

HCP MANAGEMENT CONFERENCE & EXHIBITION

Confidence in Care: Resilience, Readiness, and Results

WELCOME

TITLE

Building Legislative Relationships: A Toolkit for Home Care Pros

SPEAKER

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Care Providers*

Session Sponsor



Gallagher

Goal: Build & Grow Your Legislative Relationships

We will cover:

- In-District Meetings With Legislators
- Interacting With Legislators as Part of Your Community
- Benefits of Social Media and Grass Roots Advocacy
- Political Action Committee Giving and Attending Fundraisers
- HCP Toolkits and Resources
- Giving to the HCP PAC

Why In-District Meetings With Legislators?

- Ability to have a conversation with the legislator in a more relaxed setting
- Draws their attention to the fact that you are a constituent or serve constituents in their area
- Opportunity to build connections with the member's district staff
- RMS and HCP can aid in scheduling or materials that may be of use in these meetings

HCP Advocacy Resources for Members

The screenshot shows the website <https://www.nyshcp.org/public-policy/advocacy-action-center/grassroots-toolkits/>. The navigation bar includes links for Home, Become A Member, Marketing with HCP, Contact, HCP Portal, and Logout. The main navigation menu includes About Us, Foundation, Public Policy, News, Education & Events, Membership, Find Home Care, and Emergency Preparedness. A dropdown menu for Public Policy is open, showing options for Advocacy Action Center, Find your Representative, Grassroots Toolkits, Federal, State Budget & Legislation, Regulatory Affairs, Labor & Business Practice, and HCP PAC. A banner for the Hilton Pearl River 2025 Management Conference & Exhibition is also visible.

www.nyshcp.org

- Log into your account
- Hover over
 - Public Policy
 - Advocacy Action Center
- Click on Grassroots Toolkits

Toolkit 1:

One Small Step: Make a District Office Visit to Your Lawmakers

- **Making a Legislative District Office Visit-** quick instructions for success
- **Swiss-Cheese Agency Document-** download and fill in some agency information to help introduce yourself to your lawmaker
- **Lawmaker Meeting Feedback Form-** tell HCP how it went and if any follow-up is needed.



Interacting With Legislators as Part of Your Community

- Invite legislators to go on a home visit to better see what the day to day looks like in the home care industry.
- Inquire with the legislator or their community liaison about any upcoming community health or senior events where your organization could serve as a resource or potential sponsor.

Toolkit 2: Bringing it Home: Invite a Lawmaker on a Home Visit

- Patient Letter and Authorization
- HIPAA Visiting Observer Guide and Acknowledgment
- Lawmaker Meeting Feedback Form- tell HCP how it went and if any follow-up is needed.



Why Social Media and Grass Roots Advocacy?

- Post about the issues HCP is working on, emphasizing how they affect your legislator's district and the people connected to your organization—your workforce, your clients, and your community.
- Call your local legislator's office as a constituent to share how an issue effects you
- Write personalized emails to your legislator and staff people with whom you have built a relationship.



Political Action Committee: Giving to HCP PAC and Attending Fundraisers

- Local in-district fundraisers are often lower-cost events and provide a great opportunity to connect with legislators in person.
- When attending a fundraiser, **do not** discuss specific bill numbers or legislative asks.
- Instead, **do** talk about your organization—what you do, who you serve in the community, and the positive impact you have. You can also discuss what the legislator is currently championing or even make small talk about your favorite local spots and shared interests.
- If you are interested in attending a fundraiser that HCP supports or would like more information about political action opportunities, please contact **HCP** or **RMS**.



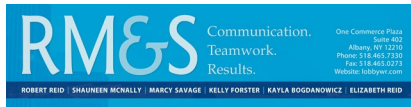
HCP PAC: Easier and More Secure Than Ever



The HCP PAC has an online presence with AneDot, empowering us to take secure payments and with various ways to pay.



Thank You!



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Survey



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