

About Us



- **Non-profit physician membership organization**
- **22,000 members**
- **15% of members contribute to PAC**
- **PAC raises \$1.3 million/year**

It's Worth Your Time/There is Value

- **Show of hands: “how many think decisions made by Congress and government impact your profession?”**
- **It's not always time consuming, it's being engaged when it's timely.**
- **If you don't get engaged, and others are (especially your competitors), you'll lose out. “If not at the table, you'll be on the menu.”**

The Competition

PACs

- Top PACs
- Industry Breakdown
- Leadership PACs
- Super PACs
- Search
- Foreign-connected PACs
- What is a PAC?

Search for a PAC
Enter at least 3 characters

We follow the money. You make it possible.

Thanks to support from individuals like yourself, our work makes possible the daily examination of the industries, organizations and individuals trying to influence the democratic process.

[Make a Donation Today](#)

Find Your Representatives
Street City, State Zip Code

Health Sector

PAC Contributions to Federal Candidates

Election cycle: 2014

Total Amount:	\$55,829,682
Total to Democrats:	\$23,363,767 (42%)
Total to Republicans:	\$32,448,815 (58%)
Number of PACs making contributions:	362

(Move your cursor over the chart to see dollar amounts.)

- Health Professionals:** \$26,564,868
41% to Dems / 59% to Repubs
- Health Services/HMOs:** \$6,761,740
38% to Dems / 62% to Repubs
- Hospitals/Nursing Homes:** \$6,132,758
45% to Dems / 55% to Repubs
- Misc Health:** \$27,450
53% to Dems / 47% to Repubs
- Pharmaceuticals/Health Products:** \$16,342,866
43% to Dems / 56% to Repubs

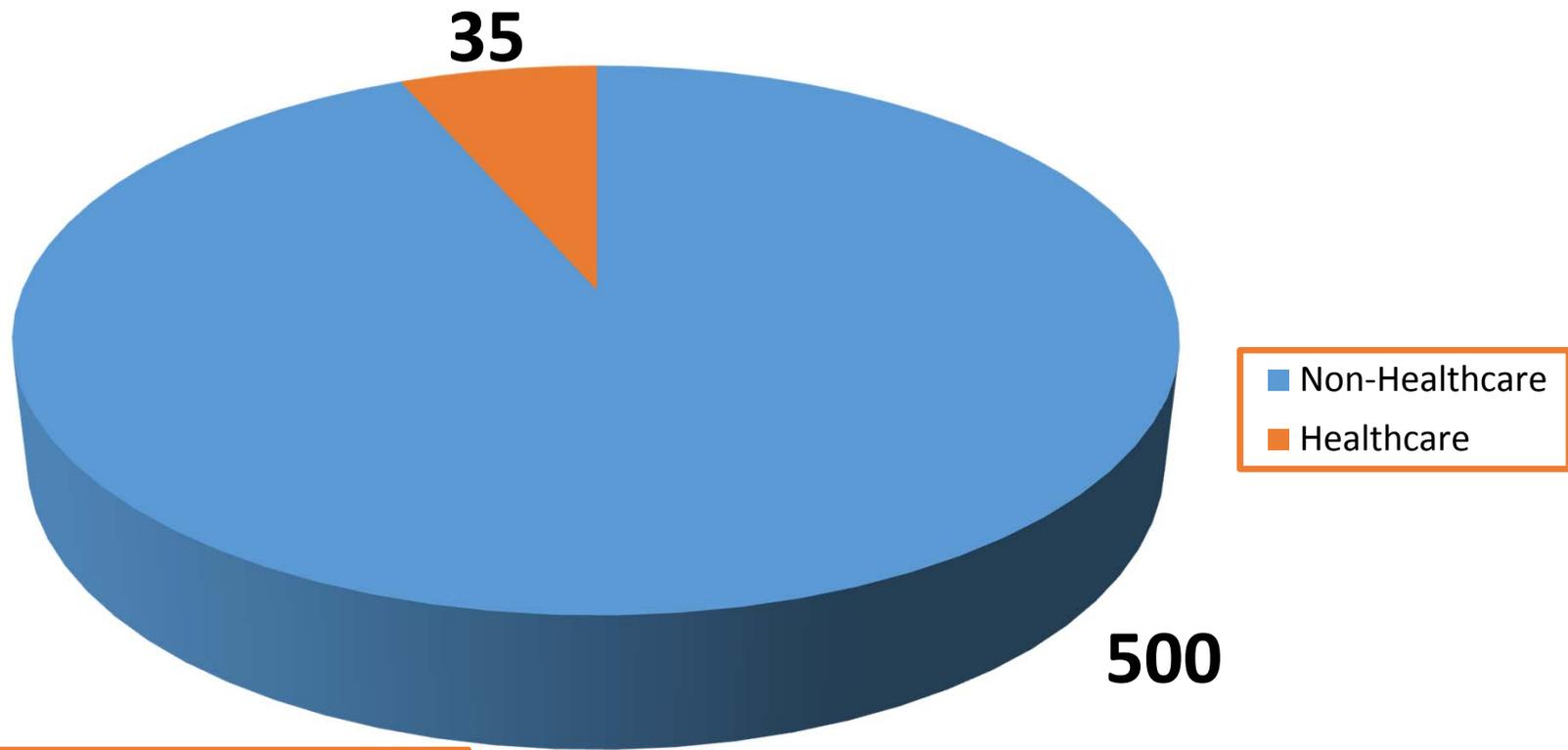
Based on data released by the FEC on March 09, 2015

2:49 PM 7/20/2015

Don't Be Afraid

- **Remind the member that they are the subject matter expert.**
- **Balance of being expert – be sure to use “common language” not technical talk.**
- **Use personal or everyday examples to help Member of Congress/staff better understand issues/data – paint a picture or better yet, show them.**

Professional Background of 114th Congress

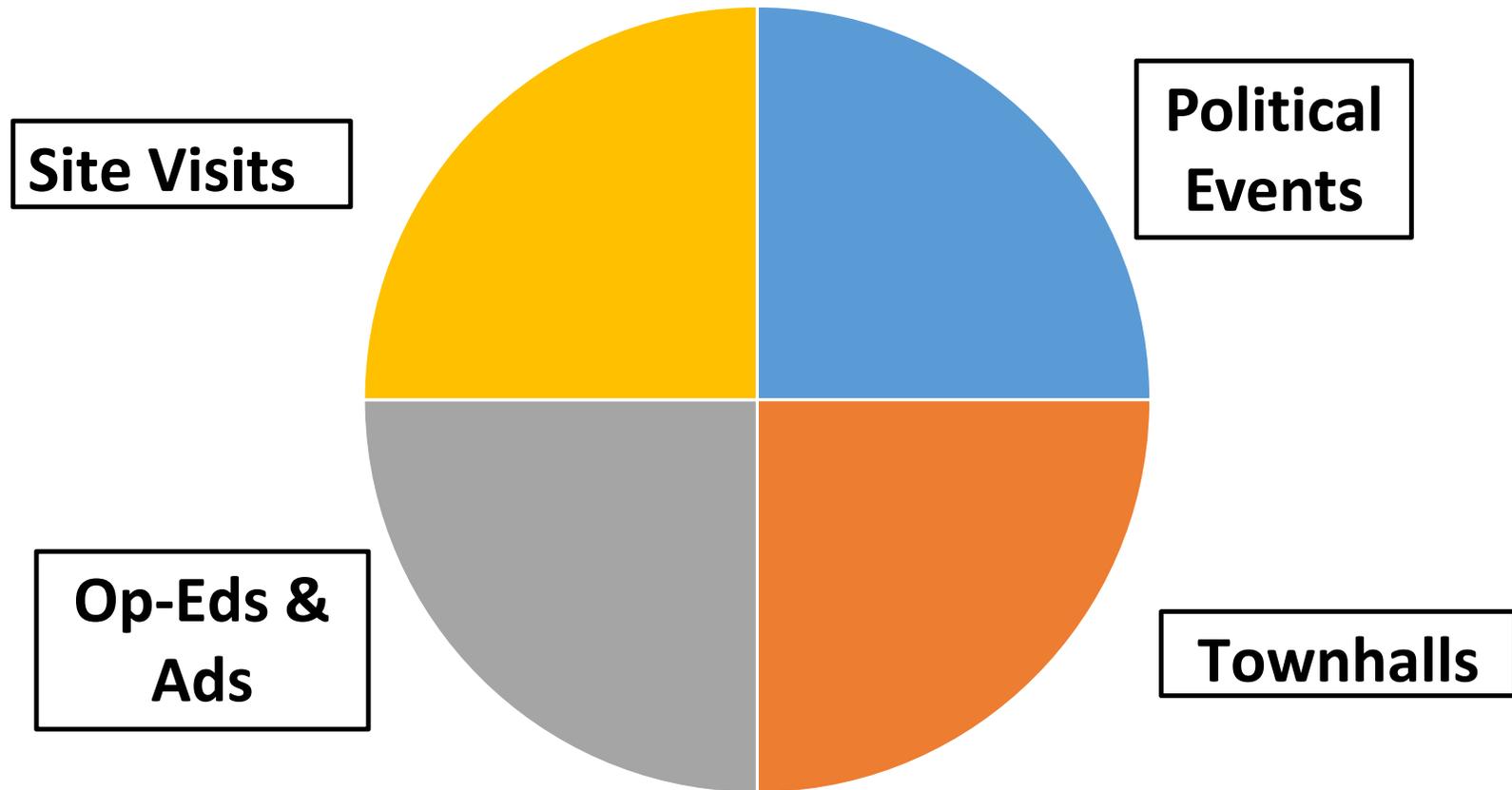


ONLY 7% of Congress have healthcare backgrounds

Process & Their Expectations

- **Important to describe the legislative process and how often times things in Congress/law-making aren't black/white as they are in science, research, etc.**
- **Managing expectations and “results” is very important – members need to understand the pace and the many factors involved in process.**

Many Different Ways to Have an Impact



Understanding Your Culture

- **Some individuals prefer to spend 10 seconds to write a PAC check and be done.**
- **Some individuals would rather invest their time than their funds.**
- **Respect both perspectives and search for someone willing to do BOTH.**

Managing Your Own Expectations

- **Similar to managing expectations of members who get involved, important to manage own expectations.**
- **Be realistic – especially with PAC “ask” – how even small contribution can make a difference.**
- **Be patient, be persistent and facilitate (easier you make it for them, easier it is for them).**
- **Enlist peers to help – testimonials are very powerful tool.**

Visibility

The image is a screenshot of a web browser displaying a Twitter post. The browser's address bar shows the URL <https://twitter.com/RepSchrader/status/575378774222594050/photo/1>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The browser's toolbar shows several tabs, including 'concur Travel - Air Search...', 'Suggested Sites', and 'Web Slice Gallery'. The Twitter interface shows the user's profile as 'Rep. Kurt Schrader' (@RepSchrader) with a 'Follow' button. The tweet text reads: 'Thank you to the Salem Radiology Consultants for allowing me to tour their practice today!'. Below the text is a photograph of two men in a control room with multiple monitors. The tweet shows 2 retweets and 4 favorites. The timestamp is '3:32 PM - 10 Mar 2015'. At the bottom, there is a 'Reply to @RepSchrader' input field. The Windows taskbar at the bottom of the screen shows various application icons and the system clock indicating 2:59 PM on 4/9/2015.

Rep. Kurt Schrader
@RepSchrader

Thank you to the Salem Radiology Consultants for allowing me to tour their practice today!

RETWEETS 2 FAVORITES 4

3:32 PM - 10 Mar 2015

Reply to @RepSchrader

Key to Sustaining is Experiencing Success