

Blue Print for Component Engagement Advocacy & Alliance Outreach

AHDI Goal: Unify stakeholders in healthcare delivery under one united message illustrating the critical nature of the healthcare documentation profession and the impact that the dictation/transcription to include the full narrative patient story has to patient safety, clinical decision making and revenue cycles.

Rationale: Building an interconnected grassroots voice through component advocacy and alliance outreach will expand the sector footprint, strategic reach and promote the healthcare documentation sector contribution to patient care delivery.

Component Engagement Objective

The goal of this blue print is to provide components with a comprehensive, but manageable, strategy for executing the association's goals for advocacy and alliance outreach. This would involve components serving as resource organizations that actively engage members at the local level through the following key points:

Reaching: A component committed to creating a sustainable grassroots infrastructure in advocacy and alliance outreach will develop strategies in the following areas.

- Engage in legislative activities through local, state, national advocacy efforts
- Develop a community alert system
- E-mail broadcast messaging
- Continuing professional lobbying efforts
- Attending Advocacy Summit
- Participate in broad grassroots organizing

Resource/Tool Kit	Available	Description
Legislative Issues Group	✓	Read about the Legislative Issues group and email mchalabi@ahdionline.org to join
Attend National Advocacy Summit	✓	Visit Advocacy Summit webpage for details on the event, registration and hotel
Hold Constituent Coffees	✓	Schedule congressional meeting in your district by following these guidelines
Attend State Advocacy Day		State Advocacy Days have not yet started to take place
Develop an Alert System for local components building up to national network of alerts		One page document on developing this system needed
EHR Readiness Toolkit	✓	Important Support Information for Legislative Discussion
Power of 10 Campaign	✓	Donate to the power of 10 campaign which directly supports AHDI advocacy efforts
How to Fund Raise for the Power of 10		Document/Guidelines needed
How to organize a petition letter		Document/Guidelines needed

1. Develop alliances with stakeholders in local/state and other healthcare practice organizations such as:

- AHIMA
- National Patient Safety Foundation
- CDIA/local MTSOs
- Regional extension centers
- EMR/EHR vendors

Resource/Tool Kit	Available	Description
“How-To” to develop alliances with stakeholders at the local or state level		Generic document that is customizable to the alliance is needed
Dictation Best Practices Toolkit	✓	Important information to be informed when discussing the industry and our position
QA Summit white paper	✓	Important information to be informed when discussing the industry and our position
Advocacy Talking Points (2010)	✓	Important information to be informed when discussing the industry and our position
Health Story Project	✓	Important information to be informed when discussing the industry and our position
Medical Data Exchange	✓	Important information to be informed when discussing the industry and our position
Dictation Error Report Abstract	✓	Important information to be informed when discussing the industry and our position

2. Raise public awareness through non-legislative outreach such as:

- Members’ personal social groups
- Local/national community programs
- Newsletter teams to track and respond to local or on-line news items

Resource/Tool Kit	Available	Description
Have you Read Your Medical Record		Update Needed
PHR Campaign	✓	Important information to be informed when discussing the industry and our position in non-legislative scenarios
Create policy/job description for investigative reporter		GAP – work with OWNN

3. Promote individual credentialing

Resource/Tool Kit	Available	Description
Single page how-to demonstrating the connection between advocacy and individual credentialing		The tools for this topic will be found in the credentialing blueprint.

Preparing: In order to prepare component members to become actively engaged in promoting healthcare documentation advocacy and alliance outreach components at every level could:

- Expose organizers to available resources and toolkits
- Offer advocacy training webinars or face-to-face
- Advocate Have You Read Your Medical Record
- Explore and promote Health Story Project
- Recruit investigative reporters
- Work with Legislative Issues Group to develop local outreach strategies
- Designate Legislative Leader per state for national issues
- Designate Legislative Leader per state for state issues
- Train local networks of advocates/field organizers and alliance builders
- Financially support Advocacy Summit attendance or sponsorship
- Identify key stakeholders in local areas
- Expose leadership and members to PHR campaign

Resource/Tool Kit	Available	Description
Component advocacy and alliance outreach menu or “pick list”		Prepare a menu of items component leaders can choose from, creating a “how-to” guide on selection process, funding activities, generating interest/marketing the plan
Mission Possible		Evaluate Mission Possible and determine if still relevant (seems outdated - Do blueprints & tool kits replace Mission Possible?)
How-to market PHR campaign to components		Single page how-to description of how components can market the PHR campaign

Supporting: A component actively supporting national/state/local advocacy and alliance outreach efforts would operate as a central field coordination connection and recruit advocates and ultimately build a sustainable grassroots infrastructure.

- Work with Legislative Issues Group to develop local outreach strategies
- Attend Advocacy Summit
- Develop alliance outreach with key stakeholders
- Participate in the LIG Legislative Leaders Program
- Implement PHR campaign
- Raise funds for advocacy
- Promote Power of 10 Campaign

Resource/Tool Kit	Available	Description
Advocacy and Alliance Outreach Committee Chair		Development, support and oversight and management of the advocacy and alliance outreach strategic initiative will require a central coordinator to oversee all facets of the A&AO, perhaps with specific topic-related leadership (similar to focus group leadership) at the national level, with the LIG being one “arm” of the entire A&AO. This will require a build up and out of the volunteer infrastructure. Need to assess impact on staff requirements Need to discuss initiation of this new post with AHDI President
Legislative Leader Program (need link to job description)	✓	Tie legislative leader program to A&AO work group
		Prepare, organize and categorize a menu of items regarding activities
Advocacy and Alliance Outreach team member at component, focus group or satellite level		Need to identify job description and add to component Ps&Ps

Oversight and Management

Execution of these key strategies would be managed by coordinators at each component level (ie, legislative leader and other named alliance outreach contacts to be determined by AHDI[1]) with legislative leaders and others working under the oversight and management of AHDI Advocacy and Alliance Outreach central coordinator in conjunction with AHDI’s Legislative Issues Group, and AHDI staff. These organizers would be extensively trained and resourced by AHDI through the following means:

- Initial training and orientation to be provided by AHDI director and staff
- Resources and tool kits, including handouts, PowerPoint presentations, and talking points for component customization and execution of key touch points outlined above
- Ongoing webinar training and update sessions with AHDI director and staff to coordinate advocacy and alliance outreach goals across all organizational levels

Development of Resources

Many resources for national advocacy already exist through the Legislative Issues Group. Alliance and state/local legislative outreach resources can be developed on an ongoing basis.

Affiliate Agreement

It is the recommendation of this committee that components seeking affiliation with AHDI should, at minimum, be required to agree and attest to the following:

Agree to support the association’s goals for advocacy and alliance outreach by executing measurable strategies to (a) engage in legislative activities through local, state, national advocacy efforts, (b) develop

alliances with stakeholders in local/state and other healthcare practice organizations, (c) raise public awareness through non-legislative outreach, and (d) promote individual credentialing.

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