

The logo for the Association for Clinical Oncology (ASCO), featuring the letters 'ASCO' in a bold, white, sans-serif font with a registered trademark symbol (®) to the upper right.

ASSOCIATION FOR CLINICAL ONCOLOGY
KNOWLEDGE CONQUERS CANCER

Mobilizing Advocates

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Identifying Advocates

Who is your audience?

Who is engaged?

Meet them where they are!



- State/District
- Committee
- Role
 - MD
 - PharmD
 - RN
 - Patient Advocate
 - Early Career

The Power of Peer Recruitment

Our existing members are our most effective recruiters. We rely on their networks to find the next generation of champions.

- **Inherent Trust:** Peers listen to colleagues and friends more than organizational outreach.
- **Relationship Mapping:** Identifying champions through existing professional ties.
- **Organic Growth:** Engaged members naturally attract new supporters into the fold.



Multiplier Effect

300%

Higher Engagement

3x more likely to
complete a high lift action

Engagement Opportunities - Email



Dr. Schuchter,

Our collective advocacy efforts are moving the needle in Congress, but we need your leadership to push two important priorities over the finish line.

The *Improving Seniors' Timely Access to Care Act* has garnered massive bipartisan support in the 119th Congress. We need to secure 290 cosponsors to bypass the committee process and advance the bill directly to the House floor. Please urge your Representative to sign on and support streamlining prior authorization in Medicare Advantage.

Additionally, while Congress extended Medicare telehealth flexibilities until December 31, 2027, a temporary fix fails patients who rely on this care regularly and risks future disruptions. Please urge your lawmakers to protect long-term patient access by passing the *CONNECT for Health Act* and prioritizing permanent telehealth legislation in any upcoming health or funding packages.

Please use the links below to send your messages and urge Congress to act now.

[Improving Seniors' Timely Access to Care Act](#)

[CONNECT for Health Act](#)

Email grassroots@asco.org for more information on ASCO's advocacy efforts on prior authorization and

Prior Authorization

The Background: An ASCO survey found that nearly all participants report their patients have experienced harm due to prior authorization caused by:

- Delays in treatment (96%)
- Patients being forced onto a second-choice therapy (93%)
- Denied therapy (87%)
- Increased out-of-pocket costs (88%)

ASCO members and State Affiliates continue to rate prior authorization as a top concern.

The Ask: ASCO has endorsed the *Improving Seniors' Timely Access to Care Act* (S. 1816/H.R. 3514), bipartisan legislation to streamline the prior authorization process within the Medicare Advantage program. The bill was reintroduced in the Senate by Senators Roger Marshall, M.D. (KS) and Mark Warner (VA), and in the House by Representatives Mike Kelly (PA-16), Suzan DelBene (WA-01), Ami Bera, MD (CA-06), and John Joyce, MD (PA-13).

Why it Matters: Prior authorization requirements, which often take weeks to secure approval, can lead to potentially irreversible disease progression. These requirements also place a significant administrative burden on clinicians and their staff, who spend hours each week securing approvals which, consequently, hinders their ability to spend that time with patients.

Regulatory Update: Two CMS [final regulations](#) - the Electronic Prior Authorization Final Rule and the 2024 Medicare Advantage and Part D Final Rule - include many of the Medicare Advantage prior authorization improvements we've been seeking, including streamlining the prior authorization processes with the electronic exchange of health care data starting in 2027. However, the omission of Part B drugs from electronic prior authorization requirements will continue to be an administrative burden to clinicians and their patients. Legislation is still necessary to codify the rules and ensure a comprehensive solution is implemented to address prior authorization burdens on patients and providers.

Urge your lawmakers to enact legislation that will streamline prior authorization requirements in the Medicare Advantage program.

Act Now! Share a Personal Example to Illustrate How This Impacts Your Patients

 Ryan Strandlund
23 Beach Row, Narragansett, RI, USA

Update 

Submit All

Recipients (3)

-  Jack Reed
US Senator
-  Sheldon Whitehouse
US Senator
-  Seth Magaziner
US Representative

[Edit officials >](#)

By clicking "Submit" below, you are going to send the following messages:

Prior Authorization

US Representative Seth Magaziner

Subject

Protect Patients' Timely Access to Care

Message

Representative Magaziner,

As an oncology professional in Rhode Island, I am writing to thank you for supporting the Improving Seniors' Timely Access to Care Act (H.R. 3514), legislation that aims to streamline prior authorization requirements within the Medicare Advantage (MA) Program.

Engagement Opportunities – Congressional Fly-ins



- 2-day event
 - Day 1 training
 - Day 2 congressional meetings
- Creates a sense of community
- Attendees more likely to engage back home

Engagement Opportunities – Advocacy at Home



- Meet with lawmakers and/or staff in district
 - District office
 - Virtual
 - Site visits
- ASCO handles all logistics

Additional Engagement Opportunities



- Coalition Hill Days
- Testify
- Letter to the Editor
- Radio Tour

Recognizing Advocates



Tiered recognition program



Identify your applicable advocacy opportunities



Clear steps to get to the next level

Advocacy Champions

ASCO's Advocacy Activities

ASCO members have numerous opportunities to advocate at the federal and state level on behalf of patients with cancer. These activities include grassroots advocacy; direct advocacy; engaging in grassroots advocacy; speaking on behalf of ASCO at Congressional briefings or hearings; and contributing to the ASCO Association Political Action Committee (PAC).



Grassroots Advocacy:

Actions taken by a group to contact elected officials online, on the phone, or by mail.

Direct Advocacy:

Actions include face-to-face meetings with elected officials or their staff.

Grassroots Advocacy:

Utilizing pre-existing relationships with lawmakers to advance ASCO's priorities.

President's Circle

ASCO advocates who participate in 4 or more of ASCO's advocacy activities, including the ACT Network, and at least 2 activities involving meetings with lawmakers.

Edward Balaban, DO, FACP, FASCO
Marilyn Heine, MD
Sheetal Kircher, MD, FASCO
Joanna Metzner-Sadurski, MD
Melanie Sheen, MD

Abirami Sivapiragasam, MD
Ashley Sumrall, MD, FACP, FASCO
Ana Velazquez Manana, MD, MSc, FASCO
Robin Zon, MD, FACP, FASCO

Speaker's Circle

ASCO advocates who participate in 3 or more of ASCO's advocacy activities, including the ACT Network and meetings with lawmakers.

Oyepeju Abioye, MD, MSc
Laila Agrawal, MD
Anas Al-Janadi, MD
Daniel Carrizosa, MD, MS, FACP, FASCO
Fumiko Chino, MD, FASCO
Mehmet Copur, MD, FACP, FASCO
John Cox, DO, FASCO, MACP, MBA
Devika Das, MD, MBBS, MS, FASCO
Fernando Diaz, MD
Shilpa Gupta, MD
Arielle Heeke, MD
Mark Henderson, MD
Carolyn Hendricks, MD, FASCO
Sakeer Hussain, MD, MBBS
Qasim Hussaini, MD, MS
Jasmine Kamboj, MD, FASCO
Yelena Kier, DO
Mary Klux, MD, FACP

Elizabeth Mittendorf, MD, PhD, MHC, FASCO
Joseph Muscato, MD, FACP
Sukhmani Padda, MD
Ray Page, DO, PhD, FACOI, FASCO
Sumanta Pal, MD, FASCO
Martin Palmeri, MD, MBA, FASCO
Brian Persing, MD, FASCO
Estelamari Rodriguez, MD, MPH
Lynn Schuchter, MD, FASCO
Carole Seigel, MBA, FASCO
Amrit Singh, MD
Eric Small, MD, FASCO
Heloisa Soares, MD, FASCO
Arthi Sridhar, MD
Ishwaria Subbiah, MD, MS, FASCO
Latha Subramanian, MBChB, FACP, FASCO
Wade Swenson, MD, MBA, MPH
Banu Symington, MD, MACP, FASCO

Advocate of the Year



- Every activity is evaluated on a points scale
- Accumulated highest number of points in a calendar year
- Recognized at our annual fly-in
 - Via ASCO communications
 - Provide press release for institution

State Affiliate Recognition

- ASCO state affiliates coordinate on advocacy efforts
- Activities are given a point value
- Recognized at ASCO's Annual Meeting
 - Winner
 - Runner-up
 - Honorable Mention



Set Goals and Track Progress



Focus on depth, not width



Measure the spark, and then the fire



Find your anchors

Make it Fun!



Questions?