ADA LOBBY DAY 2019
TRAINING WEBINAR

- Ram Nileshwar, Au.D., ADA President
- Eric Hagberg, Au.D., ADA Advocacy Chair
- Rich Meade, Prime Policy Group
- Stephanie Czuhajewski, MPH, CAE, ADA Executive Director
ADA Lobby Day 2019: The Legislative Agenda

Advancing the Medicare Audiologist Access and Services Act (MAASA) H.R. 4056 and S. 2446

1. Need for improved “Part B” access to audiology services
   - H.R. 4056 and S. 2446: Improving care and efficiency

2. Advancing MAASA in Congress

3. Lobby Day: T’s, talking points, and prep materials

4. Logistics, tips, and tools
THANK YOU, SPRINT.
NEED FOR IMPROVED “PART B” ACCESS TO AUDIOLOGY SERVICES
Outdated Medicare Rules Impede Patient Access

The physician order is out of order!

Medicare Red Tape is forcing patients into a fragmented system of care.

Medicare Part B patients must jump through hoops, pay out of pocket, or forgo care.

Only Congress can allow Medicare to cover Medicare-covered audiology services when they are provided by an audiologist!
COMPARATIVE PATHWAY TO CARE: MOST PROGRAMS AND PAYERS* VS MEDICARE PART B

MOST PROGRAMS AND INSURANCE*

MEDICARE PART B

BENEFICIARY HAS CONSISTENT, STREAMLINED ACCESS TO CARE

UNNECESSARY CONFUSION AND CHAOS

*Medicare Advantage, private insurance, the Veterans Health Administration, Federal Employee Health Benefits Plan, private pay
MEDICARE AUDIOLOGIST ACCESS AND SERVICES ACT
H.R. 4056/S. 2446
THE MEDICARE AUDIOLOGIST ACCESS AND SERVICES ACT IS THE SOLUTION

Direct Access

Coverage for Medicare-Covered Services that the audiologist is licensed to provide

Practitioner Classification under Medicare
IMPORTANT MAASA FACTS

- No New Services into Medicare
- No Expansion of Scope of Practice
- Inclusion in Outcome-based Payment Models
- Parity for Patients and Providers
- Does not include hearing aid coverage
ENACT H.R. 4056 AND S. 2446 TO ENHANCE MEDICARE DELIVERY OF AUDIOLOGIST SERVICES

- Improve access
- Reduce duplicative services
- Increase efficiency
- Optimize audologist deployment
- Align with evidence-based practices
ADVANCING MAASA IN CONGRESS
PROCESS TO PASS A BILL: U.S. SENATE

1. BILL INTRODUCED
2. SUBCOMMITTEE (HEARINGS)
3. COMMITTEE
4. FLOOR
PROCESS TO PASS A BILL:
U.S. HOUSE OF REPRESENTATIVES

1. BILL INTRODUCED
2. SUB-COMMITTEE (HEARINGS)
3. FULL COMMITTEE
4. RULES COMMITTEE
5. FLOOR
HOW A BILL BECOMES A LAW

Member Introduces Legislation → Legislation is “Referred” to Committee(s) of Jurisdiction → Committee(s) Vote to Approve; Send Bill to House/Senate Floor → In House, Bill is Considered by Rules Committee → House Adopts Rule; Amends and Passes Bill → Senate Adopts Rule; Amends and Passes Bill → House and Senate Conferees Write Conference Report → Senate Passes Conference Report → House Passes Conference Report → President Signs or Vetoes Conference Report*

*Conference Report*
HOUSE
435*

116th by the Numbers

SENATE
100**

*1 Ind., 4 vacancies

**2 Ind., 0 vacancies
KEY COMMITTEES OF JURISDICTION

01 U.S. Senate Committee on Finance

02 U.S. House Committee on Ways and Means

03 U.S. House Committee on Energy and Commerce
BUILD A COALITION FOR CHANGE
MAKE A NON-PARTISAN CASE

- Quality
- Access
- Efficiency

MAASA
H.R. 4056 and S. 2446 are Bipartisan

H.R. 4056
- Rep. Rice, Tom [R-SC-7]*
- Rep. Cartwright, Matt [D-PA-8]*
- Rep. Meadows, Mark [R-NC-11]*
- Rep. Norman, Ralph [R-SC-5]*
- Rep. Kelly, Mike [R-PA-16]*
- Rep. Schakowsky, Janice D. [D-IL-9]*
- Rep. Schneider, Bradley Scott [D-IL-10]*

S. 2446
- Rep. Bilirakis, Gus M. [R-FL-12]*
- Rep. Blunt Rochester, Lisa [D-DE-At Large]*
- Rep. Davis, Rodney [R-IL-13]
- Rep. Grijalva, Raul M. [D-AZ-3]
- Rep. Khanna, Ro [D-CA-17]
H.R. 4056 and S. 2446 are Bipartisan

**H.R. 4056 (Continued)**
- Rep. Pappas, Chris [D-NH-1]
- Rep. Chu, Judy [D-CA-27]

**S. 2446**
- Sen. Elizabeth Warren [D-MA]
- Sen. Rand Paul [R-KY]
- Sen. Sherrod Brown [D-OH]
- Sen. Roger Wicker [R-MS]
Seek Opportunities to Attach Bill or Insert Language

• Recent Opportunity– H.R. 4618, The Medicare Hearing Act
  • Improvements successfully made
  • Issues not sufficiently addressed
  • Next steps
  • Prospect for passage

• Other Potential Opportunities
4

LOBBY DAY: T’S TALKING POINTS AND PREP MATERIALS
Get T’d Up for Success

• Truthful
• Timely
• Targeted
• Tactful
• Talking Points
• Tips
• Tools & Technology
TRUTHFUL

- Focus on facts
- Don’t embellish
- If you don’t know, say so
- If you make a promise, keep it
TIMELY
TARGETED
I did not vote for you, but... So, tell me about the impeachment hearing... Running again? Perhaps I can help...
TALKING POINTS

• Download the handouts with key talking points about what MAASA will (and won’t) do. Review it in advance.
• Frame the pitch in the context of helping the beneficiary and the system.
• Reinforce QEA (Quality, Efficiency, Access) in your ask.
• If you own your practice, mention it.
TALKING POINTS

• Develop specific messaging that illustrates the negative impact of status quo for you and your patients (and how MAASA can help)
• Offer to send additional information about anything discussed and/or offer a tour of your practice
• ASK FOR CO-SPONSORSHIP OF THE BILL (or thank them for co-sponsorship)
5 LOGISTICS, TIPS, AND TOOLS
LOGISTICS

- Schedule for Lobby Day
- Briefing, Nov. 13th
- Individual Schedules
- Materials
- Ties and Scarves
- Communication
- Transportation
- Food
- Maps and App
TIPS

• Identify a “lead” constituent for each meeting (main talker) and assign follow up talking points to other attendees.
• Be prepared to hurry up and be prepared to wait.
• Meet your team outside the office. Wait as long as possible, but if necessary, go in on time, even if the whole team is not present.
• Respect all Congressional staff! Treat them as you would treat the legislator.
TIPS

• Wear comfortable shoes and the ADA scarf/tie.
• Bring lots of business cards.
• Pack a snack and a bottle of water (will be provided).
• Avoid wearing/bringing items that set off metal detectors.
• Take notes in each meeting.
• Turn in feedback forms from each meeting to ADA staff.
• Follow up with a thank you to each office.
THERE IS AN APP FOR THAT

Username: Email you used to register for Lobby Day
Password: ada2019
List of Materials to Review in Advance

- Issue Brief MAASA
- H.R. 4056/S. 2446 Quick Facts
- Audiology Fast Facts
- State Fact Sheet (your state)
- Talking Points/FAQ
- Itinerary for Briefing and Lobby Day (where and when)
- App
Download and review materials.

Wear decorative scarf or tie (provided).

Pack at least 30 business cards.

Visit the Sprint CapTel booth to view the photo review of the day.

Have a great time and enjoy the experience!

Dress professionally and comfortably.

Attend final briefing at Gaylord. Pick up materials, download app.

Be ready at 7:00 a.m. on on Nov. 14th to board busses for Capitol.

• Be authentic.
• Take notes.
• Say thank you.
ADA Lobby Day 2019: Questions?

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