



# Let's “Rewire” Our Strategy

## EFFECTIVE COMMUNICATION WITH THE MEDIA

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and*

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[www.adventisthealthpolicy.org](http://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 400 affiliated health care facilities across 16 States, employing over 145,800 individuals and representing over \$20 Billion of net revenue in 2018

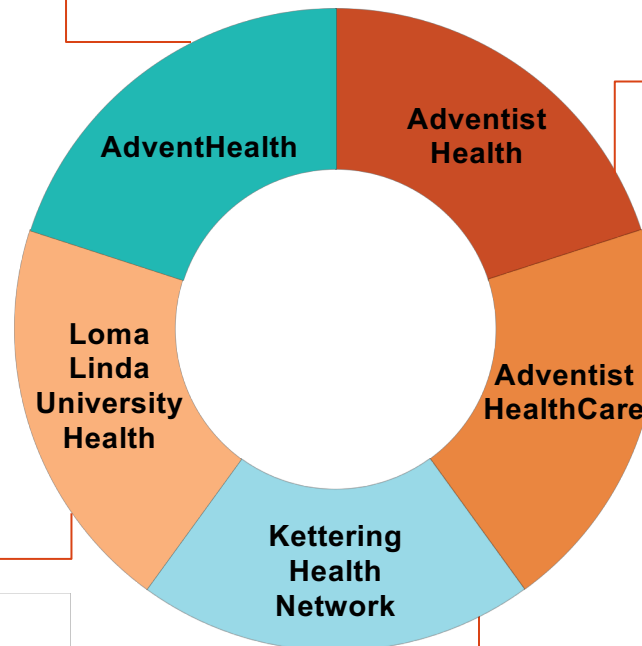
# AHPA Member Systems



Colorado  
Florida  
Georgia  
Illinois  
Kansas  
Kentucky  
Missouri  
North Carolina  
Texas  
Wisconsin



California  
Hawaii  
Oregon



LOMA LINDA UNIVERSITY  
HEALTH

California



Maryland



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/](http://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/](http://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/](http://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

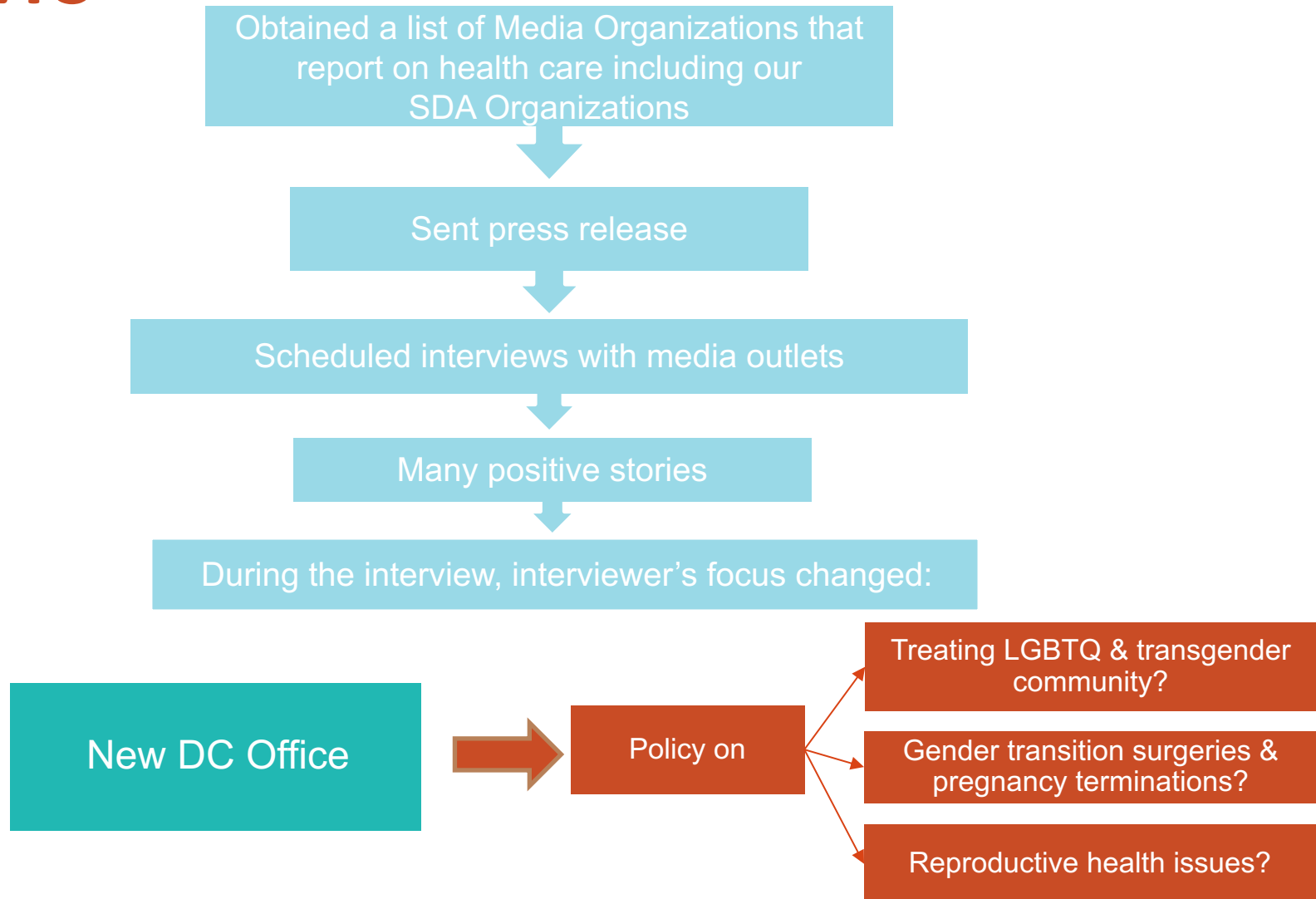
- As AHPA's presence and influence in DC grows,
  - AHPA is recognized as a resource for policy information
  - AHPA is seen as a leader on many critical issues but also
  - Becomes a bigger “target”



# AHPA's NATIONAL PRESS RELEASE

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

# “Rewire”: SERIES OF EVENTS



- ← 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*

# Question #1

How are similar inquiries from the media handled in your system?



## Question #2

Is ignoring the inquiring media organization an acceptable strategy?



## Question #3

How can AHPA partner with the Adventist Bioethics Consortium to better respond to such inquiries?



# Questions for Us?

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