



THE 2015 HAN ADVOCACY INTENSIVE

JULY 13-14, 2015



THE 2015 HAN ADVOCACY INTENSIVE

Road Map

- ✓ What are our goals?
- ✓ Data: why do this?
- ✓ How has this worked in the past?
- ✓ The HAN approach
- ✓ What you can do?

**I AM A HOSPICE
ADVOCATE!**





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So, what are our goals?

1. Engage with lawmakers to influence policy.
2. Engage with members to increase awareness.
3. Reach a wider audience to educate non-members about hospice to win their support.



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#EOL Advocacy Goes Social

**Want to engage in a new way with your
elected officials?**

Tweet Your Congressman!

- ✓ All but 8 of 435 Members of Congress have a Facebook page
- ✓ All but 15 have a Twitter handle

Source: <http://www.repub.com/articles/2014/11/24/news/local/845199.txt>



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How Congress Views Advocacy Via Social Media

Key Findings (2014):

- ✓ **84%** of Congressional offices were more inclined to use social media than not.
- ✓ **79%** of Congressional offices follow other advocacy groups, businesses or individuals on social media.
- ✓ **97%** of Congressional offices find social media a useful tool for communicating with people already engaged with the office.



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Social media enable us to have more meaningful interactions with constituents



Social media have made Members/Senators more accountable to constituents



In the next 5-10 years more constituent communications will come in via social media than email, phone, and other means



Most of the social media postings to our platforms provide us enough information and context to determine if the post is from a constituent



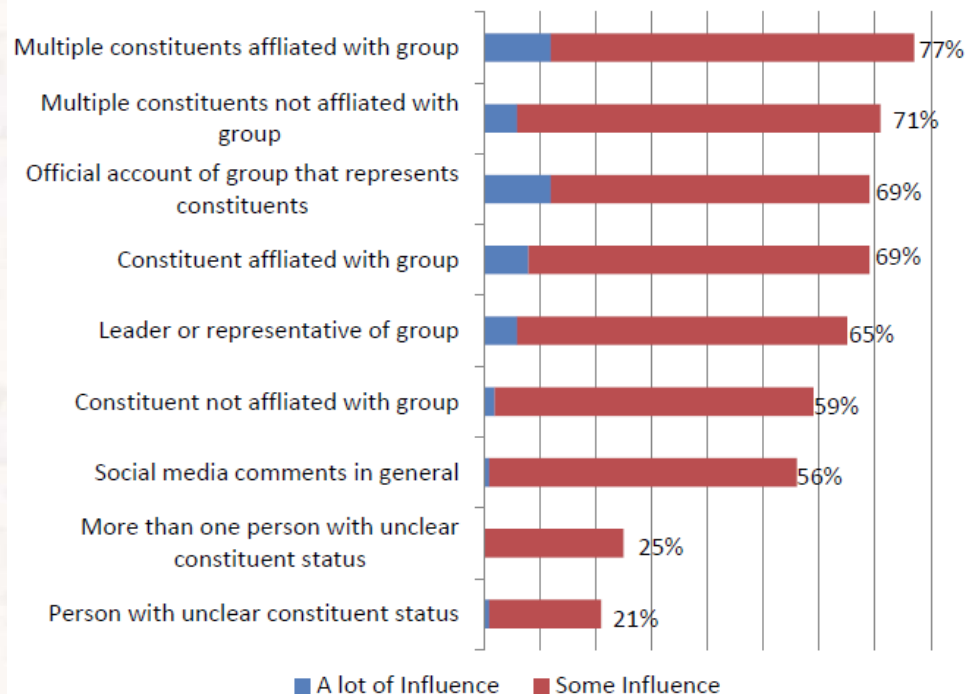
■ Strongly Agree ■ Agree

Copyright 2014: Congressional Management Foundation



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If your Member of Congress has not arrived a firm decision on an issue, how much influence might social media posts directed at your office (including posts on your office/Member platforms) from the following have on his or her decision?

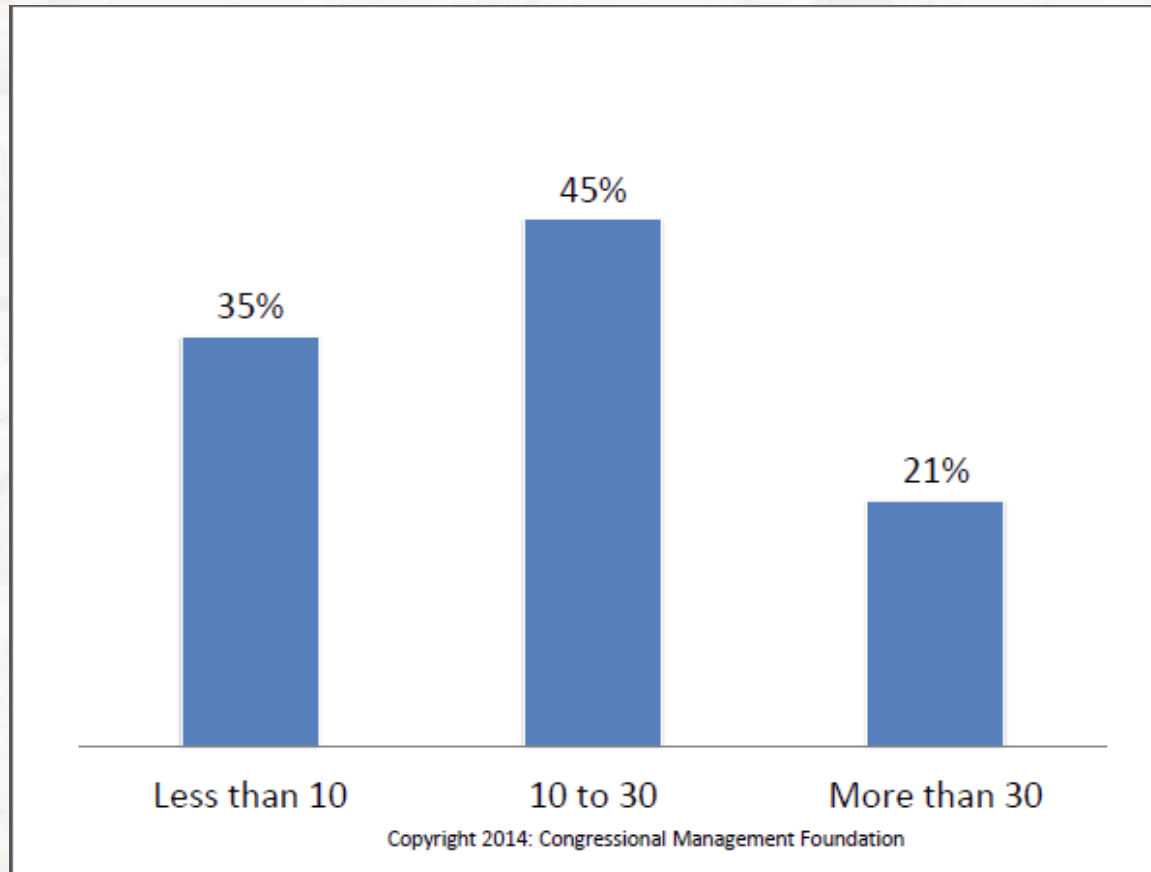


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How many similar comments on social media is enough for
your office to pay attention to?



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Social Media Case Study PART D

Hospice Action Network
Published by Caitlin Reicks [?] · June 26, 2014 ·

BREAKING: Iowa and North Dakota have been added to the states that have all their Members of Congress signed on to the Part D letter! GREAT WORK!



Hospice Action Network
Published by Caitlin Reicks [?] · June 24, 2014 ·

Cindy Lee, CEO of Heart 'n Home Hospice & Palliative Care, LLC has called her Members of Congress and let her voice be heard! We have heard from you on how the Part D Guidance is affecting your organizations, now we need you to carry this message to your legislators! www.hospiceactionnetwork.org/call



Hospice Action Network
Published by Caitlin Reicks [?] · June 17, 2014 ·

Congrats to Diane Brennan and Ana Munteanu from Visiting Nurse Service of New York and Kathy McMahon from Hospice & Palliative Care Association of NYS who met with staff from Congressman Charles Rangel's office. Staff even wore our "I Learned About Hospice" buttons! #HAN14



Hospice Action Network shared Denise Maragos Wagner's photo.
Published by Caitlin Reicks [?] · June 19, 2014 ·

Great work Ohio! Senator Sherrod Brown has signed on to the Part D letter! #HAN14



Hospice Action Network added 3 new photos.
Published by Caitlin Reicks [?] · June 25, 2014 ·

The Senate letter to CMS closes today! Join Hospice Advocates Sheila, Merian from Coventry Hospice, Chesapeake-Fort Walton Beach FL and Gary from AseraCare, Wilmington, NC and call your Members of Congress today! You still have time! www.hospiceactionnetwork.org/call



Hospice Action Network
Published by Caitlin Reicks [?] · June 24, 2014 ·

We have now had over 1,000 advocates call their Members of Congress! We still need more to call in before the House letter closes tomorrow! We can do it! Thank you Elizabeth Ross, from Hospice Compassus in New Mexico for calling and speaking with all 3 of her Members' offices! www.hospiceactionnetwork.org/call



Hospice Action Network
Published by Caitlin Reicks [?] · June 16, 2014 ·

Pictured is Mary Elizabeth Young of The Elizabeth Hospice, who called Senator Barbara Boxer, Senator Dianne Feinstein, and Congressman Duncan Hunter on Part D and hospice! We love our dedicated Hospice Advocates! #HAN14





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Social Media Case Study PART D

HAN Intensive Engagement

2.2K People Engaged (the unique number of people who liked, commented, shared or clicked posts)

1.6K Likes

103 Comments

284 Shares

5.3K Post Clicks (the total number of clicks on our posts, not including likes, comments, or shares)

#HAN14

119 posts

43 users

53, 010 Reach

201, 156 Impressions (the measure of the number of times the #HAN14 was seen during the given week.)

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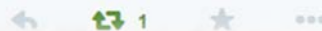
Social Media Advocacy Tips and Tricks

- ✓ **Be Personal.** Share your hospice story through your own voice.
- ✓ **Stay on message.**
 - What's your ask?
- ✓ **Use #hashtags.**
- ✓ **Retweet**
- ✓ **Retweet**
- ✓ **Retweet!**



CasaDeLaLuzHospice @CasaHospice · Oct 31

Thanks @Andy_Tobin for visiting our office and IPU today! CC: @HospiceAction @NHPCO_news

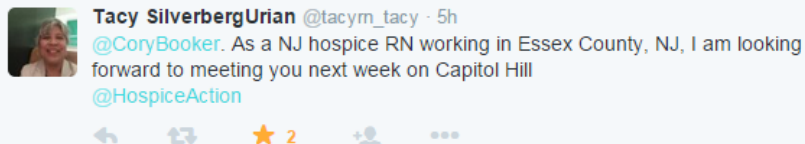


[View photo](#)

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Social Media Advocacy Tips and Tricks

- ✓ Follow your Legislator's official account!
- ✓ Convey you ARE a constituent.

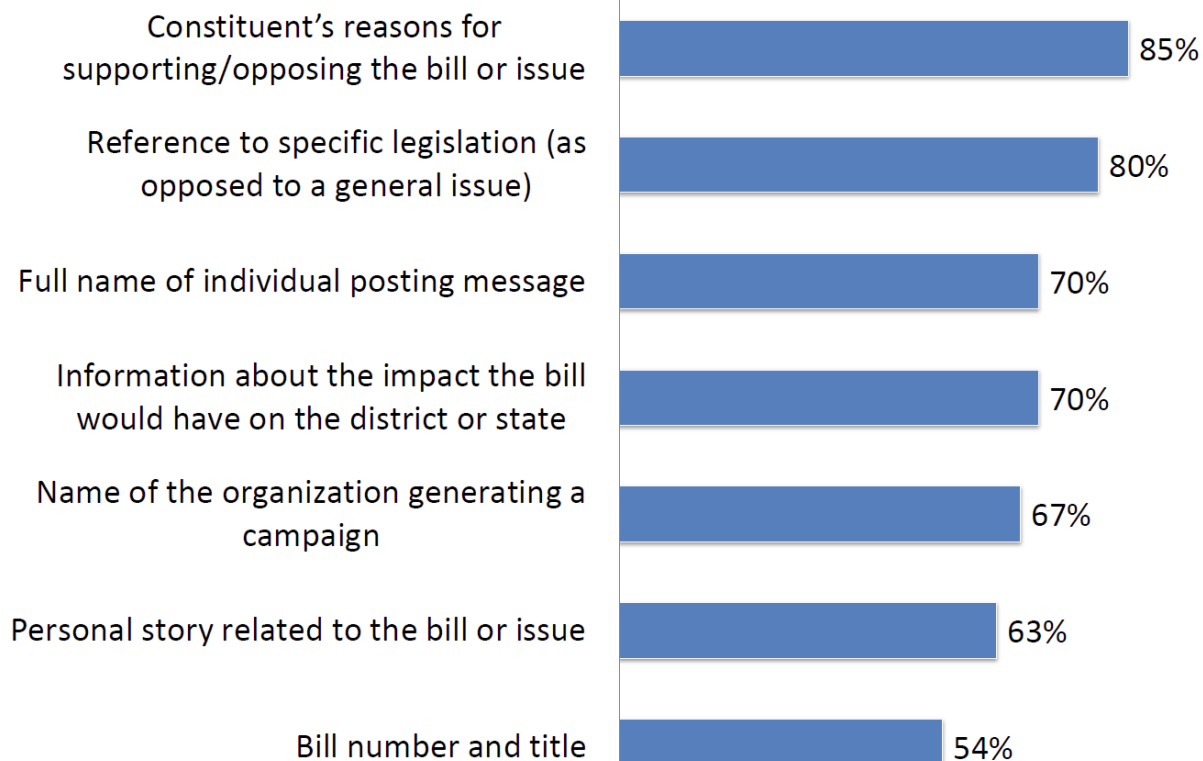


- ✓ Thank you Member for his/her support.
- ✓ Don't forget the photo!
 - On Twitter, photos take 22 characters out of your 140 character limit



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How helpful is it for social media posts from constituents to include the following?





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Digital Advocacy Etiquette

- ✓ **Maintain a Professional Tone**
 - Use Proper spelling and grammar where possible
 - Utilize standard shorthand for Twitter and other character-limited platforms
- ✓ **Avoid attacking politicians, parties, groups or organizations**
 - If you want to communicate that you don't support an initiative, be mindful of tone
 - *EX: I do not support H.R.000 because it is damaging to hospice patients and families (Good Example)*
 - *Ex: H.R. 000 SUCKS AND ONLY HORRIBLE PEOPLE SUPPORT IT! (Not so good)*
- ✓ Mind your 'surroundings': Other pictures, comments may be visible to legislators and the media
- ✓ Beware of Trolls (and don't be one)

Remember: Nothing is ever deleted on the Internet!

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Example Tweets



Patricia Smith @happymamaheart · 22h

Hospice matters to me, and now I get to share the reasons why! Heading to DC to meet with @SenatorBoxer as part of #HAN15 @HospiceAction



Patricia Smith @happymamaheart · Jun 28

@HospiceAction Learning about #CarePlanningAct and how beneficial it can be, ready to know more! #HAN15 will likely burst my head with info 😊



Amanda @hospicechic · Jul 5

@hospicepharmacy @HospiceAction I am! 4th yr and so excited to bring another new advocate this year! :)



Hospice Buffalo @hospicebuffalo · 19 Jun 2014

We need your help! Call your Hospice Member today! Learn more...RT @hospiceaction: Call your Members today! hospiceactionnetwork.org/call #HAN14



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Example Tweets



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Time to Tweet!

Remember:

- ✓ **Tag your Congressman/Congresswoman**
 - ✓ Don't lead with the handle, or if you do, use a "." first. Otherwise the post is only seen by the person, and not the wider audience
- ✓ **If you can, tag your hospice organization**
- ✓ **Include a graphic**
- ✓ **What's your ask?**
- ✓ **Thank you!**

Example Tweets:

Excited to be in DC at the #HAN15 Advocacy Intensive! Talking to @CongressmanSmith about #hospice and #CarePlanningAct tomorrow!

➡.@CongressmanSmith please support the #CarePlanningAct! As an IA03 #hospice nurse I know it helps patients & families! #HAN15

Thank you @CongressmanSmith for meeting with @HospiceHome to discuss #hospice care! #HAN15

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HAN SOCIAL MEDIA OVERVIEW

ENGAGE

ADVOCATE

INFORM



Hospice Action Network

Published by Caitlin Reicks [?] · April 24 · Edited [?] ·

Jenna is an active member of the NHPCO Public Policy Committee and a regular attendee at our Advocacy Intensive! Join Jenna in sharing with us why you are a Hospice Advocate!

Send us your photo and a one sentence response to socialmedia@nhpcohan.org and we will feature you!

I am a Hospice Advocate because...

"I believe in promoting excellent end of life care and access for all. We don't get a second chance.."

- Jenna Paladino, Hospice Advocate
Paladino Public Affairs
Tampa, FL

364 people reached

Boost Post

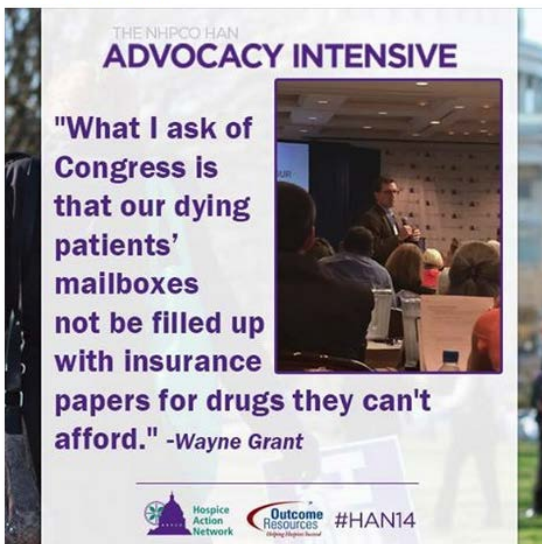
Like · Comment · Share · 8



Hospice Action Network

Published by Caitlin Reicks [?] · June 16, 2014 ·

We'll said. Call your Members of Congress and advocate for your hospice patients today! <http://hospiceactionnetwork.org/.../adv.../call-your-members-p2/> #HAN14

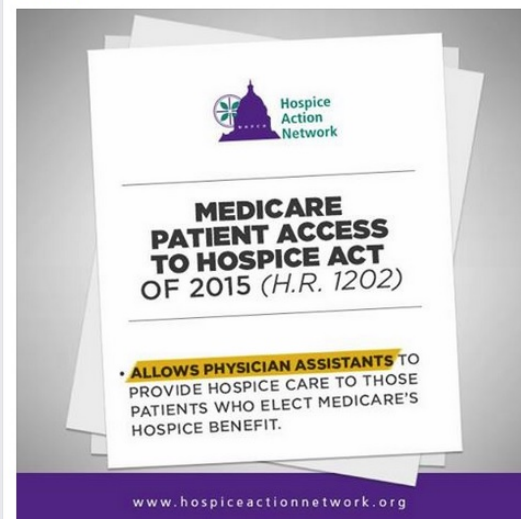


Hospice Action Network

Published by Caitlin Reicks [?] · April 2 · Edited [?] ·

Think physician assistants (PAs) should be able provide care to those patients who elect hospice? NHPCO and the Hospice Action Network do! That's why we have endorsed HR 1202, sponsored by Congresswoman Lynn Jenkins and Congressman Mike Thompson.

Read our letter of support here: http://hospiceactionnetwork.org/.../HR1202_Letter_of_Support... - with American Academy of Physician Assistants



664 people reached

Boost Post

Like · Comment · Share · 22 · 3

#HAN15



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How does HAN use Social Media?



Hospice Action Network

Home

Get Informed

HAN in Action

For Congress

About HAN

Contact

Quick Take: ACP Codes and the Care Planning Act



Posted **07/09/15** by **Karen Davis** and filed under:
#HAN15, advocacy, Advocacy Intensive, CMS, end-of-life care, nhpc, social media

Let's take a quick break from the Advocacy Intensive to talk some policy! Woo!

Yesterday, CMS published the the [Medicare Physician Fee Schedule proposed rule](#). In this proposed rule, CMS is indicating that the establishment of payment rates for advance care planning conversations between physicians and patients can begin as early as January 1, 2016, and that physicians will receive payment for these physician-patient conversations around advance directives and discussions around patient goals of care. Pretty great, right? We think so, and we're not alone:



Mark Warner @MarkWarner

Follow

Pleased @CMSgov proposes to reimburse docs for #endoflife planning. It's about honoring choices. 1. [usa.gov/1L1LdxM](#)
5:31 PM - 8 Jul 2015

18 ★ 13



Earl Blumenauer @repblumenauer

Follow

#Medicare proposes to pay docs to discuss end-of-life care w/

click here for the
**LEGISLATIVE
ACTION
CENTER**

HAN Tweets:

.@KDHealthPolicy with a
#quicktake on #ACP codes &
the #CarePlanningAct
#hospice #hpm #HAN15
<http://t.co/ppjaqXYGkI>
- Thursday Jul 9 - 4:22pm

Thank you @hospicepharmacy
for your ongoing support!
#HAN15
<http://t.co/Ok0SRtjVAI>
- Thursday Jul 9 - 4:20pm

RT @KDHealthPolicy: Quick
Take: #ACP Codes and the
#CarePlanningAct.
<http://t.co/colhrDTzOR>.
- Thursday Jul 9 - 4:15pm



HospiceActionNetwork @HospiceAction · Jul 9

.@KDHealthPolicy with a #quicktake on
#ACP codes & the #CarePlanningAct
#hospice #hpm #HAN15
hospiceactionnetwork.org/quick-take-acp



GrassrootsDrew @GrassrootsDrew · Jul 9

Always quick with the analysis!

Karen Davis @KDHealthPolicy

Quick Take: #ACP Codes and the #CarePlanningAct.
hospiceactionnetwork.org/quick-take-acp....



Hospice Action Network

Published by Lauren Drew [?] · Yesterday at 12:16pm ·

Karen's Quick Take: ACP Codes and the Care Planning Act:
http://hospiceactionnetwork.org/quick-take-acp-codes-and-t...

Quick Take: ACP Codes and the Care Planning Act :: Hospice Action Network

Yesterday, CMS published the the Medicare Physician Fee Schedule proposed rule. In this proposed rule, CMS is indicating that the establishment of payment rates for advance care planning conversations between physicians and patients can begin as early as January 1, 2016, and that physicians will re...

HOSPICEACTIONNETWORK.ORG

682 people reached

Boost Post



#HAN15



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What's next?

- ✓ Get on social media!
- ✓ Find and follow your Members of Congress
- ✓ Find and follow us!
 - @HospiceAction,
 - @GrassrootsDrew,
 - @GrassrootsTony,
 - @KDHealthPolicy
- ✓ Find and follow other Hospice Advocates
 - While you are here, connect with 10 other advocates



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What's next?

- ✓ Tweet/post your experiences
 - Did you read an article
 - Attend an event
 - Use #HAN15 to tweet about the Advocacy Intensive
 - Thank your Member after your meeting – don't forget the photo!
- ✓ Follow these popular hospice hashtags
 - #hospice
 - #hpm
 - #CarePlanningAct
 - #HAN15
 - #eol





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Questions?

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<http://www.congressfoundation.org/projects/communicating-with-congress/social-congress>

Singley, P. (2014, November 24). Politicians embrace social media to connect with constituents . Waterbury, CT, USA.