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PARTNERS GROUP



PUBLIC AFFAIRS COUNCIL

Grassroots in the States: *Amplify Your Message*

October 26, 2016

Effective Grassroots Action



We all know Grassroots Action can have a powerful effect.



But what activities are key to effective Grassroots Action?

Key Ingredients



Own the Issue

Data, Analyses, Policy Solutions, Materials and More



Make It Compelling

Human Face, Direct Interaction, Media, Constant Contact



Close the Deal

Voter Activation, Direct Engagement, Targeted Support

Grassroots Case Studies



ESRD Coverage



Certificate of Need



Dental Support



Provider Taxes

Grassroots Case Studies



Kidney Care Access Reform



Issue: *Insurer denials of ESRD patients.*

Goal: *Achieve guaranteed issue reform.*

Coalition: *Kidney community mobilized.*

Strategy: *3-P, including Alonzo Mourning.*

Outcome: *Strong passage via voice vote!*

Grassroots Case Studies



Certificate of Need Exception



Issue: *CON impeding new cancer centers.*

Goal: *Expand access via CON exception.*

Coalition: *Patient advocates mobilized.*

Strategy: *3-P with patient ambassadors.*

Outcome: *Deal struck, new centers OK'd.*

Grassroots Case Studies



Dental Support Services Protection



Issue: *Anti-competitive challenge to DSOs.*

Goal: *Preserve market and turn the tables.*

Coalition: *Advocacy alignment via TCDSO.*

Strategy: *3-P with focus on access, honesty.*

Outcome: *'Turf Battle' bill → our bill → law.*

Grassroots Case Studies



Provider Tax Rollback



Issue: *Sharp hike in ASC provider tax.*

Goal: *Scale back tax and refocus on access.*

Coalition: *Advocacy alignment via CCAHC.*

Strategy: *3-P with media, local impact focus.*

Outcome: *Consensus on pro-ASC agenda.*

Closing Thoughts



**To Achieve Your Grassroots Goals,
Don't Be Afraid to Rewrite the “Rules” ...
Because They Were Written for a Different Time!**

**The
RULES**

Policy

Positioning

Pursuit

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БВКЛИРК2-СКОПЬ



THANK YOU!

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