

Advocacy and Pharmacy

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Learning Objectives

1. Explain the power of one individual to impact their legislator and legislation
2. Discuss ways in which pharmacy professionals can interact with their legislator to positively affect passage of legislation
3. Learn about the legislative priorities of the Michigan Pharmacists Association
4. Understand how pharmacy technician licensure legislation will affect the pharmacy



What is Advocacy?

Advocacy is the act of pleading or arguing in favor of something, such as a cause, idea, or policy; active support.

- Many advocates become engaged by the prospect of regulation and legislation that could affect their lifestyle.
- Advocates must possess an intimate knowledge of the proposal to effectively advocate for their profession or their interests.



Why Advocate?

- For yourself
- For your family
- For your patient
- For your profession



Public Health Code Rule 333.17711

- Practice of pharmacy
–A person shall not engage in the practice of pharmacy unless licensed or otherwise authorized by this article.





What is considered Lobbying?

Any direct contact with a public official, whether face to face, by telephone, letter, electronic media, or any other means, the purpose of which is to influence the official's legislative or administrative actions.

www.michigan.gov



What is a Lobbyist?

A person engaged in trying to influence legislators or other public officials in favor of a specific cause

What is a Registered Lobbyist?

A person that makes expenditures to lobby a number of public officials during any 12 month period




Why do you need a Lobbyist?

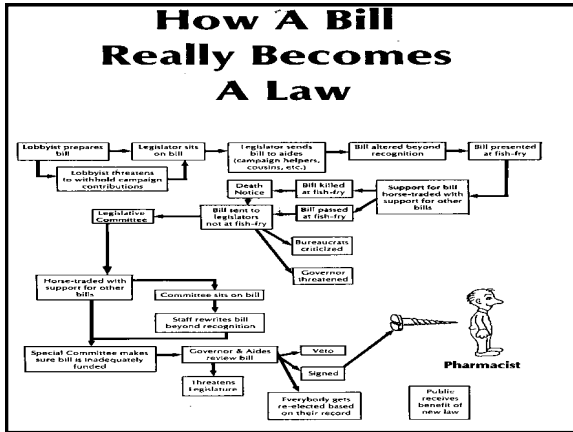
“The person you hire to protect you
From the people you elect”
Anonymous

There are currently 1,383 registered lobbyists in Michigan

MPA employs four registered lobbyists







“Ninety eight percent of the adults in this country are decent, hardworking, honest Americans.

It's the other lousy two percent that get all the publicity. But then, we elected them.”

Lily Tomlin

Importance of Legislative Influence

- The relationship that the profession of pharmacy has with legislators on all levels is critical to building the foundation of advocacy efforts
- Legislators rely on:
 - Listening to their constituents
 - Their experience with pharmacy and the healthcare system

Ethics and Pharmacy Advocacy

- Effective advocacy and legislative influence needs to be evidence-based
- Participation in political campaigns and elections needs to follow the legal guidelines of the electoral process
- For local efforts, be sure to understand the regulations regarding interaction with your local officials

The Economics of the Legislative Environment

- In reviewing the issues, you need to understand the economics as they are outlined in proposals or legislation
- Advocacy efforts with elected officials must include factual economic data that addresses the issues and/or projections contained in the statutes or legislation
- The economic impact on the healthcare delivery system as well as on patients should be included

Effective Communication

- Always make communication simple, concise and to the point
- Always answer more questions than you raise.
- Always address the Five W's (who, why, what, where and when)
- Work to build consensus
- Effective advocacy and legislative influence needs to be evidence-based

The emotion behind the issue should not overshadow the facts

Methods to Influence or Advocate

- Written letters
- Faxed letters
- E-mail
- Personal contacts
- Telephone calls
- Campaign/assist during an election

Remember: Personal visits establish the strongest and longest lasting bond.



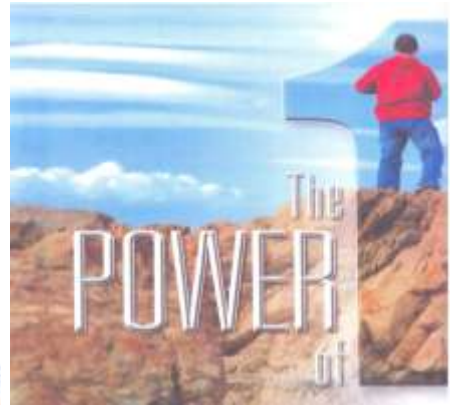
Legislative Influence: Ten Winning Ways

1. Identify the “manager” who can best help your cause
2. Package your interests as an important “patient care/pharmacy access” issue
3. Obey the legislative bodies unwritten code of conduct
4. **Remember that facts win friends**
5. **Avoid partisan politics**



Legislative Influence: Ten Winning Ways

6. Broaden your base of support
7. **Keep the message simple**
8. Repeat the message
9. **Listen**
10. Keep planning and follow up



*"I am only one, but I am still one.
I cannot do everything,
but I can do something."*

Helen Keller



MPA's 2011-12 Legislative Priorities

- Michigan Pharmacists Association is advocating on behalf of Michigan's pharmacy professionals for quality patient care.
 - Public Health
 - Scope of Practice
 - Insurance and Regulatory Advocacy
 - Medicaid



MPA's 2011-12 Legislative Priorities

- Public Health
 - Support the patient's ability to choose a Michigan community pharmacy
 - Support increased access and utilization of MTM and other wellness programs
 - Support appropriate medication use and disposal
 - Advocate for patient safety
 - Support pharmacists' role in patient-centered medical home models
 - Support pharmacists' role in accountable care organizations
 - Support the control and safe use of medical marijuana



MPA's 2011-12 Legislative Priorities

- Scope of Practice
 - Support licensure and certification of pharmacy technicians
 - Support clarification of the definition medical institutions and pharmacy practice
 - Advocate for the adoption into state rules the DEA policy recognizing LTC nurses as agents of the prescriber
 - Support revisions to the BOP Administrative Rules
 - Support patient-pharmacist communications being privileged
 - Support alternative BOP disciplinary actions for certain med errors with no patient harm
 - Support practice of pharmacy in partnership with clinics targeting the uninsured or underinsured population



MPA's 2011-12 Legislative Priorities


- Insurance and Regulatory Reform
 - Support elimination of mandated mail order pharmacy programs for tax-supported rx programs
 - Support uniform insurance audit standards
 - Support transparency and accountability of PBMs
 - Advocate for ability to negotiate pharmacy contracts instead of "take-it-or-leave-it" contracts
 - Amend the definition of a prescription in the tax code to be consistent with the Public Health Code
 - Support restructuring of the MBT
 - Implement and reimburse for pharmacist-



MPA's 2011-12 Legislative Priorities

- Medicaid
 - Oppose a pharmacy provider tax
 - Advocate to increase or maintain the pharmacy provider dispensing fee
 - Support reimbursement of e-prescribing transmittal fee to pharmacy providers
 - Advocate for fair and adequate pharmacy reimbursement methodologies

**Michigan Pharmacists Association:
Defending the profession,
advancing pharmacy**





What is a PAC?

- PAC is an acronym for a Political Action Committee.
- PACs consist of a group of individuals who have a shared interest or a common goal.
- A PAC is a person or entity "which receives contributions or makes expenditures for the purpose of influencing or attempting to influence the action of the voters for or against the nomination or election of a candidate, or the qualification, passage, or defeat of a ballot question, if contributions received total \$500 or more in a calendar year or expenditures made total \$500 or more in a calendar year."¹

¹ Public Act 308 of 1976, the Michigan Campaign Finance Act

Who is Pharmacy PAC?

- Pharmacy PAC is a voluntary, nonprofit, nonpartisan organization of pharmacy professionals who actively seek to promote good government and public health.
- The PAC Board of Directors is the governing board of Pharmacy PAC and helps establish goals and directives for MPA staff.
 - Hank Fuhs, Chairman, Pharmacy
 - Larry Wagenknecht, MPA CEO and PAC Secretary
 - MPA Staff, Greg Baran, Karen Jonas and Nick Norcross

PAC Board Members

- Mike Bouckaert, Sandra Chase, Heather Christensen, Steve Ehardt, Kae French, Stacey Greiner, Ann Reeves.

What You Can Do to Assist MPA & Pharmacy PAC in Being Successful

- Contact your legislator, visit your legislator, invite them to your work
- Visit the Advocacy tab at MichiganPharmacists.org to view current legislation that could affect the pharmacy profession
- Make a financial contribution to PAC or pharmacy-friendly legislators or candidates.
- Join the Pharmacy Response Network (PRN)
- Attend PAC events, including:
 - Legislative Day
 - Pharmacy Day at the Capitol
 - Annual Pharmacy PAC Golf Outing

What You Can Do to Assist MPA & Pharmacy PAC in Being Successful

- Consider Joining Pharmacy PAC's Pharmacy Response Network (PRN)

MPA Legislative Action Center – Take Action

Attend Annual PAC Events

- Pharmacy PAC Annual Golf Outing
 - Wednesday, June 22, 2011
 - Eagle Eye Golf Club, East Lansing
- Pharmacy Day at the Capitol
 - Tuesday, Sept. 13, 2011
 - Capitol Building, Lansing
- Pharmacy PAC Legislative Day
 - April 2012,
 - Karoub Associates, Lansing



Why Pharmacists Must be Engaged and Support Pharmacy PAC? Pennsylvania Proposed Legislation

- This legislation could eliminate pharmacy positions.
- The legislation, if adopted, would declare that “Direct and personal supervision of a pharmacist” means:
 - Review by the pharmacist of the prescription or drug order prior to dispensing
 - Verification by the pharmacist of the final product or as required by a Board-approved Automated Medication System.



“Politics is supposed to be the second-oldest profession.

I have come to realize that it bears a very close resemblance to the first.”

Ronald Reagan



Green Cross Europe



Innovative and patented solution enabling the sale of non-prescribed medicines in public places



Hospital Dispensing Machine

- automated pharmacy dispensing machine in UK hospitals
- UK 2006 Health Act gives secretary of state powers to enable changes that could lead to one pharmacist being responsible for multiple premises
- under fire from pharmacy representatives



PharmaTrust



*"Unless someone like you cares
a whole awful lot, nothing is
going to get better."*

Dr. Seuss



*"Politics should be the part time
job of every citizen."*

Dwight D. Eisenhower

*"The probability that we may fail
in the struggle ought not to
deter us from the support of a
cause we believe to be just."*

Abraham Lincoln



Questions?

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