



State of Oklahoma
Strategic Advocacy Plan
2018 – 2020

Advocacy Priority Goal: Relationship Building (Legislative and Agency)

Objectives	Advocacy Activities	Advocacy Committee Member	Timeline	Status
<p>Objective # 1: Build and nurture relationships with key state officials.</p>	<p>Legislative Relationships:</p> <ol style="list-style-type: none"> 1. Meet and develop relationships with key Legislative Committee Members - Legislators/Staff <ol style="list-style-type: none"> a. Senate – Appropriations, Health and Human Services b. House – Finance, Health, Human Services 2. Identify and cultivate key contacts/advocates in legislative districts: <ol style="list-style-type: none"> a. Create a database that is updated yearly (Post election changes, key committee changes) 3. Personal invitations to Legislators to chapter events with specific expectations on their participation: <ol style="list-style-type: none"> a. Fundraising activities (walk, golf tournaments, Annual mtg.) b. Specific messaging (speak on particular legislation or budget issues) c. Award recipient, speaker, participant etc. d. HTC Tour 4. Staff and volunteers attend local events held by legislators: <ol style="list-style-type: none"> a. Town Halls, Round Tables, In-district meetings 5. Put key Legislators on Chapters’ newsletter mailing list: <ol style="list-style-type: none"> a. Important legislative committee members b. Legislators that chapter staff and/or members have personally met with <p>Executive Branch Relationships:</p> <ol style="list-style-type: none"> 6. Identify, make contact and build relationships with Governors key healthcare, insurance policy and budget staff-Proclamation March as Bleeding Disorders Awareness month, thank 			

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<p>Objective # 2: Build and nurture relationships with key state agencies.</p>	<p>Agency Relationships:</p> <ol style="list-style-type: none"> 1. Identify, make contact and build relationships with key agency personnel: <ul style="list-style-type: none"> a. Oklahoma Healthcare Authority - SoonerCare • Medicaid – (Director and/or Pharmacy Director) b. Oklahoma State Department of Health c. Oklahoma Insurance Department 2. Identify, make contact and build relationships with key payers in Oklahoma: <ul style="list-style-type: none"> a. Identify key payers via survey and HTC (ex. HCSC Group, United Health Group, CommunityCare Group, Blue Cross Blue Shield) see (Objective #4 items 1 and 2) 3. Utilize data collected from survey to create an OK Advocacy on the Road presentation to be given to entities in items #1 and #2 above - ex. delays in process Medicaid enrollments leading to lapses in care 			

Advocacy Priority Goal: Grassroots Capacity Building

Objectives	Advocacy Activities	Advocacy Committee Member	Timeline	Status
<p>Objective #3: Develop and maintain a plan for grassroots capacity building to enable a year-round program:</p>	<ol style="list-style-type: none"> 1. Create a formal OK Advocacy Coalition that is comprised of members. <ol style="list-style-type: none"> a. Establish a regular coalition meeting schedule: <ol style="list-style-type: none"> i. Meet monthly throughout year – coalition leadership and advocates to assign work ii. Meet quarterly or semiannually – to include key stakeholders from Pharma GR, HTCs etc. to report out 2. Continue to plan for and hold the OK Hill Day <ol style="list-style-type: none"> a. Invite a legislator to speak b. Plan for an “add on event” – ex. capitol tour, meeting the governor c. Host a legislative breakfast or coffee, invite legislators or staff to attend, come by and say hi d. Develop training for advocates specific to the hill day legislative agenda e. Schedule meetings with legislators 3. Training for all volunteers, chapter members and staff. <ol style="list-style-type: none"> a. General advocacy – make sure there is an understanding of the Legislative process b. Make advocacy relatable – How a personal story impacts legislative work c. Educate community on bleeding disorders resources available (Copoly deductible assistance, compassionate care programs etc.) d. Educate community on payer cost savings impacts to consumers (ex. step therapy, narrowed networks, exclude at launch, prior authorization) 	Advocacy Committee Member	Stakeholder meeting November 14, 2018	

Advocacy Priority Goal: Identify Access to Care Issues in OK

Objectives	Advocacy Activities	Advocacy Committee Member	Timeline	Status
<p>Objective #4: Identify state access to care issues and necessary action to be taken.</p>	<ol style="list-style-type: none"> 1. Develop and distribute a community survey to capture data on relevant issues: <ol style="list-style-type: none"> a. Access to Care Issues b. Plan Info (copay amounts, deductible amounts, premium costs etc.) c. Challenges – ex. aging population, teens transitioning etc. d. Barriers to care – travel issues, women’s issues e. Diagnosis stats – type and severity f. Communication – determine how individuals want to be communicated to (email, print, text etc.) 2. Work with HTC to compile data around: <ol style="list-style-type: none"> a. Number of uninsured patients b. Number of patients on Medicaid c. Understanding of which payers cover the most patients 3. Develop a presentation to be given to chapter members on the results of the Survey and how the chapter is using the data 4. Create an action plan to address the issues that are identified 			

Advocacy Priority Goal: Build Relationships with Allied Healthcare Organizations

Objectives	Advocacy Activities	Advocacy Committee Member	Timeline	Status
<p>Objective #5 Continue to build and nurture relationships with allied healthcare organizations while focusing on policy issues.</p>	<ol style="list-style-type: none"> 1. Continue to participate in identified allied organizations: <ol style="list-style-type: none"> a. NHF 2. Develop relationships (identify) with any existing healthcare coalitions in OK -rare disease groups, NORD 3. Continue to monitor, engage and advise on legislation important to the BD Community: <ol style="list-style-type: none"> a. Step Therapy b. Copay/Out of Pocket c. Balanced Billing d. Transparency e. Specialty Tiers f. Prior Authorization 4. Establish a semiannual / quarterly meeting with the HTC: <ol style="list-style-type: none"> a. Discuss advocacy based patient issues b. Educate HTC staff on chapter advocacy initiatives c. Determine touch points on how the two entities can focus on similar advocacy goals and priorities 			

Advocacy Priority Goal: Improve Communications with Community and Stakeholders

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<p>Objective #6: Develop and Maintain an Advocacy Communications Strategy</p>	<ol style="list-style-type: none"> 1. Develop a plan for print and digital media that maintains fresh and regularly updated content. <ol style="list-style-type: none"> a. Include at least one advocacy item in every Chapter print and online (eNews) newsletter 2. Dedicate and maintain a portion of the Chapter's website to the Chapters' advocacy initiatives 3. Develop a social media plan to engage members in Chapters' Advocacy efforts: <ol style="list-style-type: none"> a. Regular FB posts and Twitter tweets on advocacy activities, calls to action etc. (What, Where and How) 4. Develop a system to alert consumers and stakeholders about actions or important issues 			

Advocacy Priority Goal: Consumer Education on Patient Advocacy

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<p>Objective #7: Ongoing Advocacy Education for the Chapters</p>	<ol style="list-style-type: none"> 1. Provide workshops on issues consumers should be aware of/looking for when selecting health insurance coverage: <ol style="list-style-type: none"> a. Insurance Toolkit Presentations in Summer/Fall open enrollment b. Michelle Rice-Pulse on the Road- 2. Provide information to consumers regarding public workshops available in the community (ex. Health reform workshops or webinars, Medicaid workshops)-in a newsletter 3. Provide education to consumers on "rights and responsibilities of a consumer": <ol style="list-style-type: none"> a. Consumer Rights Education b. Patient Choice 4. Educate Women: <ol style="list-style-type: none"> a. Develop content or utilize content created by national organizations to enable meaningful conversations with women in the community 5. Educate consumers on resources available (PSI, PAN, Medicaid, Pharma Co-pay/Deductible assistance): <ol style="list-style-type: none"> a. Determine how to provide ongoing communications to community members 			