



Let's "Rewire" Our Strategy

EFFECTIVE COMMUNICATION WITH THE MEDIA

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and*

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www.adventisthealthpolicy.org

Adventist Health Policy Association

FOUNDED

- 2010 by Dr. Don Jernigan (then CEO of AdventHealth).

MISSION

- “Promoting wholeness to live God’s healing love.”

PURPOSE

- To serve as the united policy voice for the five Seventh-day Adventist health systems in the USA
- To leverage the influence of almost 90 hospitals and campuses with more than 300 affiliated health care facilities across 15 States, employing over 145,800 individuals and representing over \$20 Billion of net revenue in 2018

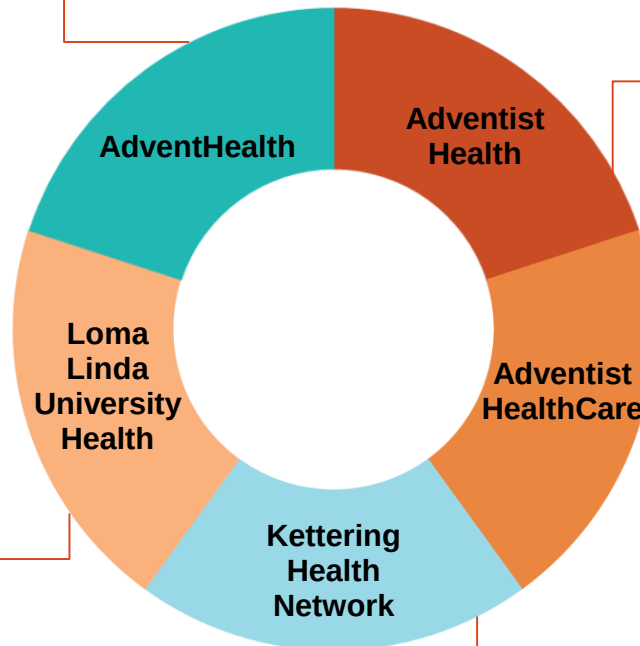
AHPA Member Systems



Colorado
Florida
Georgia
Illinois
Kansas
Kentucky
Missouri
North Carolina
Texas
Wisconsin



California
Hawaii
Oregon



Maryland



LOMA LINDA UNIVERSITY
HEALTH

California



Ohio

Adventist Health Policy Association

SIGNATURE ISSUES

- Access to Care
- Social Determinants of Health

FOUR FOCUS AREAS

- Advance evidence-based policies that promote **wholeness**
- Sustain **high quality, affordable care** for all patients we serve
- Ensure **health care access and coverage** for our patients
- Advocate for policies that supports **health care innovation**

Adventist Health Policy Association

ACTIVITIES

- Five Steps to Health in America
- Bi-weekly Policy Briefs
- Comments on and works for the passage/implementation of new federal legislation, rules and regulations
- Collaboration with Advocacy Organizations (AHA, CHA, HLC, BPC, etc.); on the transformation of health care.

When “AHPA” is googled:

American Herbal Products Association (AHPA) > Home

www.ahpa.org/ ▼

The **American Herbal Products Association (AHPA)** is the national trade association and voice of the herbal and botanical products industry. **AHPA** is comprised ...

American Health Planning Association

www.ahpanet.org/ ▼

American Health Planning Association. ... New Data Shows Community Health Workers Significantly Reduce Hospital Readmissions and Spending ...

Arthritis Health Professions Association: Home | AHPA

<https://www.ahpa.ca/> ▼

AHPA provides an excellent forum for health professionals working in the field of arthritis to learn, share knowledge, collaborate, and network. If you are not a ...

Air Hockey Players Association: Our Mission

theahpa.com/ ▼

2018 **AHPA** Air Hockey World Championship Registration. Registration is ... Membership. Stay connected and get tips from the worlds best air hockey players.

American Honey Producers Association

<https://www.ahpanet.com/>

The **American Honey Producers Association** is an organization dedicated to promoting the common interest and general welfare of the American Honey ...

Raising AHPA's DC Profile

ADVOCACY EFFORTS

- Congressional visits (hospital leadership)
- House & Senate committee hearings
- Membership in various national provider organizations
- Interface with lobbyists on behalf of five SDA systems

NEW COMMUNICATION PLAN

- Define the “AHPA” brand to Capitol Hill
- Target members of Congress, member aides, committee staff, Key HHS and WH staff, DC press corps, trade press, industry government relations staff, public health advocates

NEW DC OFFICE

- Opened on November 1, 2018
- Located just three blocks from the Capitol building

Raising AHPA's DC Profile

- As AHPA's presence and influence in DC grows,
 - AHPA is recognized as a resource for policy information
 - AHPA is seen as a leader on many critical issues but also
 - Becomes a bigger “target”



AHPA's NATIONAL PRESS RELEASE

**Adventist Health Policy
Association Opens a New
Office in the Nation's
Capitol**

"Rewire": SERIES OF EVENTS

Obtained a list of Media Organizations that report on health care including our SDA Organizations

Sent press release

Scheduled interviews with media outlets

Many positive stories

During the interview, interviewer's focus changed:

New DC Office

Policy on

Treating LGBTQ & transgender community?

Gender transition surgeries & pregnancy terminations?

Reproductive health issues?

- ← **1** In Historic Ruling, Kansas Supreme Court Declares Abortion Rights 'Fundamental' **2** Abortion Doesn't Harm Women. Banning Abortion Harms Women. **3** A Catholic Hospital in Iowa Offered Contraception for Decades. Then the Bishop Found Out. **4** Campaign Questions, Campaigning Against Women: GOP Abortion Talk Reveals Its Misogynistic Hand →

INVESTIGATIONS HEALTH SYSTEMS

A Catholic Hospital in Iowa Offered Contraception for Decades. Then the Bishop Found Out.



Apr 23, 2019, 10:44am Amv Littlefield



Lewis Raven Wallace

COMMENTARY MEDIA

Why Media Outlets Cover Racial Reconciliation but Not Racism

Apr 29, 12:45pm



NEWS LAW AND POLICY

Washington State Democrats Battle Over Reproductive Health Care for Undocumented Immigrants

Apr 24, 2:32pm Auditi Guha



CULTURE & CONVERSATION POLITICS

If Only We Valued Women

Article Title:

“Meet Another Religious Health System Restricting Reproductive Care”

Seventh-Day Adventist Church policy opposes abortion, assisted suicide, and the “homosexual lifestyle,” but approves of contraception, sterilization, and in vitro fertilization.

Lessons Learned

- AHPA needs to have a clear, consistent process in place to respond to such inquiries
- AHPA needs to have a position or consensus statement on certain sensitive and politically charged issues
- AHPA needs to have a way to speak confidently on behalf of the five systems
- Ignoring the reporter or responding - “no comment” is never an acceptable approach.

The Power of Words



Quote from a Philosopher...

"In times of change, learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists."

by Eric Hoffer

Author, Moral and Social Philosopher

Discussion Questions:

- How are similar questions from the media handled in your system/organization?
- How can AHPA partner with the Adventist Bioethics Consortium to better respond to such inquiries?
- Is ignoring the inquiring media organization ever an acceptable response?

Questions for Us?

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