

Case Studies in Measuring and Communicating the Value of Government Relations





Hennepin Healthcare System

- Minnesota's largest Medicaid provider system and safety-net level I trauma hospital
- 7,000 team members
- Academic medical center
- Patient population with complex care needs

Advocacy and Public Policy Team

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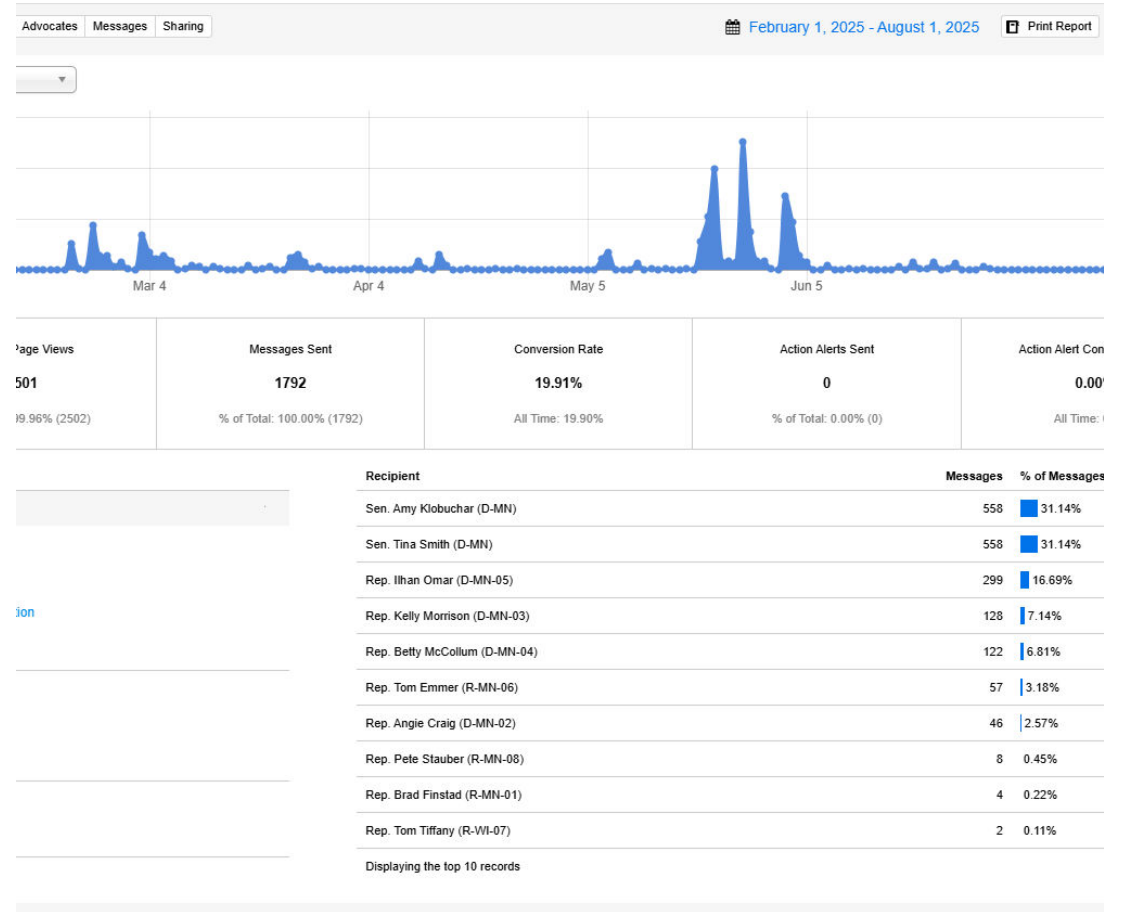
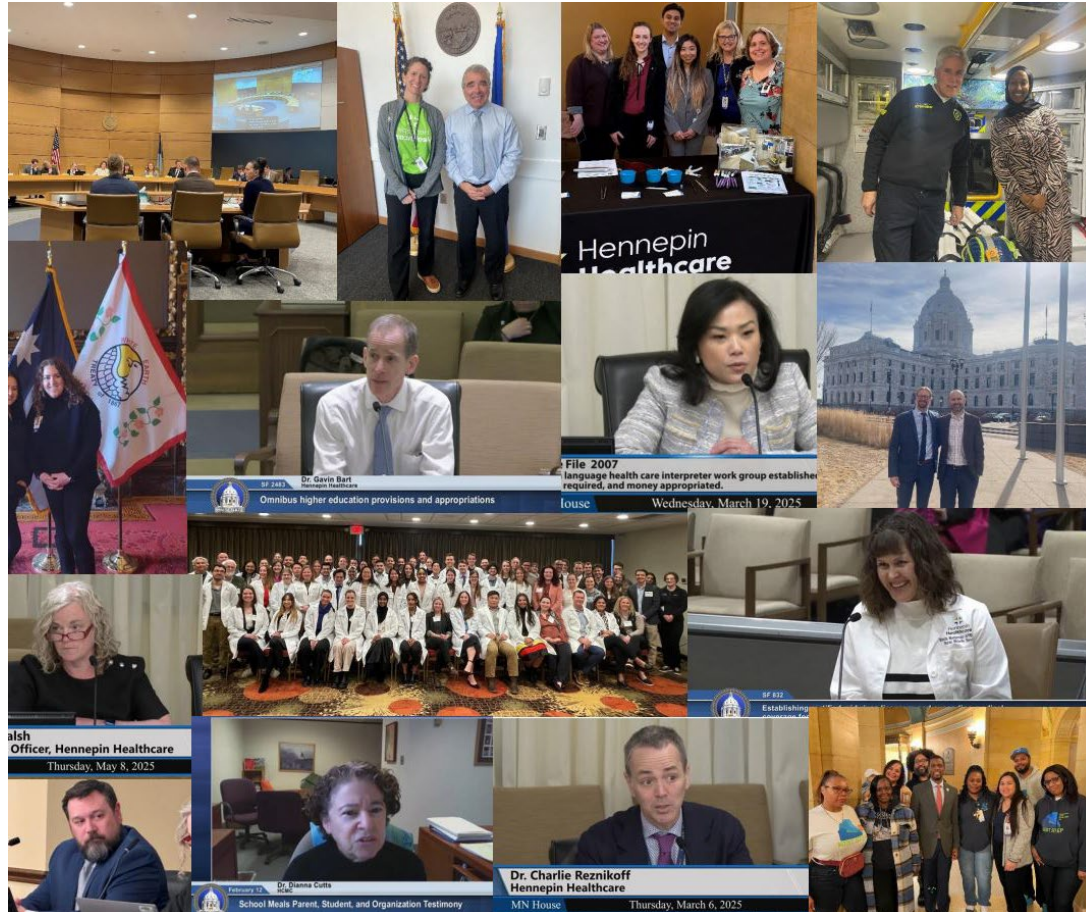
Advocacy Engagement
Manager



Identifying Priorities to Measure

- Is this feasible?
 - Economic
 - Political
- Is this strategically selective?
- Do we have unique expertise?
- Are there partners to collaborate with?
- What level of engagement?

How we Measure Value



Measuring Value Quantitatively



Revenue created or funding received



Cost avoidance



Advocacy actions (i.e. external letters submitted to committee records, testifiers, days on the hill)



Advocacy training and engagement data (i.e. internal)



Representation on task forces, state councils, and advisory committees



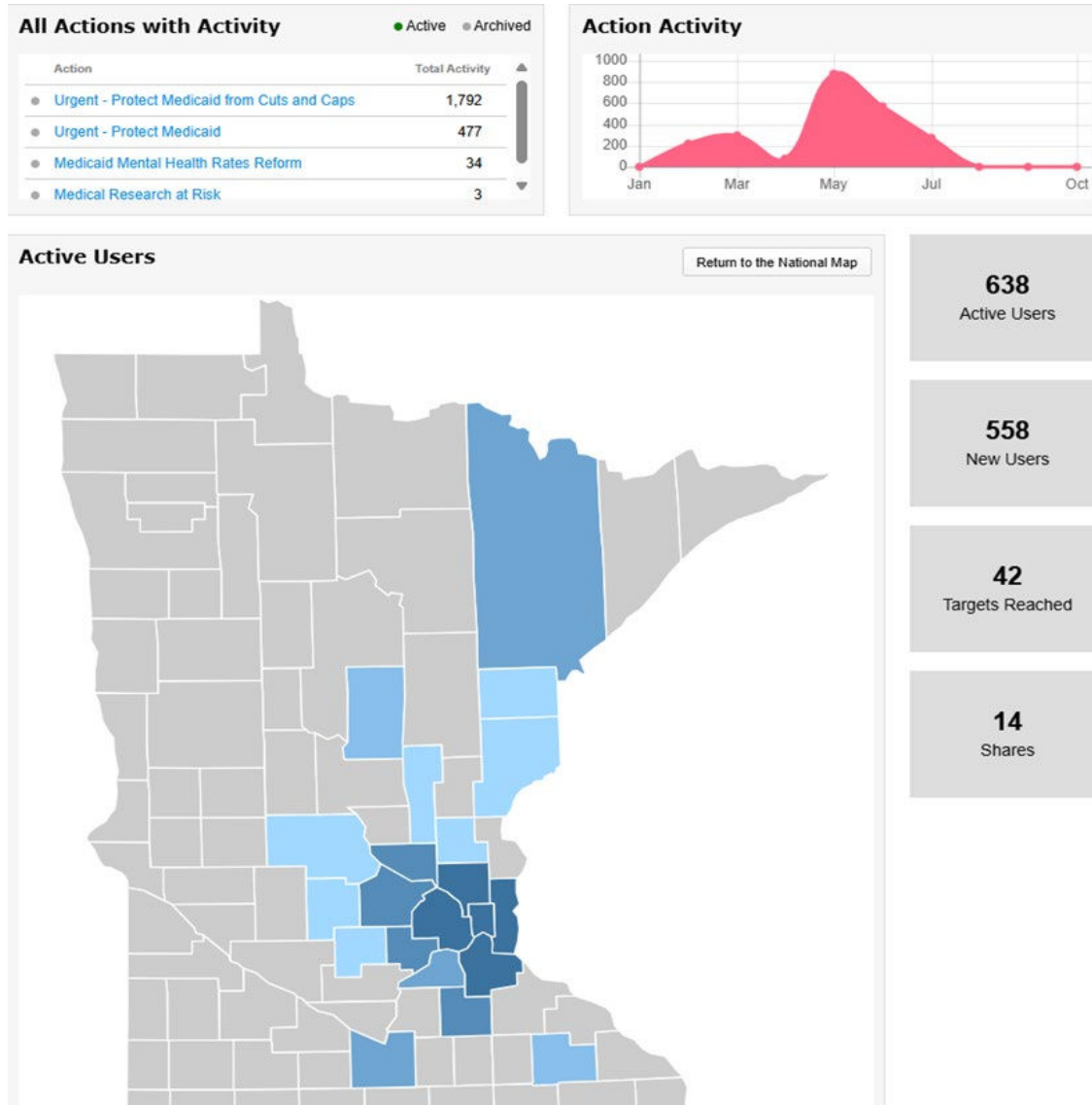
Revenue Generated

- First health system in Minnesota to receive Medicaid Directed Payments
- Federal Congressionally Directed Spending
- Results → critical funds received by our organization



Cost Avoidance

- Advocating against harmful 340B policies
- Facility fee continuance
- Results → significant costs avoided



Advocacy Engagement

- Action alerts
- Subscribers to our internal newsletter
- Advocacy Academy → trainings
- Legislative advocacy engagement
- Participation and policy recommendations in task forces, state councils, and advisory committees

Measuring Value Qualitatively



Legislators and community leaders echoing our message, taking action



Relationship foraging between SMEs and state leaders



Social and patient impact



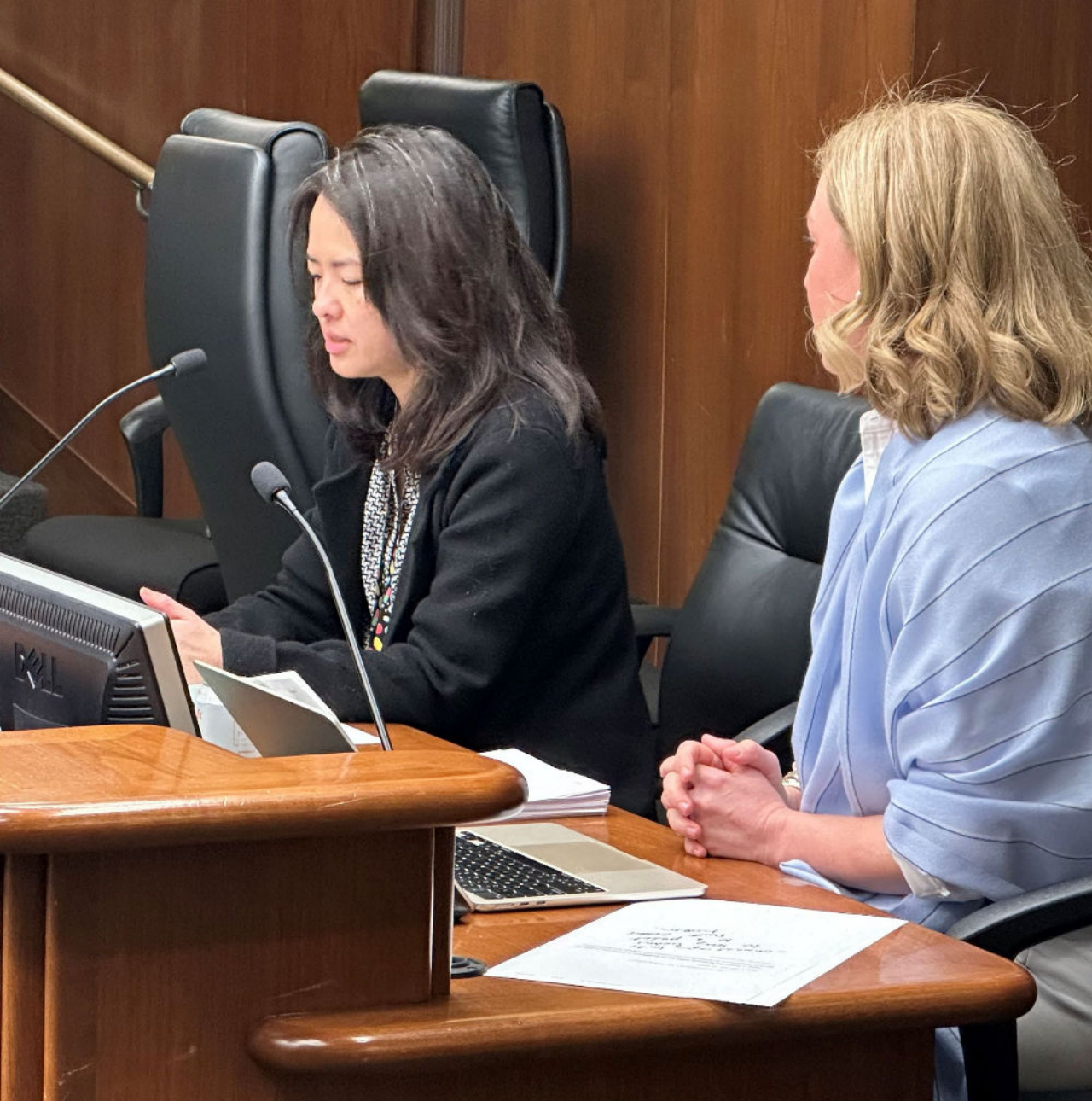
Case Study: Discharge Delays

- Regular updates about patient impact, bottlenecks, capacity barriers
- Legislators carried our message
- Results→ Increased awareness, \$18M for hospitals, legislation aimed at addressing the root of these challenges



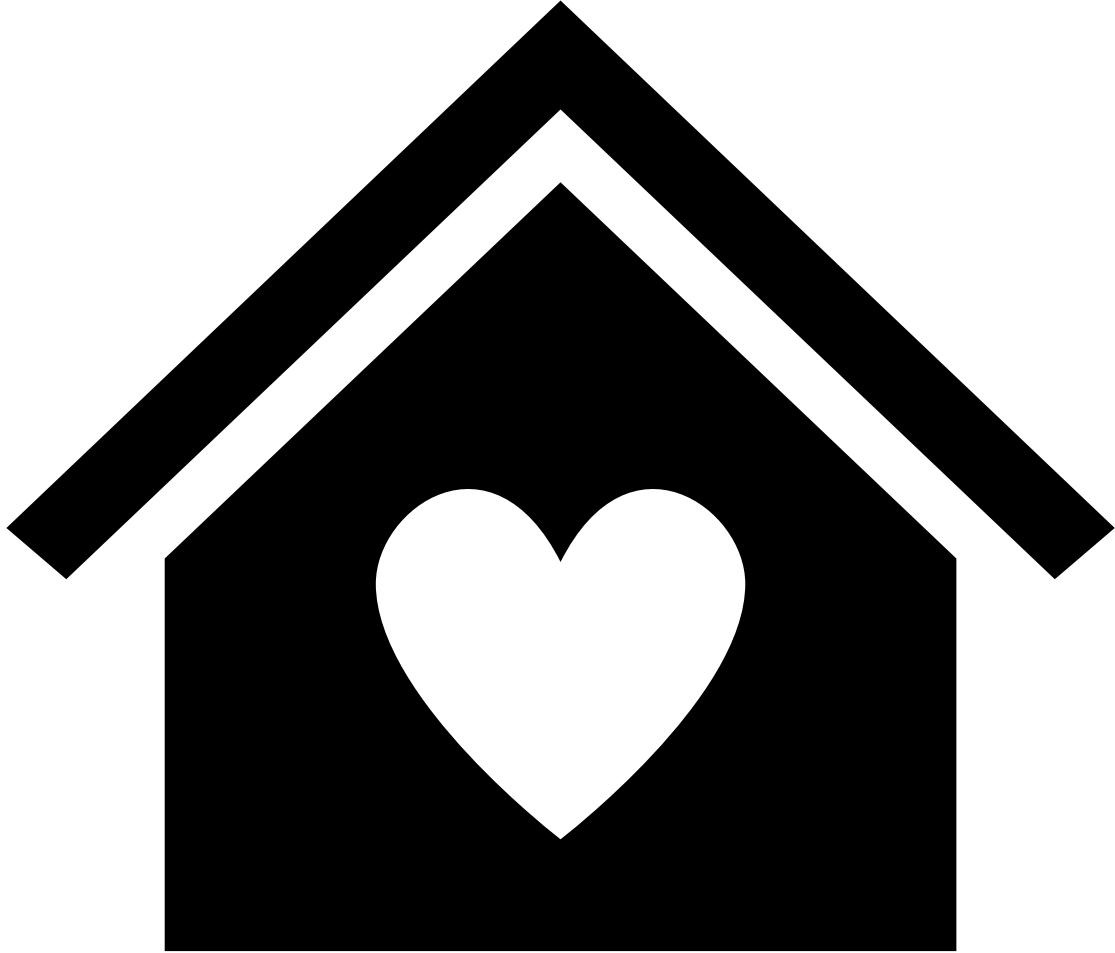
Case Study: Communicating to Community

- Regular updates to community leaders from the CEO in good and difficult times
- Community carries our message, knows there is more to the story
- Results → increased community trust, champions for our organization



Case Study: Power of Relationships

- Graduate Medical Education Task Force
- Addiction Medicine
- Poison Control System
- Results→ trusted collaborators, long-term relationships, political leverage



Case Study: Warming Shelters

- Unhoused patients
- Knowing who to call
- Results → timely and effective responses to increased volumes



How we Communicate Value Based on What we Measure

Internally



Internal newsletter



Capitol Coffee Chat
video updates



Fall Advocacy
Academy



Department
presentations

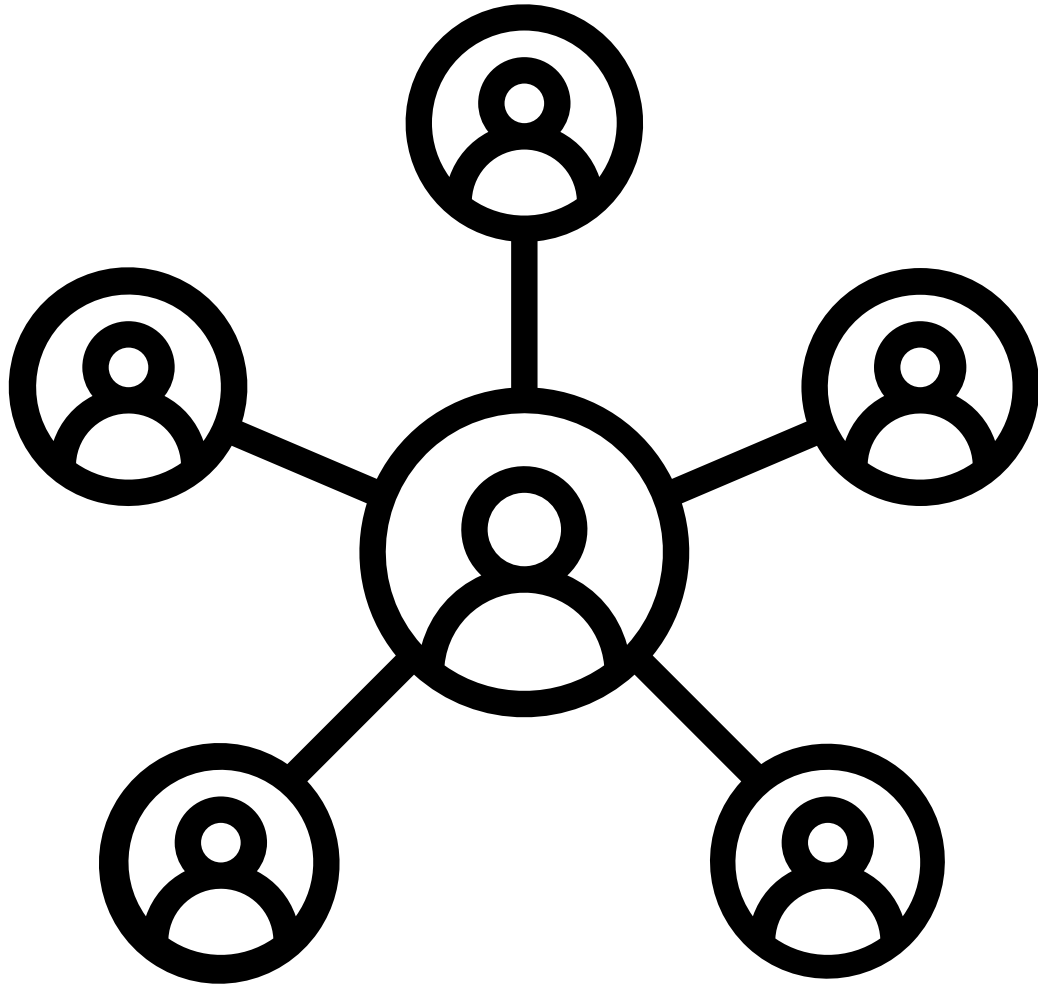


Internal articles in our
company intranet



Annual legislative
report

- What we do
- Why it matters/how advocacy and public policy impacts the organization
- When it's timely
- Who supports our advocacy work
- How to support our advocacy work
- Where to turn for advocacy resources, FAQs, and reassuring our teams



Grass Tops Connections

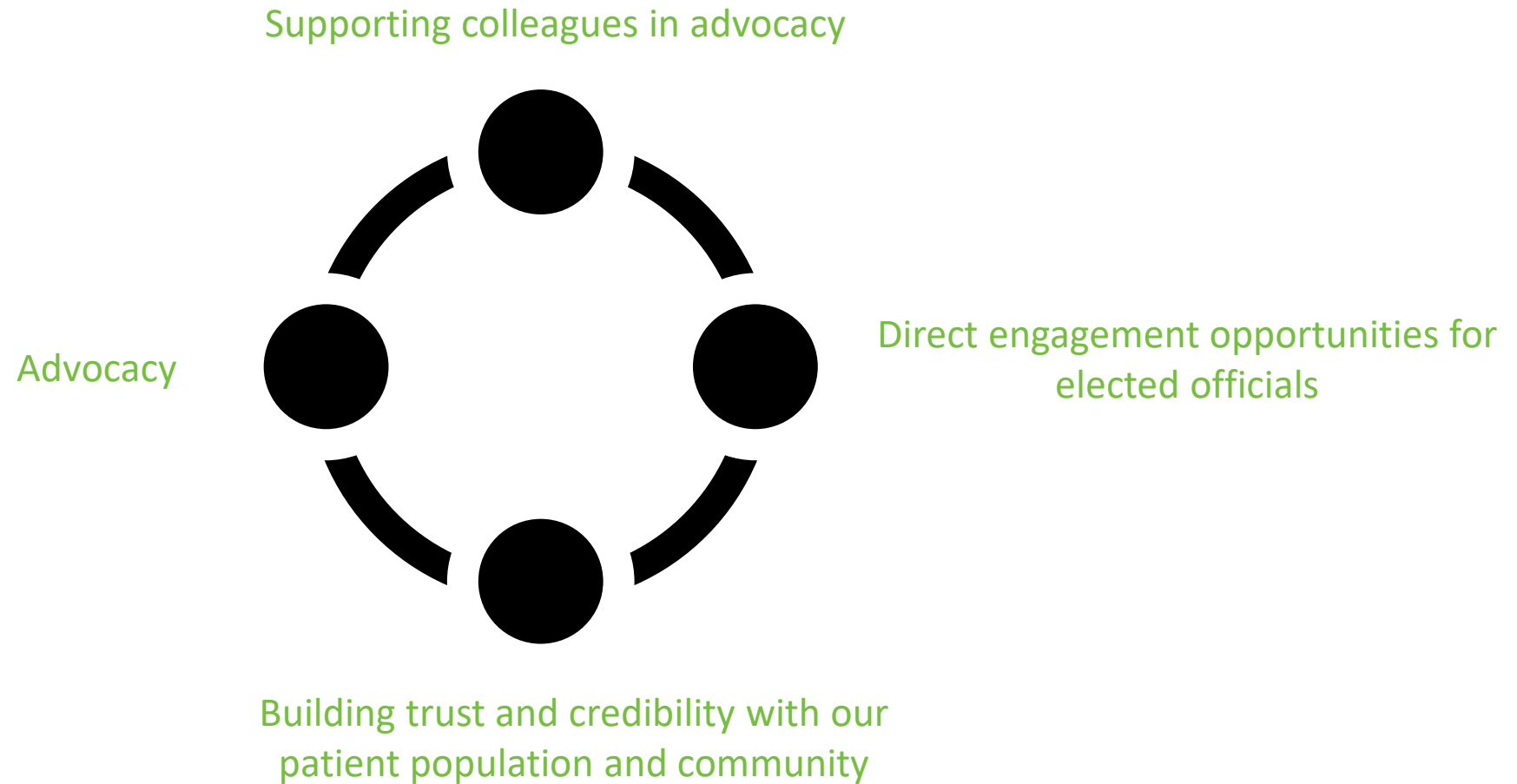
- Keeping them informed and connected
- Leveraging them when it is timely and important
- Redirecting advocacy energy when needed



Our Colleagues Notice - Employee Excellence Award

- *The team works to elevate the voices of patients, providers, and trainees, ensuring that legislative discussions reflect the real-world impact of policy on community health, education, and safety-net care.*
- *Watching them do their work makes you realize how insightful they are in knowing who to talk to, when to raise our voices and when we need to let others lead.*
- *They designed immersive engagement opportunities—including legislative ride-alongs, site visits, and direct experiences with our care teams—to help policymakers personally connect with Hennepin's mission and the communities we serve.*

Externally



Externally

- State's safety net hospital
- Statewide resource
- Patient-centered care
- SMEs
- How we are responsive to our patient population



Engagement opportunities



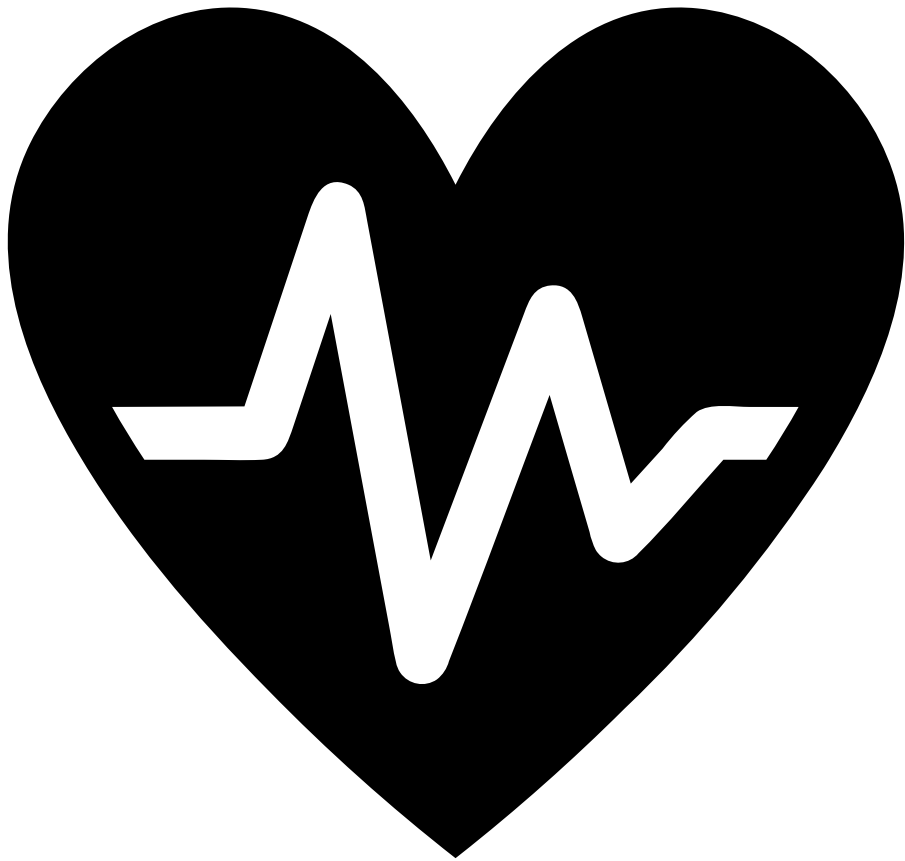
Communication materials and one pagers



Legislator updates



Community responsiveness



Case Study: Doulas

- Health equity team (internal communication about our advocacy supporting passage)
- Health equity report (external communication)
- CHNA and maternal health connection (communicating with community)
- Results → community values the advocacy work our health system does in response to their priorities

How to communicate value when outcomes are different than expectations



Learnings—how are you better positioned from a strategic standpoint



Laying groundwork for future advocacy



Understanding weak points or opportunities



Provide context→ budget shortfalls, narrow scopes of focus, political barriers

Hennepin Healthcare would be disproportionately impacted if federal government approves proposed Medicaid cuts

Federal budget proposals may reduce Minnesota's funding by over \$1 billion, with Hennepin Healthcare facing disproportionate impacts.



Case Study: Medicaid Cuts

- Mitigating impacts
- Making the case to state legislators to inform the state's response
- Media interviews
- Empowering providers to field patient questions with accurate and timely information
- Results → legislative champions ready to work with us

Thank you!

