

South Carolina Health IT Day : Making Your Voices Heard!



Dr. Elizabeth A. Regan, SC HIMSS Advocacy Chair

SC HIMSS Members Are the Experts in Healthcare IT

- South Carolina HIMSS is the state chapter of the global HIMSS professional organization for healthcare information technology professionals. HIMSS is the only organization that focuses on healthcare IT-specific issues.
 - Over 1,000 members
 - Including CIOs, CMIOs, CNIOs, project managers, vendors and business owners from across the state.
 - Healthcare providers represented include PRISMA, MUSC, Self Regional, Lexington Medical Center, AnMed, Tidelands and McLeod Health.
- Our members are experts in Healthcare IT and are here to help YOU and act as a resource to understanding Healthcare IT initiatives, costs and impacts.



Lobby vs Advocate



A *Lobbyist* is:

someone hired by a business or a cause to persuade legislators to support that business or cause. Lobbyists get paid to win favor from politicians.

An *Advocate* is:

: a person who argues for or supports a cause or policy

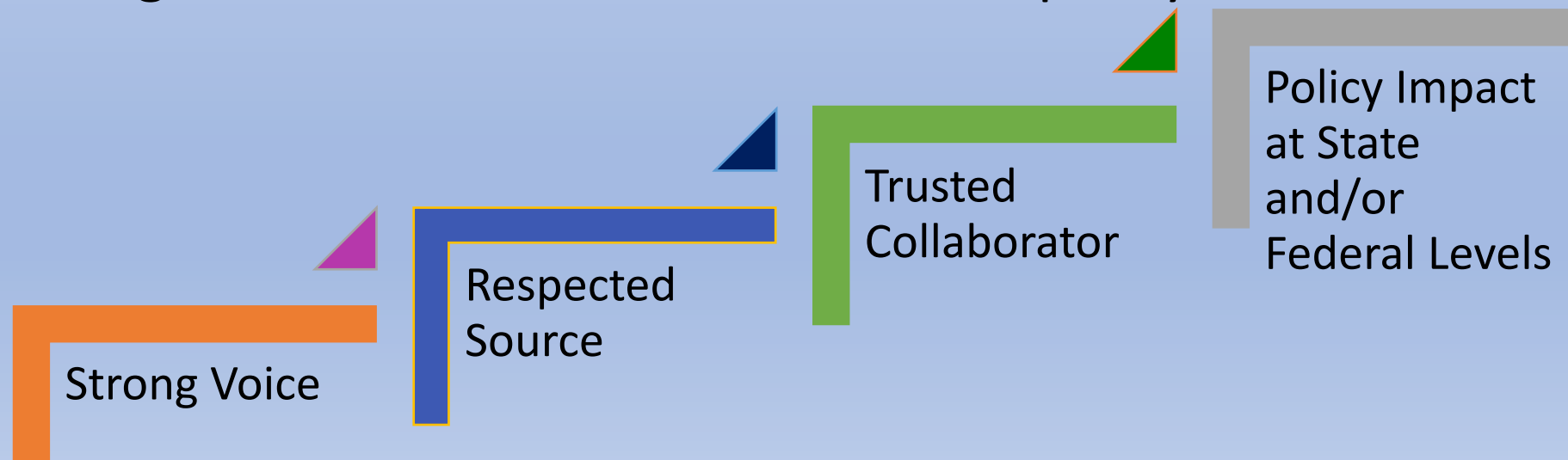
: a person who works for a cause or group

: a person who argues for the cause of another person in a court of law

WE ADVOCATE FOR THE HEALTH OF SC!

SCHIMSS Advocacy Committee Functions

- Work with membership to understand and develop state health IT needs
- Collaborate with other high-impact state health organizations to provide advice and bolster efforts to inform policy decisions within South Carolina
- Work with members to develop and communicate a focused message and become a trusted voice for policymakers



Advocacy also means educating, engaging, and outreach... far beyond the State House!



Legislative



Administrative



Public

Advocacy Day Opportunities

- Build relationships with legislators, their staff, and community partners
- Educate the community on how SCHIMSS is a resource, throughout the year
- Increase chapter & member interest and investment in advocacy – all ideas are welcome! Find an advocacy committee member and let us know!
- ...and of course, help us pass legislation, when appropriate!



Remember

- **Advocacy Days are a part of the Advocacy Year!** It's in your best interest to maintain that momentum from Advocacy Day all year long.
- **There is a role for everyone!**
- **There is always more you can do!**
 - Invite officials to chapter events
 - Host a panel of officials
 - Meet with your State Health IT Coordinator to review the state strategic plan
 - Post on social media and tag relevant partners and officials
 - Review himss.org/resource-center-public-policy
 - Twitter @scsenate @schouse



SCHIMSS, SCHIMA, & SCHA Advocacy Day "Asks"

Support the use of secure, effective, and efficient health information technologies and practices critical to the continuous pursuit of quality healthcare delivery and a quality healthcare workforce.

Improve healthcare outcomes and decrease care disparities by addressing policies and funding to accelerate bidirectional data sharing at the local and state levels. Bidirectional data sharing will vastly improve integrated care delivery across primary care, behavioral health, population health, and preventive care.

Promote the use of advanced tools and technologies such as electronic health record interoperability, optimized telehealth and patient portal applications, and a more robust health information exchange system to help patients and providers make safer, smarter decisions about healthcare.



Thanks for your participation.

- I also would like to acknowledge the contributions of Michelle Hager and Brooke McSwain for the advocacy slides.

Guiding Questions...

- ✓ *Whom* do I advocate to?
- ✓ *How* will I advocate?
- ✓ *What* is in my advocacy toolbox?
- ✓ *What* types of resources do I need?
- ✓ *How* will I make decisions on what I advocate for?
- ✓ *How* do I evaluate effectiveness?



Types of Advocacy
Campaigns:

Grasstops...

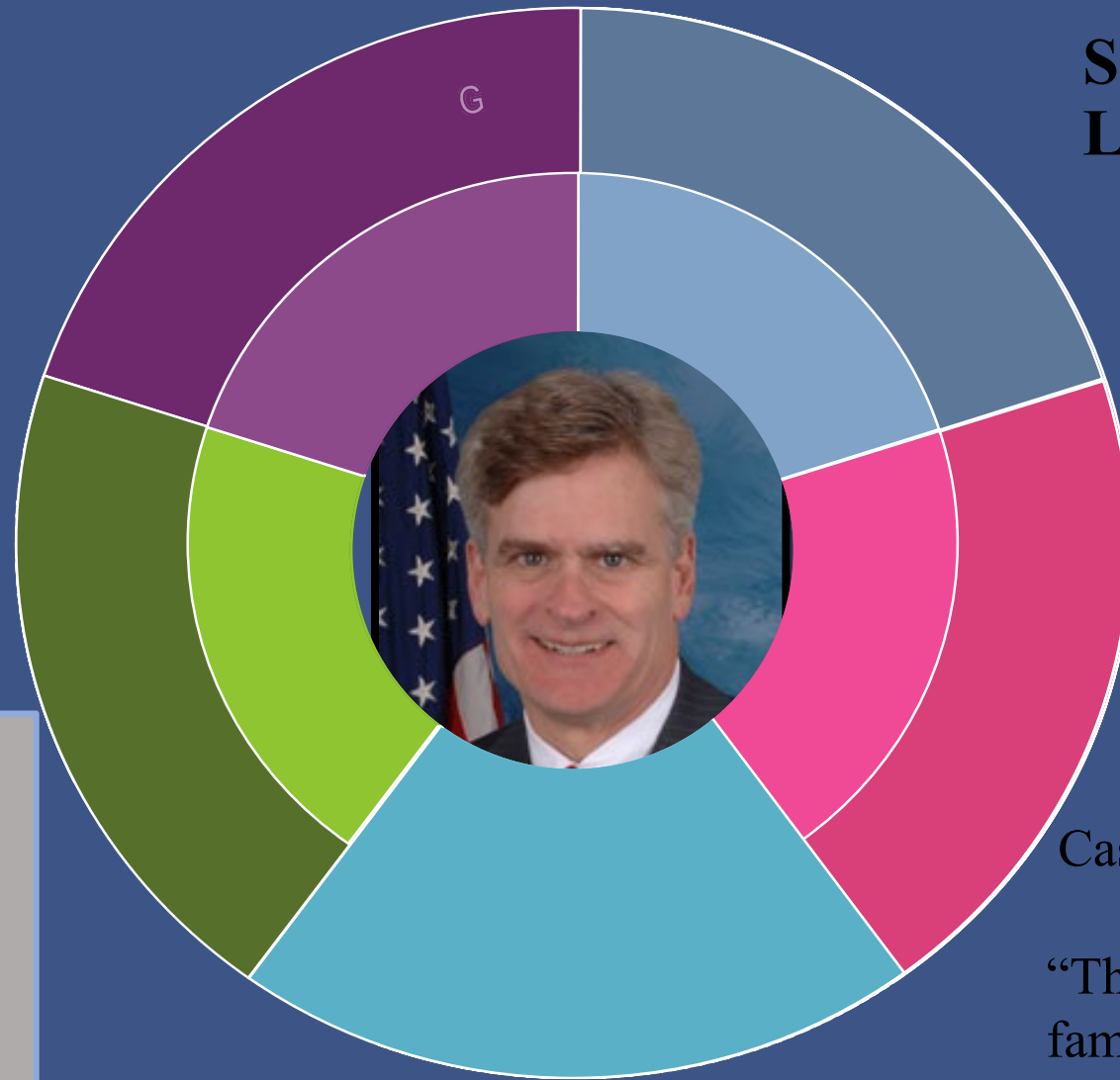
Vs.

Grassroots...



Sen. Bill Cassidy Louisiana

- Op Eds/Guest Editorial
 - ❑ The Advocate (BR)
 - ❑ The Times Picayune (NO)
- Roberta Vicari, MD (Chapter Pres.)
- ❑ Interviews run on NPR LA member stations WWNO, WRKF, KRVS, KDAQ



- Social Media
 - ❑ FB Page posts
 - ❑ Twitter @MyLAAAP

- Direct Constituent Communications
 - ❑ Direct calls to district offices – All Chapter Members
 - ❑ Zoom Meetings with State Director, Brian McNabb & Families and Women’s LA, Mary Moody

- Paid Placement of Ad
 - ❑ WAFP – (NBC Baton Rouge)
 - ❑ WDSU – (NBC New Orleans)

Cassidy on Family Separations:
“The solution is to quickly process families as a unit.”

“Approaching this as a physician I think it’s (the EO) a good law, approaching it as an American I think it’s a good law.”