

HillCo HEALTH

2nd Annual Hannah Storm Foundation &
Waner Children's Vascular Anomaly
Foundation Advocacy Day

OCTOBER 15, 2010



Rules of the Game

I am honored to be here today to discuss the role our firm plays on your behalf as a pro bono advisor and the rules of the game we play – politics.

-Marc Samuels

CEO HillCo HEALTH

Rule 1 – Politics is not fair

- There are winners and losers and “just and right” does not always translate into “political viability”

Rule 2 – Show me the money

- Few relationships are as critical to business as the relationship to government, and political contributions help develop and strengthen this relationship. Nothing is more important to a politician than their next election.
- Campaigning and holding office today takes a lot of cash and politicians depend on political action committees and individuals for this cash.
- There are 865 active PACs in Texas that spent \$54 million in the two-year 2000 election cycle. The health care industry accounted for over \$3.4 million . HillCo itself has a \$1.1 million PAC – 14th largest in the state
- HSF or WF can create a c(4) and lobby Congress or in any state of this total – of this, physician PACs accounted for \$1.2 million.

Rule 3 – Make friends before you need them

- Do not wait until there is a crisis. Whether it is physicians, employers or other third parties, effective coalitions depend on building trust and careful planning.
- Each partner must buy into the message and have realistic goals. total – of this, physician PACs accounted for \$1.2 million.
- Even without a PAC, make friends with your state representative and senator, US representative and senator, and Governor – volunteer – giving of time goes a long way as well.

Rule 4 – Process drives policy

- Over 6,000 bills are filed in a typical Texas Session, to be effective you must understand the process (not the one you learned in civic class), but one that is designed to reject and kill legislation.
- It's the same in any state; there are many inherent hurdles along the way, for example the “two thirds” rule in the Texas Senate where Senate rules require bills to be brought up on the floor in their regular order of business – that is the order which it was voted out of committee. In reality, a “stopper” bill is put at the top of the calendar that has no chance of passing to clog the process requiring consent of two thirds of the Senate to suspend the order of business.
- In reality, bills pass or die for a number of reasons, not all them related to public policy.

Rule 5 – Have a plan

- The same principles apply to politics that apply to business: understand competitors; form alliances; make strategic decisions; take advantage of opportunities.
- HillCo can help; we can strategize with you, draft a plan and model legislation, and provide tools to help you in advocating your position.
- Maybe we leave today with a simple task, a proclamation for a day in the year dedicated to children with vascular malformations:
 - Proclamations need simple passage in one house or in both and to be signed by the Governor, but do not have the force of law
 - They do have the force of recognition, especially if we help design a day where a live visit or taped message from Hannah or Milton can discuss the issues, propose a call to action and make the issues real for legislators and staff along with you – the affected public – the advocate community policy.

Rule 6 – Relationships are more important than issues

- Many times votes are ultimately cast based upon the relationship that a member has with constituents, lobbyists, or other members more times than the merits of the legislation.

Rule 7 – Keep it Simple

- The Texas Legislature is a citizen Legislature – the 150 House members and 31 Senators that come to Austin for 140 days every other year are farmers, insurance agents, lawyers, pharmacists and housewives. Every other legislature but Nebraska and California are the same.
- The constraints of time and a lack of expertise make it difficult for the vast majority of members to know what to do on many issues. Combine that with not wanting to alienate or surprise the voters at home and you see why they value compromise and delay.
- Part of our role as advocates is to provide information that is easily understandable and pertinent to their lives and districts.

Rule 8 – Communication

- For a grassroots program to succeed, you must start early, recruit and involve lots of support.
- Everyone must use the same template and convey the same message.
- Careful attention must be paid to who is representing you within the community, with elected officials and in the media.

Rule 9 – Separate policy and advocacy

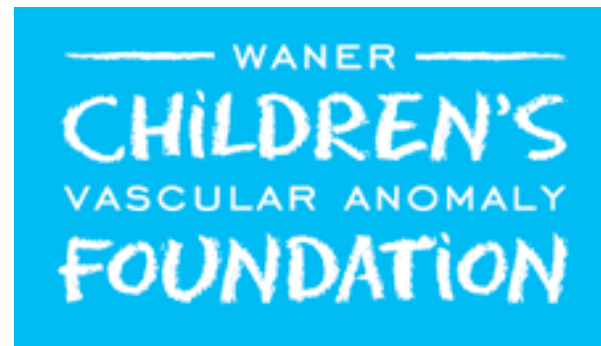
- Have a small group that determines policy and a different group that communicates that policy. Think of it like diagnosis and treatment. Too many people involved in policy can diffuse it and never reach an agreement. Once the policy is established, then everyone else can run the message with elected officials and in the media.

Rule 10 – Respect the office

- Most lawmakers are hardworking public servants who want to do the right thing. They work long hours and suffer public scrutiny for about \$600 - \$1500 per month.
- Don't punish your friends if they occasionally disagree with you, you might need them for the next fight.

What's been done

HANNAHSTORMFOUNDATION.ORG



A lot, in a short period of time

- Monies raised to pay for children who cannot afford surgery
- Notoriety in the news with Hannah and Dr. Waner
- Certain successful state insurance efforts
- Successful increase in reimbursement for procedures related to hemangiomas

But there is always more to do

- More with pediatrics and plastic surgeons and CPT
- More with the states – a proclamation is a doable achievement
- More with private insurance

Gov. Perry Issues Proclamation for Day in Honor of Children with Vascular Malformations

TO ALL TO WHOM THESE PRESENTS SHALL COME:

WHEREAS, ... and ,

WHEREAS

NOW, THEREFORE, I, RICK PERRY, Governor of Texas, under the authority vested in me by the Constitution and Statutes of the State of Texas, do hereby proclaim

IN TESTIMONY WHEREOF

It has been said that politics is compromise and there is nothing spontaneous about politics – it depends on deliberate and continuous activity. To see the process in action is a lot like watching my 9 year-old son play baseball, organized chaos, but there is a method to the madness and there are winners and losers, and I want to congratulate you on taking the steps to win at this game, like you win at the game of life being loving, caring parents, brothers, sisters, sons and daughters to those affected by vascular malformations.

Contact Us

HillCo HEALTH

610 10th Street N.W.

Suite 400

Washington, DC 20001

202.509.0760

hillcohealth.com

HillCo Partners

823 Congress Avenue

Suite 900

Austin, Texas 78701

512.480.8962

hillcopartners.com