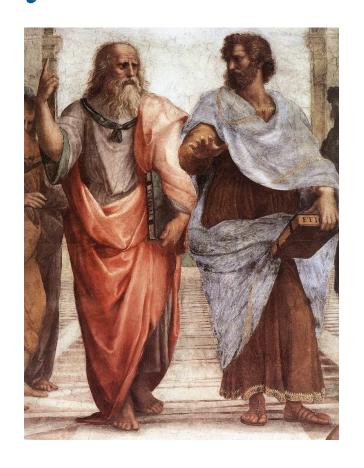
Why Should You Use Data for Advocacy?

Aristotle's On Rhetoric

Ethos- "credibility"

Pathos- "appeal to emotions"

Logos- "appeal to logic"





When and Where to Use Data

When:

- Activate and Motivate Advocates
- Thought and Policy Leadership
- Educate and Influence Policymakers
- Engage with Media
- When You Have Complicated Story

Where:

- Infographics
- Annual Reports/ Whitepaper
- Videos
- Social Platforms
- Website
- Traditional Media
- Leave-Behinds
- Advertising
- Op-eds



Destroy the Policy Wonk

ISSUE BRIEF

CBO Should Revisit Cost Estimate of The Helping Ensure Lifeand Limb-Saving Acess to Podiatric Physicians (HELLPP) Act

The Congressional Budget Office (CBO) prepared a cost estimate of S. 1871, the "SGR Repeal and Medicare Beneficiary Improvement Act of 2013", as reported by the Senate Finance Committee on January 16, 2014 which included two provisions related to podiatric physicians (Sec. 254). The American Podiatric Medical Association (APMA) takes strong exception to CBO's budgetary impact estimate of Section 254, provisions from the Helping Ensure Life- and Limb-Saving Access to Podiatric Physicians (HELLPP) Act, and urges CBO to review the provisions and APMA's supporting documentation.

The CBO estimate states that:

"Section 254 would promote Medicaid beneficiary access to podiatrists and expand Medicare coverage of therapeutic shoes for beneficiaries with diabetes. CBO estimates that those changes would increase direct spending by about \$1 billion between 2014 and 2023."

CBO acknowledges that:

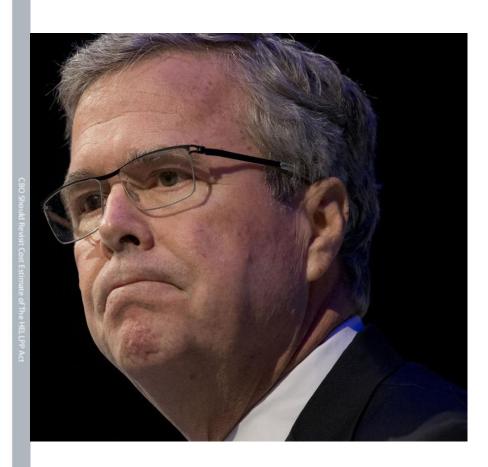
"Because Medicaid provides states with significant flexibility to make programmatic adjustments in response to such changes in requirements, the [requirement to include podiatrists as physicians under the Medicaid program] would not be [an] intergovernmental mandate as defined in UMRA [the Unfunded Mandates Reform Act]."

APMA believes the HELLPP Act provisions warrant a closer look by the CBO. The estimate incorrectly describes the Medicare provision as expanding coverage. On the contrary, the Medicare provision of the HELLPP Act is a paperwork clarification of the current Medicare benefit to better account for how medical professionals certify, prescribe, dispense services, and maintain records under the Medicare diabetic shoe benefit. Underscoring this point, a rule of construction has been incorporated into the current version of the HELLPP Act clarifying that the legislative lanuguage should not be construed as expanding coverage under the Medicare diabetic shoe program.

APMA also believes the federal budgetary impact of defining podiatrists as physicians under Medicaid should be significantly lower than what CBO recently estimated. In fact, in 2009, CBO reviewed the very same provision in the context of a much broader Medicaid expansion proposal and estimated it would cost \$200 million over 10 years. However CBO's recent estimate inexplicably inflated its previous estimate even in light of the following changes to the Medicaid landscape since then:

- Medicaid expansion population is smaller. The Affordable Care Act (ACA) expands coverage to only 133% of the Federal Poverty Level (FPL), while the 2009 legislation CBO was analyzing called for Medicaid expansion for a larger population of up to 150% FPL.
- Medicaid expansion under the ACA is optional as determined by Supreme Court ruling. CBO estimated that the ruling would cause 6 million fewer people to be enrolled in Medicaid and would reduce overall Medicaid spending by \$289 billion over 10
- Numerous peer-reviewed studies demonstrate that care by podiatrists improves patient outcomes and reduces hospitalizations, saving the health-care system from significant unnecessary costs.

Understanding CBO may not revisit and revise its estimate, the HELLPP Act includes a provision to offset any increased spending by closing a loophole so that Medicaid payments to tax-delinquent Medicaid providers would be reduced by the amount of federal taxes that are owed. Such a mechanism already exists in Medicare and is supported by a Government Accountability Office (GAO) study highlighting this irregularity, released July, 2012 (GAO-12-857): "Providers in Three States with Unpaid Federal Taxes Received over 56 Billion in Medicaid Reimbursements."



Make Your Issues Accessible

Who collects your data?

- PhD
- Engineers or Data Scientists
- Public Policy Researchers
- Technical experts

Who reviews your data?

- Lawyers
- Academics
- Your opposition

Who reads your reports?

- Policymakers and staff
- Reporters
- Think tank researchers

Who takes action?

- Employees
- Members
- Concerned citizens
- Customers



Annual Report or Whitepaper

26,000 words

PDF

No stories

Charts

Stock Photography

<Insert Issue Here>



Highlights of GAO-17-35, a report to the Ranking Member, Committee on Financial Services, House of Representatives

Why GAO Did This Study

Private insurers (WYO companies) sell and service flood policies and adjust claims for NFIP under an arrangement with FEMA. In GAO-09-455, GAO made recommendations on FEMA's WYO compensation methodology and data quality. The Biggert-Waters Act built on these recommendations and required FEMA to develop a methodology for determining appropriate amounts WYO companies should be reimbursed. GAO was asked to review the status of FEMA efforts. This report examines, among other issues, (1) the extent to which FEMA revised compensation practices, and (2) trade-offs of potential alternatives to the WYO arrangement. GAO reviewed laws and regulations, analyzed FEMA data and data on expenses reported to NAIC for 2008-2014 (most recent available), and interviewed FEMA and NAIC officials, stakeholders (11 organizations with flood insurance expertise, three vendors), and 10 selected WYO companies with varying NFIP premium bases. To compare FEMA compensation with actual expenses, GAO examined information on accounting and reporting practices from a second selection of 10 WYO companies (in this case, insurers wiithin10 insurance groups) that received about 60 percent of compensation in 2008-2014.

What GAO Recommends

GAO maintains that its 2009 recommendations remain valid and will help FEMA meet BiggerHWaters Act requirements. In this report, GAO recommends that FEMA take into account company characteristics when developing the new WYO compensation methodology. FEMA agreed with the recommendation. Vew GAO-17-3. For more information, contact Aldia Pyunta Cadolog at (200) 512-8678 or cackleys/gao, gov.

FLOOD INSURANCE

FEMA Needs to Address Data Quality and Consider Company Characteristics When Revising Its Compensation Methodology

What GAO Found

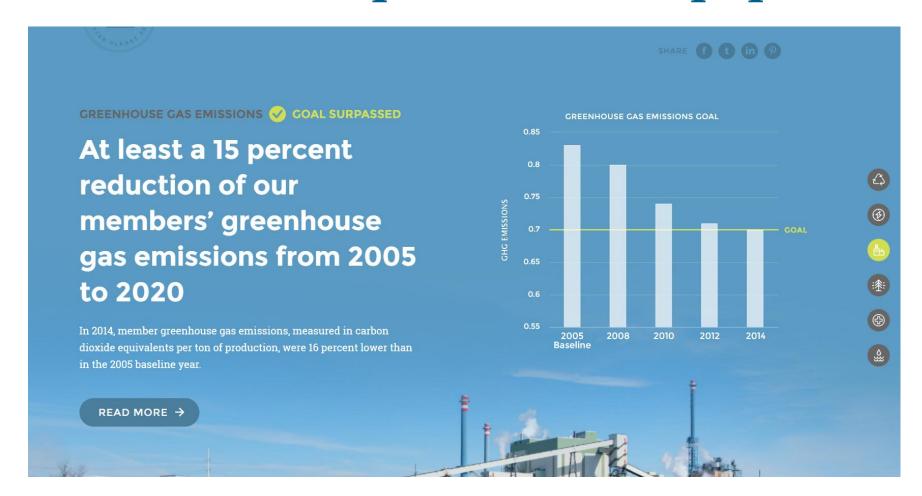
The Federal Emergency Management Agency (FEMA) has yet to revise its compensation practices for Write-Your-Own (WYO) companies to reflect actual expenses as required by the Biggert-Waters Flood Insurance Reform Act of 2012 (Biggert-Waters Act), and as GAO recommended in 2009. FEMA continues to rely on insurance industry expense information for other lines of property insurance to set compensation rates for WYO companies. Efforts by FEMA, the National Association of Insurance Commissioners (NAIC)-which collects data by line of insurance from insurance companies—and the WYO companies have resulted in some improvements to financial data on National Flood Insurance Program (NFIP) expenses that WYO companies report to NAIC. But GAO found inconsistencies among how 10 selected WYO companies (which received about 60 percent of the compensation FEMA paid in 2008-2014) reported federal flood data to NAIC that limit the usefulness of these data for determining expenses and setting compensation rates. For example, GAO analysis showed that adjusting for inconsistencies due to unreported expenses significantly reduced WYO company profits. Consequently, without quality data on actual expenses, FEMA continues to lack the information it needs to incorporate actual flood expense data into its compensation methodology as well as determine how much profit WYO companies make and whether its compensation payments are appropriate. FEMA has not clarified what other analyses it will undertake to address GAO 2009 recommendations concerning data quality. GAO also found the ways in which WYO companies operate, including how companies compensate agents and third-party vendors (with which some companies contract to conduct some or all of the management of their NFIP policies) can affect a company's expenses and profits. Considering company characteristics would allow FEMA to more effectively develop its compensation methodology and determine the appropriate amounts to reimburse WYO companies as required by the Biggert-Waters Act.

According to WYO companies and stakeholders, the current WYO arrangement and three potential alternatives GAO identified all involve trade-offs. Private insurers become WYO companies by signing a Financial Assistance/Subsidy Arrangement with FEMA and FEMA annually publishes terms for participation in the WYO program, including amounts companies will be paid for expenses. The current arrangement includes benefits for consumers from competition among approximately 75 WYO companies, but poses oversight challenges for FEMA due to the large number of companies. The three potential alternatives involve FEMA contracting with (1) one or more insurance companies to sell and service flood policies; (2) one vendor that would sell policies through agents and insurance companies would not be involved; or (3) multiple vendors to service policies while maintaining the WYO network to market and sell flood policies. All three potential alternatives would involve FEMA contracting with either WYO companies or vendors as federal contractors, a status that most WYO company representatives cited as creating more regulatory burden because of federal contract requirements. Representatives of most WYO companies and several stakeholders GAO interviewed preferred the current arrangement because of its predictability and noted that this characteristic would continue to encourage WYO company participation.

____ United States Government Accountability Office

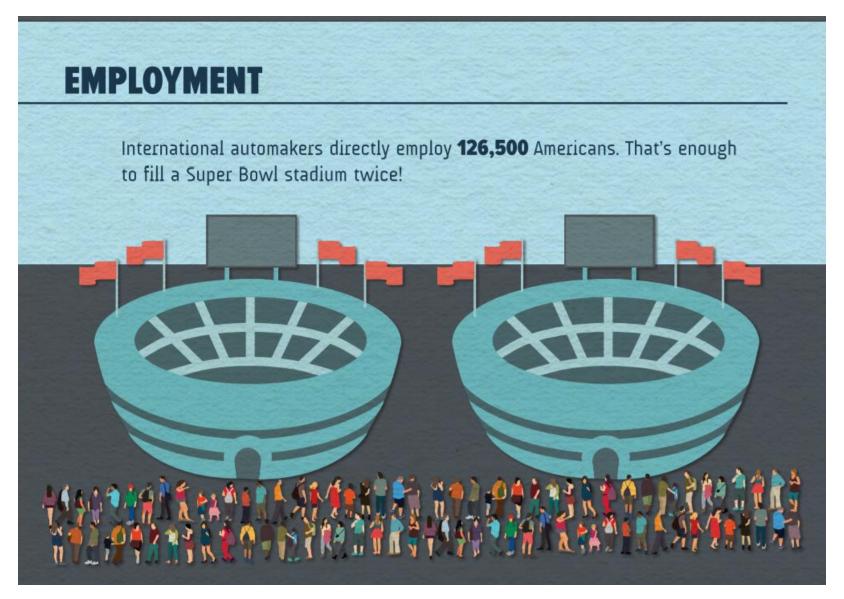


Annual Report or Whitepaper





Annual Report or Whitepaper



Use Your Own Data to Inspire Your Advocates







Use Your Own Data to Inspire Your Advocates



Alzheimer's Assoc. @alzassociation · 29 Sep 2016

73M voters know someone w/ Alzheimer's. Vote to have Karen's ALZ question asked at the next debate: bit.ly/Ask4ALZ #ENDALZ





Alzheimer's Assoc. @alzassociation - 7 Jun 2016

RT to help us thank @SenShelby for supporting Alzheimer's research & the 89k citizens diagnosed w/ ALZ in AL





Influencing Policymakers Online





#Orthopaedic care gets patients back to work while strengthening the US economy #NOLC2015



Rotator Cuff Surgery

250,000 surgeries per year

\$3.4 billion in lifetime societal savings



More than 1 in 4 Americans suffer from bone or joint h...

Learn more



Honda In America @HondalnAmerica - Mar 22

JUST IN: Honda announces a new \$52M investment and 100 new jobs at @HondaIndiana: bit.ly/1Rj0Y2C





Using Data in Video





Infographics Can Tell a Story

Short

Data Driven

Tell a story

Creative use of imagery and color

Action Oriented

Shareable

Easily Changeable



ADA American Dental Association* DID YOU KNOW the Average Dental Student Leaves School with \$247,227* in Student Loan Debt? STUDENT DEBT INCREASE OVER THE PAST 10 YEARS: 61% PUBLIC PRIVATE +102% +68% Percentage of dental school seniors graduating in 2014 The American Dental Association. who said that educational in partnership with the American Student Dental Association and the debt influenced their decision to go into private practice American Dental Education Association. supports efforts to minimize the rather than public service, teaching, research or degree to which excessive student administration. debt limits new dentists' choices. It is time to take action and help ease the crushing burden of education debt. Get involved today by visiting ADA.org/engage. 9 out of 10 dental students graduate with student loan debt. *Educational debt is the sum of undergraduate debt and dental school debt of only those respondents who have debt. Source: American Dental Education Association. (February 2015). ADEA Survey of Dental School Seniors, 2014 Graduating Class Tables Report. Washington, D.C.

Pitfalls of Creating an Infographic

Too Long or complicated

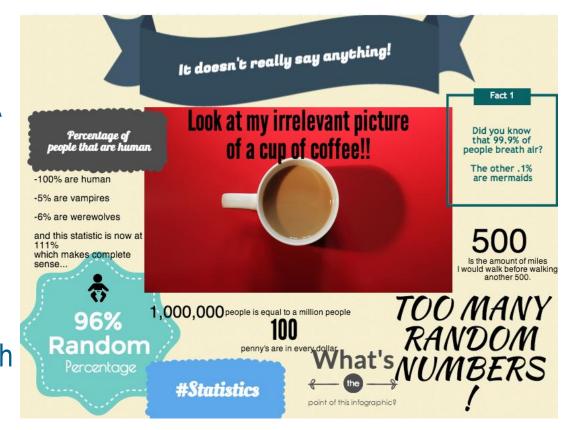
No Compelling message or CTA

Lawyers and the dreaded "*"

Competing Interests

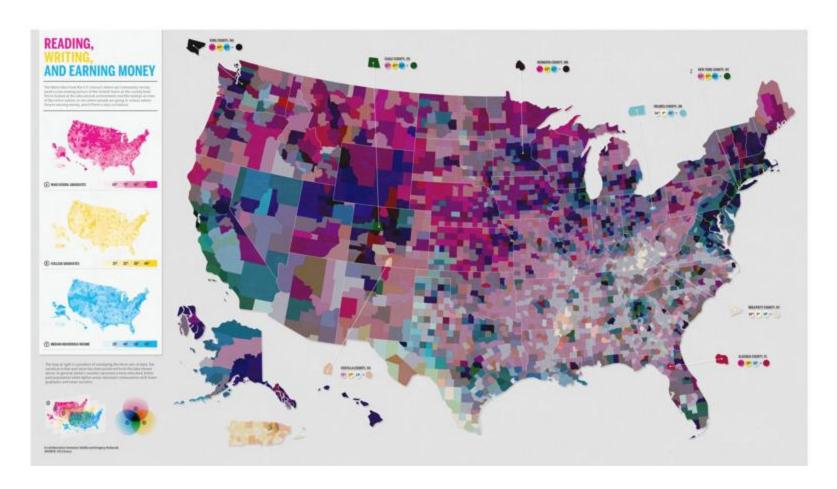
Unclear Target audience

Design and content do not match



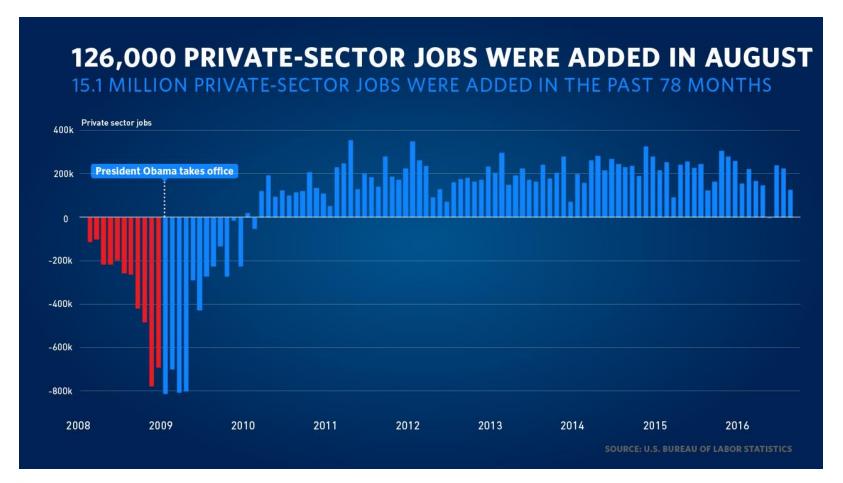


Pitfalls of Creating an Infographic





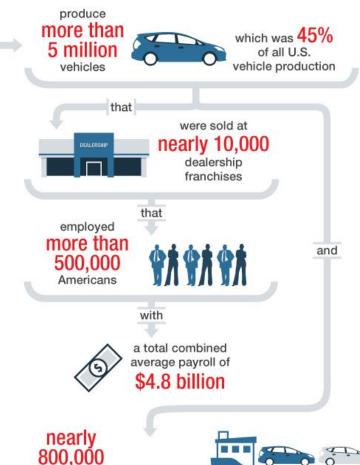
You Can Tell A Complicated Story





You Can Tell A Complicated Story





of those U.S.-built

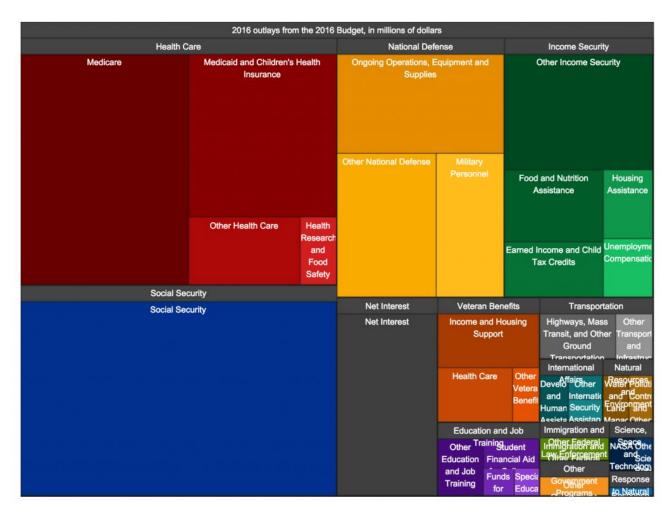
vehicles were exported







Data Visualization



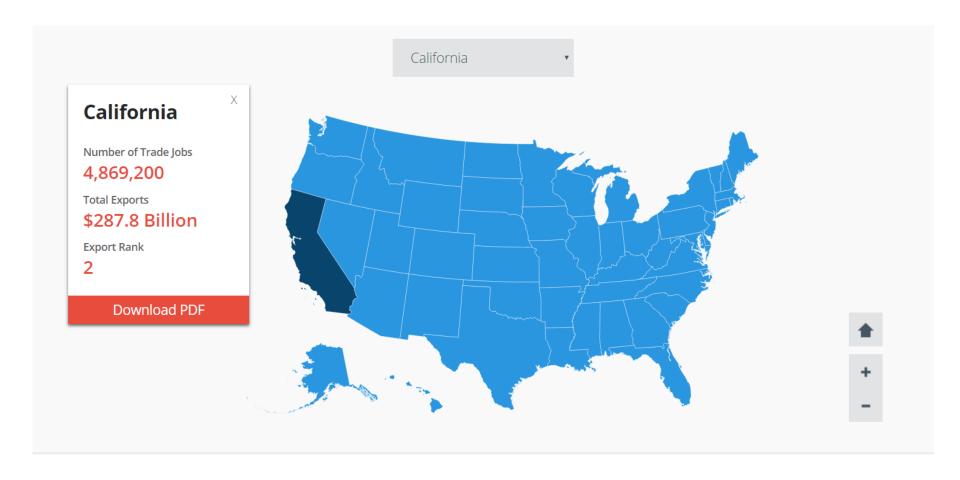


Interactive Data Visualization





Interactive Data Visualization





Local Data

Overview of the Airbnb Community in **Chicago**



As part of Airbnb's commitment to work collaboratively with cities around the world, we are sharing data per our Community Compact. The statistics below reflect activity on our platform in 2015.

To understand more about the Airbnb community in Chicago click here.

Learn more about our data.

Hosts

83%

Hosts sharing their permanent home

\$5,500

Typical host income (local currency)

14%

Hosts saved from eviction or foreclosure

Community

\$230 million

Economic activity (local currency)

1 in 22,000

Property damage resolutions per total guests at the country level



Tools for Data Visualization

Visual.ly

Canva

Piktochart

Tableau

Chart.js

Upwork and Creative Circle*

Vector Imagery

Text Overlay





Key Takeaways

- 1. Find a story in the data
- 2. Test that story
- 3. Illuminate, do not complicate
- 4. Trim, cut and eliminate
- 5. Collaborate with your designers, policy wonks and legal team
- 6. Colors, tone, imagery and design should match your argument
- 7. Practice and patience are key



Questions, Concerns and Comments

Contact:

Nick DeSarno ndesarno@pac.org 202.787.5971

