

About Us

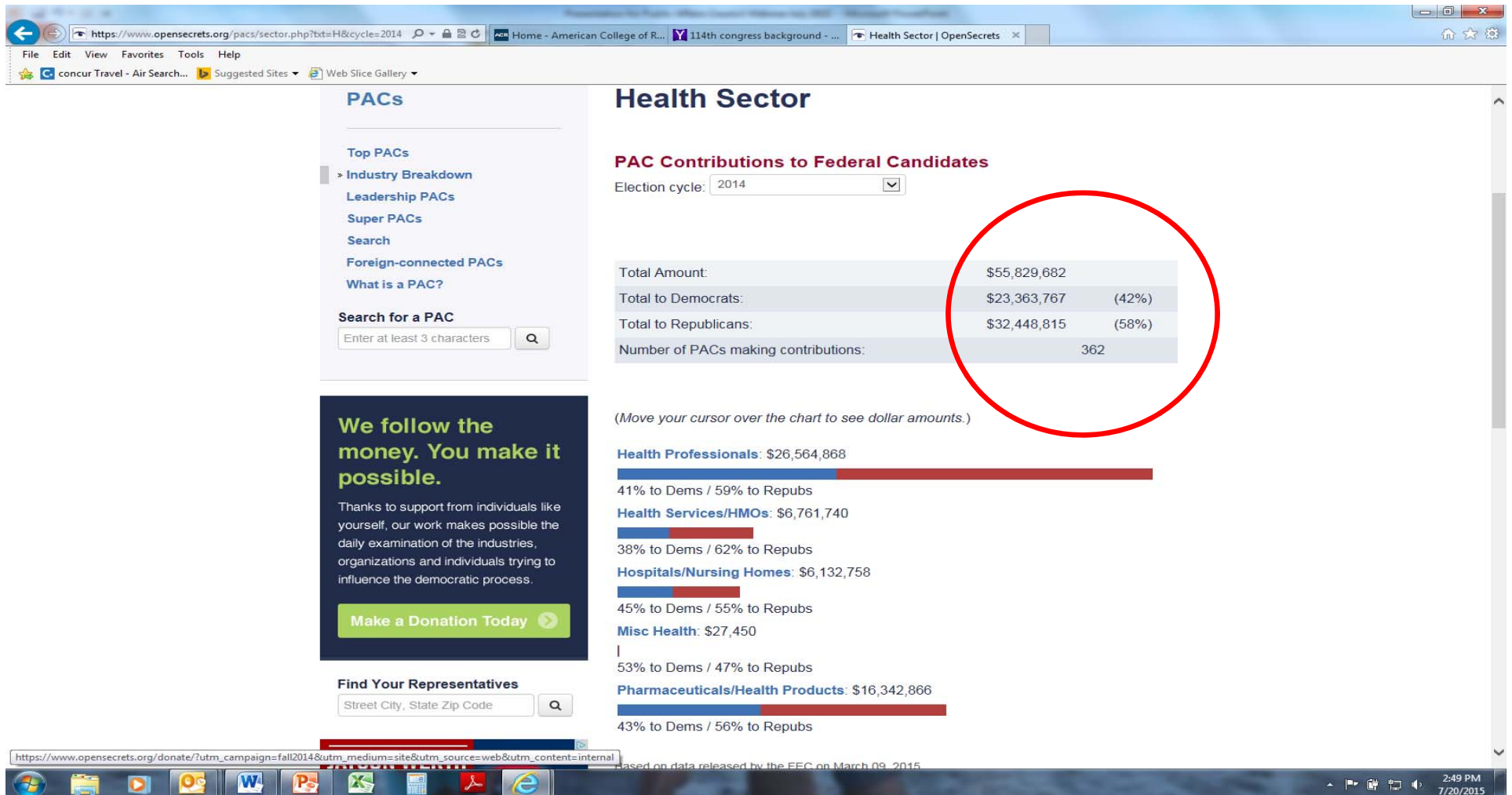


- **Non-profit physician membership organization**
- **22,000 members**
- **15% of members contribute to PAC**
- **PAC raises \$1.3 million/year**

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.”**

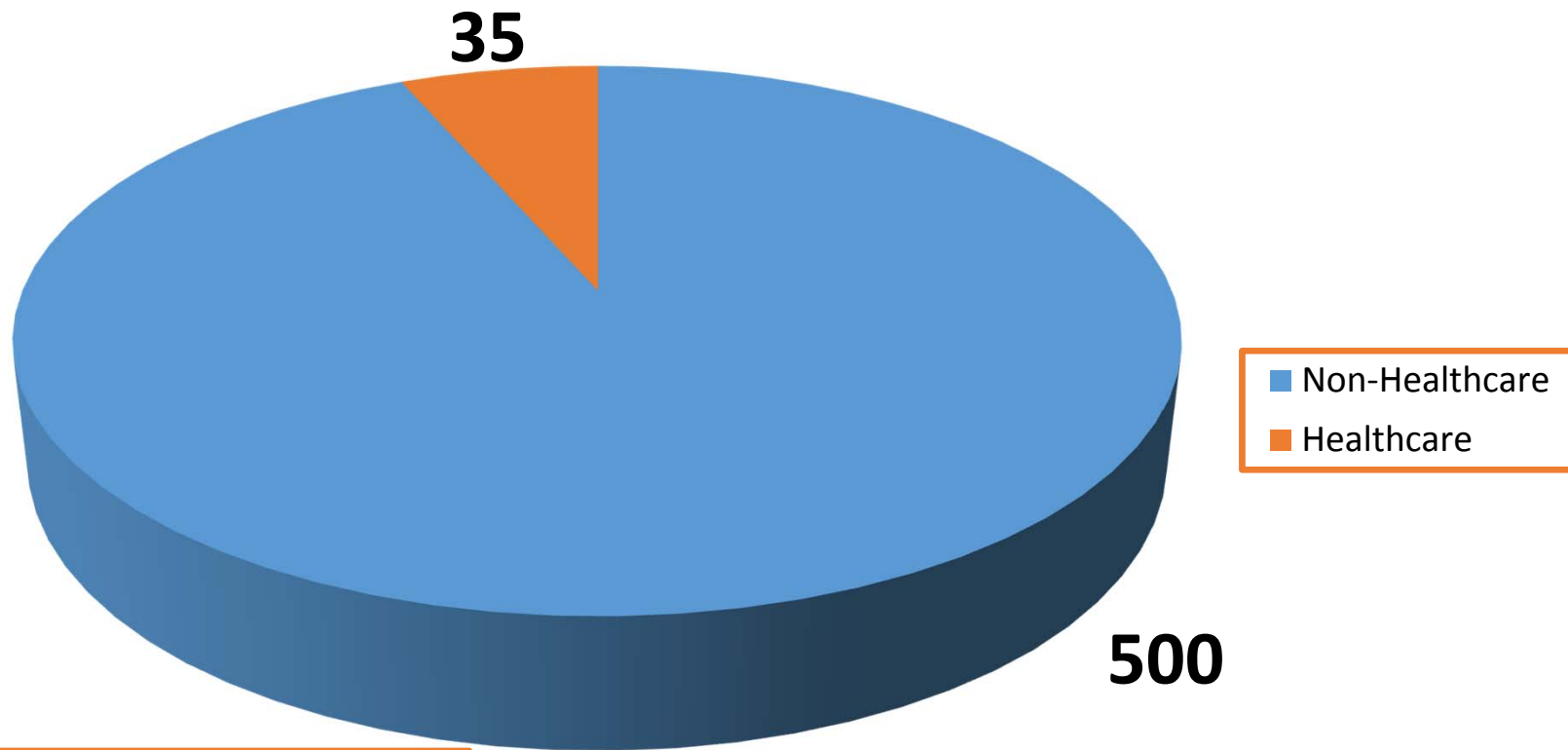
The Competition



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

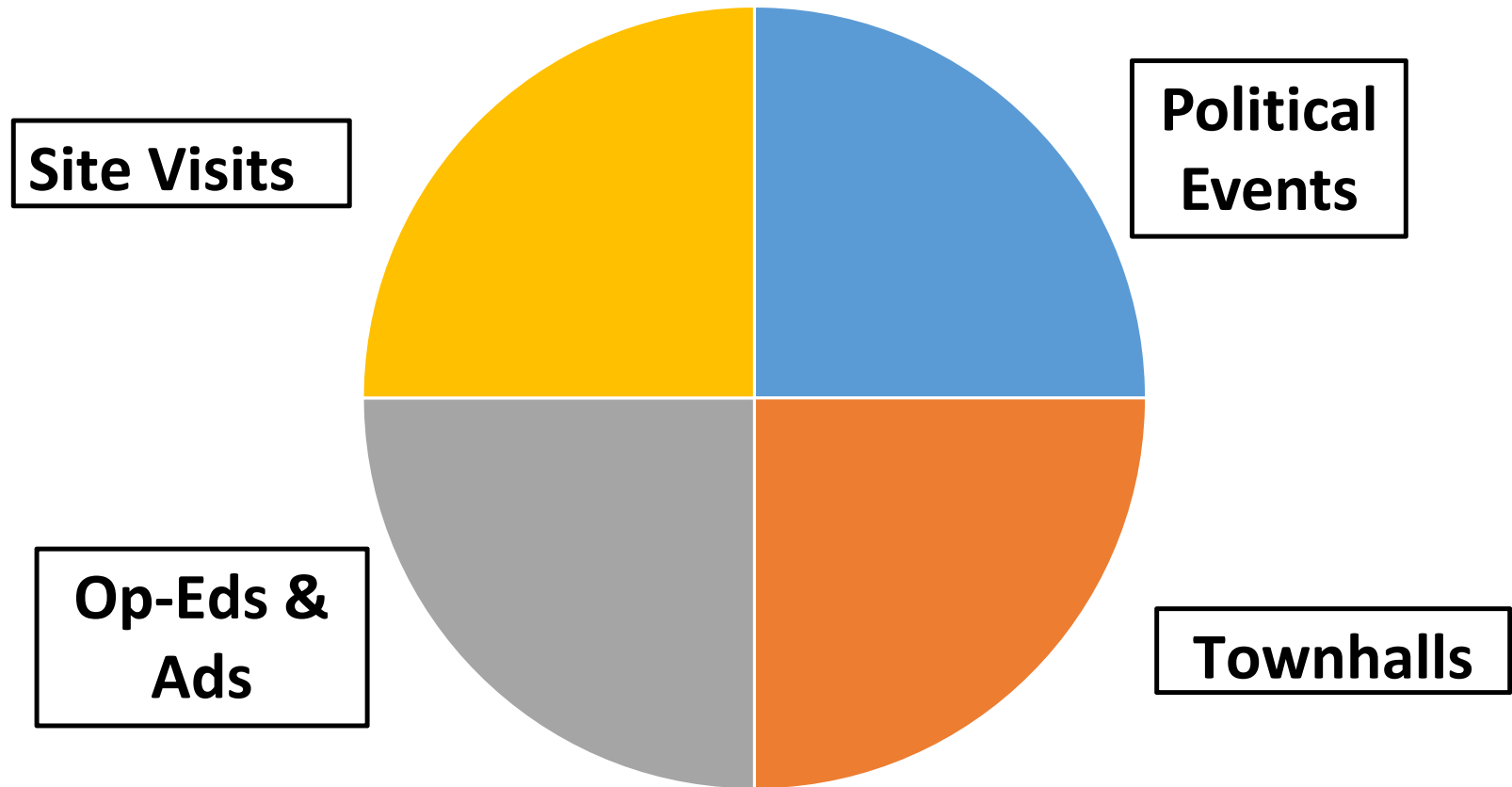


ONLY 7% of Congress have
healthcare backgrounds

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

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



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Key to Sustaining is Experiencing Success