want to protect our working relationship with an agency**
- **Mostly done when engaging on a proposed rule**

What are we doing?

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- **Formal comments on a proposed rule from our regulatory team**
- **Provide an easy-to-use platform for our grassroots network to comment on the proposed rule with the agency, leveraging appropriate advocacy software to simplify and streamline the process.**
- **Work with other stakeholders to ensure a coordinated message to the agency**
- **Social media push by grassroots network on agency's channels**
- **Op-ed in a major publication**

What are we doing?

- **Using grassroots network to contact members of Congress asking them to engage the agency:**
 - **Coordinating a sign on letter**
 - **Provide Congress with background material on the issue through lobbying team**
 - **Asking members of Congress on key committees of jurisdiction to contact the agency**

What are we doing?

- **When we engage at the state level, we take a few different steps:**
 - **Coordinate with the State Pathology Society**
 - **Work with the State Medical Society**



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