

State Testimonies & Hearings

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Background:

- ▶ The Healthcare Distribution Alliance (HDA) is the national organization representing primary healthcare wholesale distributors — the vital link between manufacturers and pharmacies, hospitals, long-term care facilities, clinics and others nationwide.
- ▶ Oversees HDA's nationwide state government affairs efforts.
- ▶ Previous Experience:
 - ▶ National Community Pharmacists Association (NCPA)
 - ▶ Pennsylvania Pharmacists Association (PPA)
 - ▶ Pennsylvania Dental Association (PDA)

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When to Testify: Risk vs. Reward

- ▶ Is it expected that all interested parties testify?
 - ▶ Must you testify to be on the record?
 - ▶ If the risk to reward ratio is in question, does the possibility of submitting written testimony achieve your goals while decreasing risk?
- ▶ Identify both opposition and proponents to the bill
 - ▶ Which groups will testify with you? Which will testify for the other side?
 - ▶ Any missing groups or perspectives that should provide testimony?
 - ▶ Grassroots/Grass tops activation possibilities.
- ▶ Will your testimony garner political or public support?
 - ▶ If not, is there more risk than reward?
 - ▶ Does simply “being there” result in a benefit.
- ▶ What opinions of your interest group or position are already held by the committee members?
 - ▶ Is there a chance to change opinions? Does extending your position to the public assist in garnering support?

Delivering Strong Testimony: Process, Presentation & Politics

PROCESS:

- ▶ Know what's expected - protocols, time limit, format, registration, order, submission or written, etc.
- ▶ Is written testimony also expected - if so, use written to get “in the weeds.”

PRESENTATION:

- ▶ Don't read. Speak to the committee.
- ▶ Be succinct.
- ▶ Capitalize on your first few sentences: Who you are, position and why (the “ask”)
- ▶ Be prepared to improvise and address other panelists comments and concerns.
- ▶ Be personable. Keep it interesting. Speak to the “real world.”

POLITICS:

- ▶ Know where committee members stand prior to testifying.
- ▶ Proactively address committee members concerns or criticism.
- ▶ Don't be afraid not to know something. Provides you with an opportunity to follow-up.

Testifying on a Sensitive Public Policy Issue



- ▶ Be involved in the process whenever and wherever possible.
- ▶ Coordinate with all necessary “departments”
 - ▶ Committees
 - ▶ Clients, Members
 - ▶ Legal
- ▶ Respect all positions - both personal and political.
- ▶ Understand that an issue may be extremely personal to many people.
- ▶ Agree with opponents when you can.
- ▶ Don’t get flustered or take confrontation personally. Politely accept criticism, but calmly defend your position.
- ▶ Try to meet with all committee members before testifying and understand their positions.

Multi-State & Interest Group Management

- ▶ Utilize a national network of advocacy partners.
- ▶ Understand each state's unique protocols for providing testimony.
- ▶ Communications and Public Affairs is critical.
- ▶ Prioritizing based on available resources may be critical to success.
- ▶ Coordinate advocacy efforts with local representation and/or coalition partners.
- ▶ Have a strong team working with you, both consultants and colleagues.



Case Studies & Q/A

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