

Finding Your Voice



Russell Photography

Pathways To Effective Advocacy



No Disclosures

Objectives

- Why Advocacy?
- Historical Basis
- Definitions
- Methods to Create Change
- Obstacles



Medicine is a social science, and politics is nothing more than medicine on a grand scale.

~ Rudolf Virchow

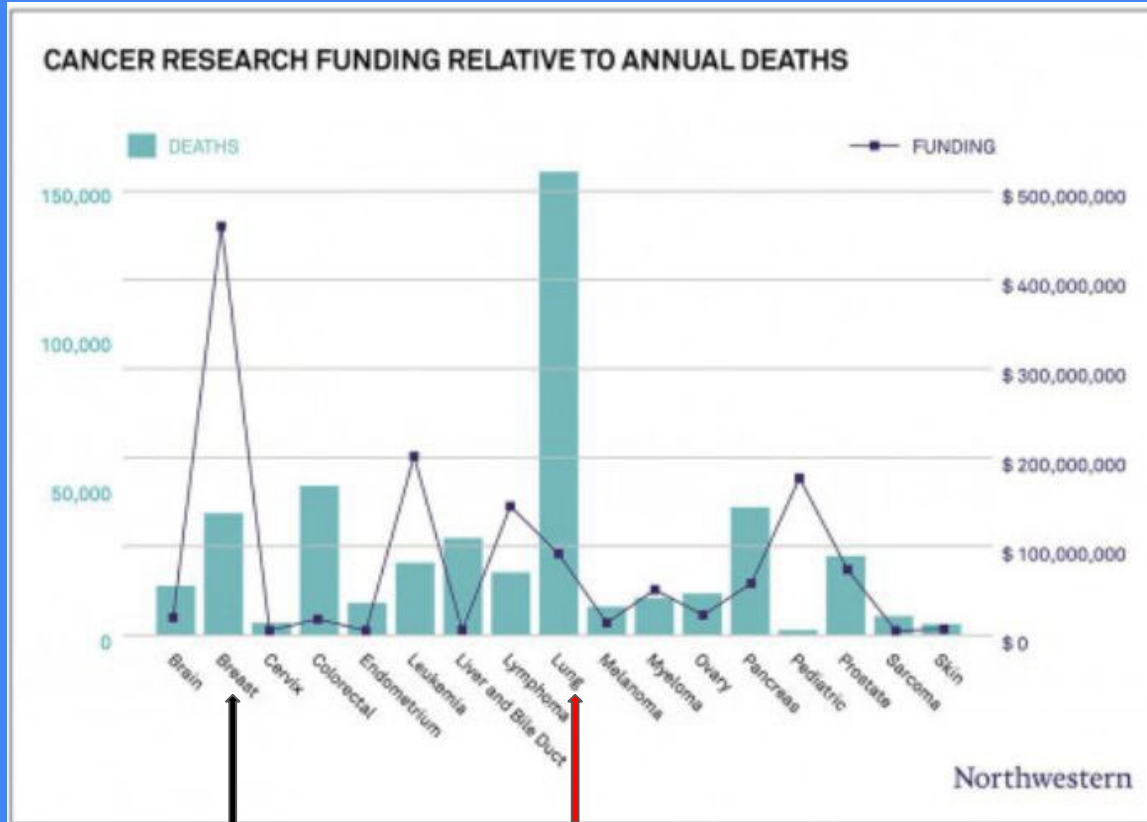
AZ QUOTES

“Medicine as a social science, as the science of human beings, has the obligation to point out problems and attempt their theoretical solution; the politician, the practical anthropologist, must find the means for their actual solution”

Sobering Facts

PERCENTAGE OF PEOPLE WHO ASSOCIATE LUNG CANCER WITH





UNINTENDED CONSEQUENCES?

Cancer Health July 30, 2019



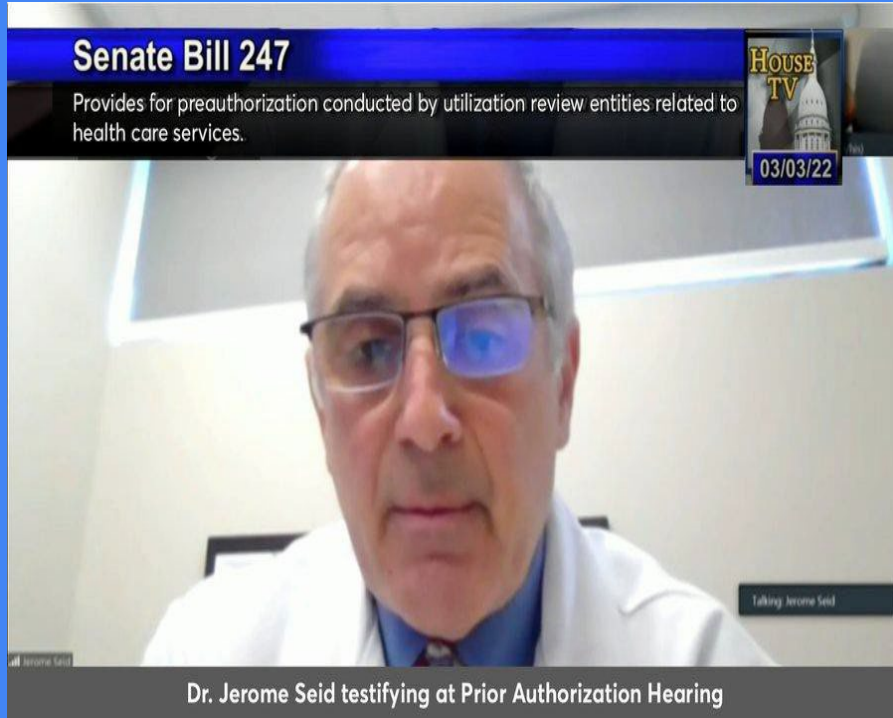
What is Physician Advocacy?

- **Lack of an accepted definition**
- **Advocacy As a Physician Duty**
- **Inertia/Inaction**
- **Skepticism about role of advocacy**
- **Political Advocacy Ramifications**

Advocacy? Activism?

Senate Bill 247
Provides for preauthorization conducted by utilization review entities related to health care services.

HOUSE TV
03/03/22



Dr. Jerome Seid testifying at Prior Authorization Hearing





What Can You Offer?

- Your story!...The patient's story!
- Feeling like an imposter? Me too!
- Put your \$ where your mouth is! PAC, disease specific orgs.
- Use the power of the written word - media (print, social)
- VOTE! Who supports? Who opposes?

Importance of Role Models



Ways To Change the Health-Care System

- **Provide!** - data to a legislative body or testify in support
- **Write!** - an op-ed - newspaper or trade journal?
- **Attend!** - In-district coffee hours/local meetings, etc.
- **Letters, e-mails, calls to legislator** - get on their e-mail list!
- **Join!** - specialty society; Specific Interest Group; pol. party
- **Invite!**- stakeholders to present at grand rounds - leg, ins, admin, etc.
- **Engage! Advocacy activities** - ASCO, ASH, ACS

Ways To Change the Health-care System

- **Host!** a legislator at your office or in your home
- **Embrace!** leadership opportunity offers -SAY YES!
- **Involve!** media - who writes local health column?
- **Create!** a blog, Speak on radio health talk show, etc.
- **Share!** your stories at local meet and greets
- **Engage!** in advocacy/activism activities - ASCO, ACS
- **Consider!** run for office



Barriers to Advocacy

- Lack of Time/ Clinical responsibilities
- Lack of Training, Experience &/or Protected time
- Not productive, takes too long
- Fear! Awkward, Impostor? Employment restriction/job security
- Lack of Mentors
- Not understanding the issues

“I Don’t Want To Hear Your Excuses!”

What Matters Most?

- Don't get hung up on data and statistics
- The patient's story!
- Establish / build the relationship - helps with "heavy lifting"
- Find common ground - use it to your advantage.

A teacher with dark hair, wearing a grey long-sleeved shirt and a colorful beaded bracelet, is sitting on the floor and reading a large book to a group of children. The children are sitting on a yellow mat on the floor, looking attentively at the book. The book has the title 'ARTHUR WOOD' visible. The background shows a classroom setting with a radiator and a wooden chair.

Learn To Be A Storyteller!

Character
Conflict
Resolution

Expectations

A person is silhouetted against a bright sunset sky, standing on a rocky mountain peak. The sun is low on the horizon, casting a warm glow over the scene. In the background, there are layers of mountains and a body of water, possibly a lake or bay, reflecting the light. The overall atmosphere is serene and contemplative.

- **Realistic?**
- **Time In \neq Results Out**
- **Immediate vs delayed/deferred**
- **Incremental gains are meaningful!**
- **Pace? - many factors**



Thanks, Dad

