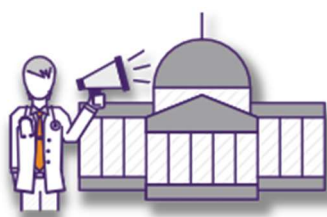


# American Medical Association



## Very Influential Physicians (VIP) / Physicians Grassroots Network (PGN)



## 2024 August Recess Engagement Toolkit

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## Overview

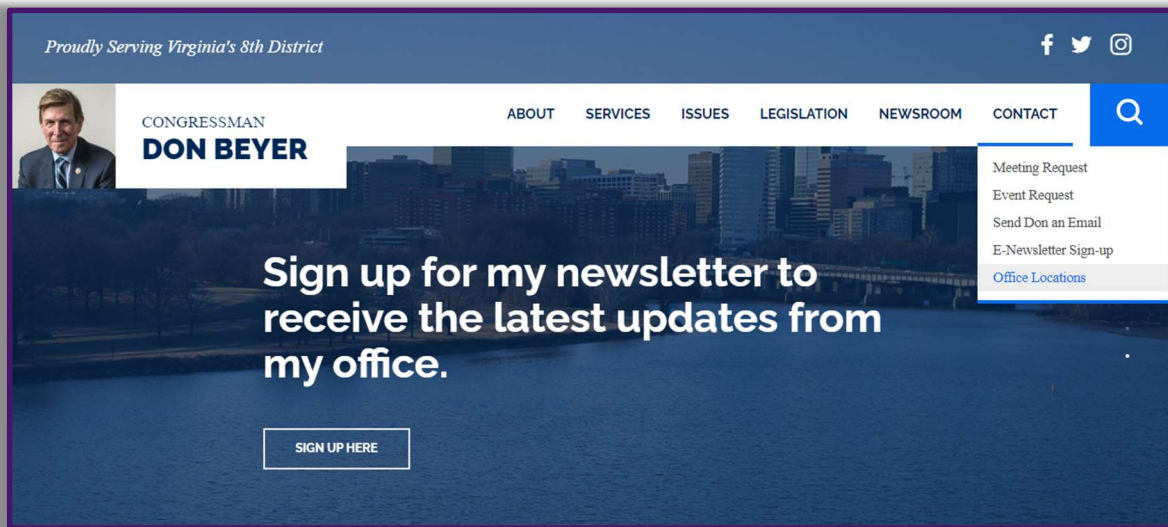
Engaging with members of Congress during the August congressional recess provides American Medical Association (AMA) physician advocates an excellent opportunity to meet with elected officials, begin or strengthen relationships with these legislators and staff, and focus your efforts on concerns about the growing financial instability of the Medicare physician payment system. This guide provides a blueprint for contacting congressional offices to schedule and conduct in-district office meetings and site visits.

This kit includes instructions on how to begin reaching out to congressional offices and suggested scripts for requesting meetings and site visits. **Please focus on pursuing meetings and site visits with those legislators who represent your place of residence - your member of the US House of Representatives and two Senators based on your home address.** You are also welcome to seek meetings and site visits with the Member of the House (and possibly two Senators) whose district contains your practice or facility, but please prioritize those lawmakers of your home address.

**Begin conducting your outreach efforts to these offices right away, with a goal of completing these engagements during the August recess period, when members of Congress are expected to return from Washington, DC.** Days when Congress is not in session, during such a congressional recess, are times when your lawmakers are most likely to be available to meet with you in the most convenient location – in your local community.

## Researching District Locations of Congressional Offices

To contact your federal lawmakers' district offices, begin with their official US House or Senate websites. While the layouts of each legislator's online presence may vary, *every* lawmaker lists the address and contact information for any district office they have, typically under the "Contact" section (it may sometimes be found by scrolling to the bottom of their website):



Proudly Serving Virginia's 8th District

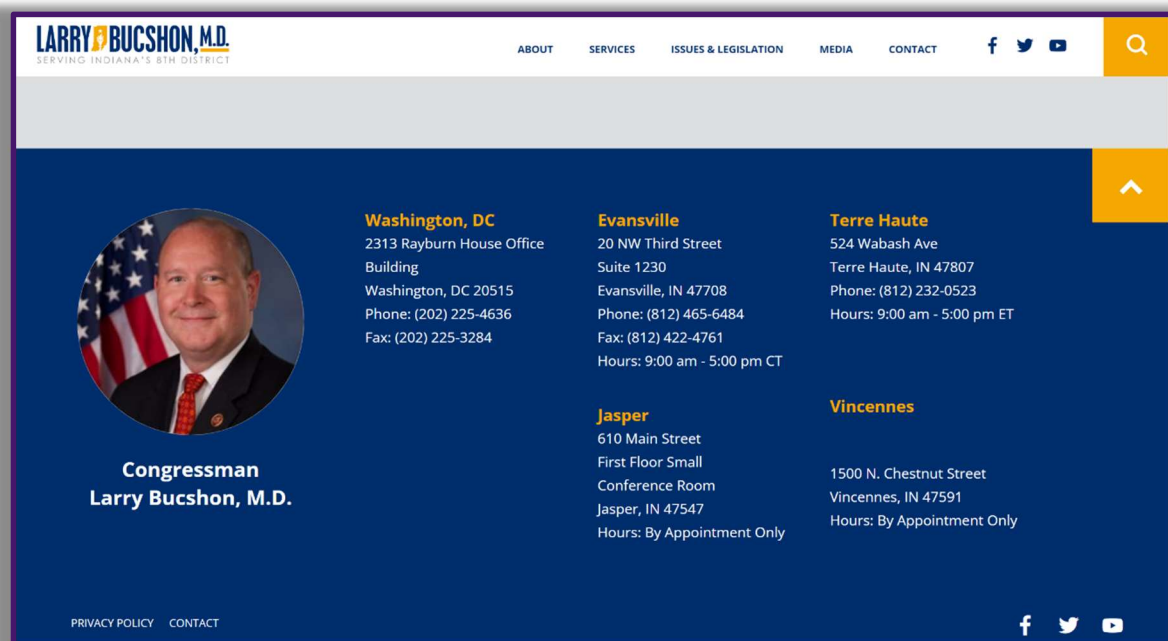
CONGRESSMAN  
**DON BEYER**

ABOUT SERVICES ISSUES LEGISLATION NEWSROOM CONTACT

Meeting Request  
Event Request  
Send Don an Email  
E-Newsletter Sign-up  
Office Locations

Sign up for my newsletter to receive the latest updates from my office.

SIGN UP HERE



LARRY BUCSHON, M.D.  
SERVING INDIANA'S 8TH DISTRICT

ABOUT SERVICES ISSUES & LEGISLATION MEDIA CONTACT

Washington, DC  
2313 Rayburn House Office Building  
Washington, DC 20515  
Phone: (202) 225-4636  
Fax: (202) 225-3284

Evansville  
20 NW Third Street  
Suite 1230  
Evansville, IN 47708  
Phone: (812) 465-6484  
Fax: (812) 422-4761  
Hours: 9:00 am - 5:00 pm CT

Terre Haute  
524 Wabash Ave  
Terre Haute, IN 47807  
Phone: (812) 232-0523  
Hours: 9:00 am - 5:00 pm ET

Jasper  
610 Main Street  
First Floor Small Conference Room  
Jasper, IN 47547  
Hours: By Appointment Only

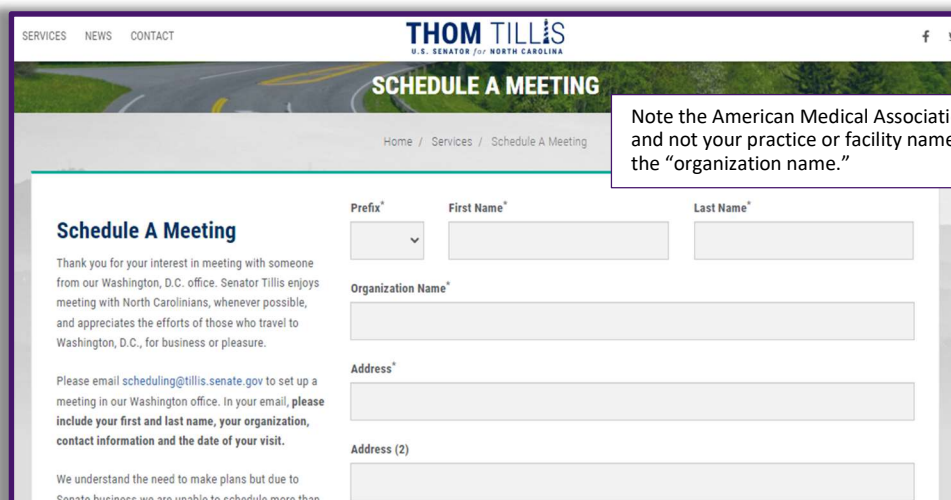
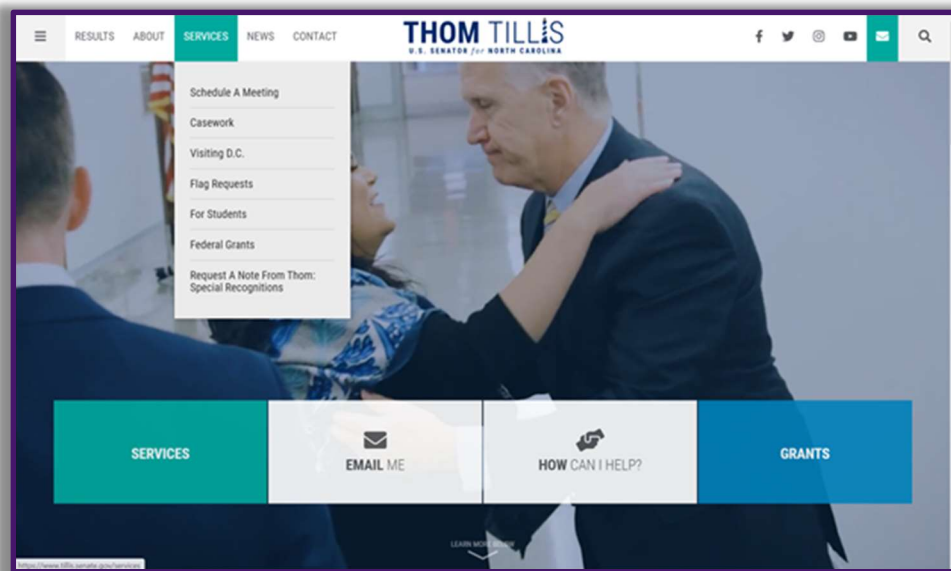
Vincennes  
1500 N. Chestnut Street  
Vincennes, IN 47591  
Hours: By Appointment Only

Congressman  
**Larry Bucshon, M.D.**

PRIVACY POLICY CONTACT

## Requesting Meetings and Site Visits with Members of Congress

Each congressional office has its own protocols regarding how to request a meeting or site visit. Many lawmakers have sections on their official websites dedicated to submitting these requests, but not all do. If unfamiliar with the preferences of your own Representative and Senators, call the nearest district office for guidance. On the following pages, you will find sample scripts to use when calling or writing to request a meeting.



## Sample Scripts for Contacting Congressional Offices

Please call your legislator's nearest district office to verify their specific protocol for submitting meeting and site visit requests. AMA staff can provide you with the names of congressional schedulers and any relevant contact information.

### Sample Scripts: Requesting a Meeting at Your Legislator's Office

#### *For calling the office to determine meeting request protocol:*

Hi, my name is [YOUR NAME]. I am a physician and member of the American Medical Association living in your district/state. I'm calling to request a meeting with [SENATOR/REPRESENTATIVE] [LAST NAME] at your [CITY OF MEMBER'S OFFICE] office to discuss Medicare physician payment reform.

What is the preferred method for sending a formal request to the office, and should it be to the attention of [SCHEDULER'S NAME]?

#### *For submitting your meeting request in writing:*

Dear [SENATOR/REPRESENTATIVE] [LAST NAME]:

As a physician living in your community and a member of the American Medical Association, I am writing to request a meeting with you to discuss the urgent need for Medicare physician payment reform.

I will be available to meet with you at your [CITY OF MEMBER'S OFFICE] office on [DATES & TIMES AVAILABLE] and would welcome the opportunity to speak with you about how these issues impact my patients and their families. I may be reached via email or as noted below and look forward to hearing from you regarding a time we can meet.

Thank you for your consideration.

Respectfully,

[NAME & TITLE]

[PREFERRED ADDRESS]

M: [MOBILE PHONE]

O: [OFFICE PHONE]

H: [HOME PHONE]

## Sample Scripts: Requesting a Site Visit to Your Facility

### ***For calling the office to determine site visit request protocol:***

Hi, my name is [YOUR NAME]. I am a physician and member of the American Medical Association living in your district/state and I'd like to invite [SENATOR/REPRESENTATIVE] [LAST NAME] to tour my facility. [FACILITY/HOSPITAL/PRACTICE NAME] is located in [CITY] and many of the patients we serve are constituents of [SENATOR/REPRESENTATIVE] [LAST NAME].

What is the preferred method to submit a formal invitation to your office and should it be to the attention of [SCHEDULER'S NAME]?

### ***For submitting your site visit request in writing:***

Dear [SENATOR/REPRESENTATIVE] [LAST NAME]:

As a physician living in your community and a member of American Medical Association, I am writing to invite [SENATOR/REPRESENTATIVE] [LAST NAME] to tour my facility/hospital/practice.

[FACILITY/HOSPITAL/PRACTICE NAME] is located in [CITY] and many of the patients we serve are constituents of [SENATOR/REPRESENTATIVE] [LAST NAME]. With your permission, I would like to include [FACILITY OR HOSPITAL ADMINISTRATORS/PATIENTS/MEMBERS OF THE MEDIA] in addition to walking [SENATOR/REPRESENTATIVE] [LAST NAME] around the facility. OPTIONAL SENTENCE: We are also happy to consider inviting other members of the community that [SENATOR/REPRESENTATIVE] [LAST NAME] prefers to have in attendance. Please let me know the names and contact information for anyone you would like us to include.

We have availability to host the [SENATOR/REPRESENTATIVE] on any of the following possible dates and times:

[DATES & TIMES AVAILABLE].

I may be reached via email or as noted below and look forward to hearing from you regarding a time we can host [SENATOR/REPRESENTATIVE] [LAST NAME].

Thank you for your consideration.

Respectfully,

[NAME & TITLE]

[PREFERRED ADDRESS]

M: [MOBILE PHONE]

O: [OFFICE PHONE]

H: [HOME PHONE]

# Congressional Calendar for Remainder of 2024

## 2024 VIP Congressional Calendar

AMA Events
Senate in Session
House in Session
Both Chambers in Session  
State Work Periods
District Work Periods
Both Work Periods

### JULY

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4 Independence Day	5	6
7	8	9	10	11	12	13
14	15 Republican National Convention	16 Republican National Convention	17 Republican National Convention	18 Republican National Convention	19	20
21	22	23	24	25	26	27
28	29	30	31	AMBA Campaign		
School						

### AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19 Democratic National Convention	20 Democratic National Convention	21 Democratic National Convention	22 Democratic National Convention	23	24
25	26	27	28	29	30	31

### SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 Labor Day	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

### OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14 Columbus Day	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		
			International Conference on Primary Health			

### NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
					1 Opportunity Employment Begins	2
3	4	5 U.S. Election Day	6	7	8	9
10	11 Veterans Day	12	13	14	15	16
of the AMA House of Delegates						
17	18	19	20	21	22	23
24	25	26	27	28 Thanksgiving Day	29	30

### DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25 Christmas Day	26	27	28
29	30	31				





## Capitalizing on Informal Interactions Throughout the District

Building a relationship with your federal lawmakers (or strengthening existing bonds) does not have to be limited to more formal settings, such as office meetings or hosting them for a facility tour. Members of Congress are members of your local community. As such they often make appearances at various neighborhood and public events held in the cities and towns throughout the area they represent, providing a chance for you to interact and engage a legislator.

Opportunities to see your representatives in and around the community are plentiful. They are sought-after attendees at many public forums. Breakfasts held by local Chambers of Commerce or other civic groups are popular venues for legislators. So are community days, festivals, parades and picnics. Partaking in these events may provide an opportune time to briefly say hello and engage them. By checking your lawmaker's event page on their website, reviewing their monthly constituent email or newsletter or perusing their Facebook page you can find out ahead of time when and where your members of Congress are expected to appear. The calendar found in your local newspaper or various local community social media accounts are other useful resources. They often note when a legislator is serving as a parade grand marshal, list picnics where they are a featured speaker, note their upcoming town hall meetings or other public appearances.



**EAST HARTFORD Connecticut**

**Join us for East Hartford Memorial Day Parade and Celebration of East Hartford**  
**May 30, 2022 at 10 AM to 3 PM**  
POSTED ON MAY 15, 2022 - 4:09PM

East Hartford, CT—The Town of East Hartford and the East Hartford Veterans Commission invite you to attend the East Hartford Memorial Day event Monday, **May 30, 2022 at 10 AM.**

The Memorial Day ceremony is a three-part event, including a parade, program at the Fallen Star Memorial and celebration of East Hartford. The parade will begin promptly at 10 AM, proceeding from 9 Riverside Drive to the Fallen Star Memorial located at Goodwin University. The parade will conclude with a military aircraft **C-130 flyover.**

"We are proud to bring back the Memorial Day parade to honor the sacrifices of all who fought for our freedom," said Mayor Mike Walsh.

The parade will be followed by a program at the Fallen Star Memorial, featuring Mayor Mike Walsh, Goodwin University President Mark Scheinberg, Congressman John Larson and Admiral Karl L. Schultz, Commandant of the US Coast Guard, among others. Read the full program here.



**Falls Church News Press** **NEWS** **Congressman Beyer Talks Nuclear Fusion Energy at Town Hall**

"You heard it here first," quipped U.S. Rep. Donald S. Beyer Jr., who represents the 8th District of Virginia that includes the City of Falls Church. In a telephone town hall with constituents Monday that covered an amazingly wide range of topics over the course of just an hour, Beyer's breaking news exclamation was in the context of calling attention to the potential of nuclear fusion energy, something he began talking about in a press statement this spring.

He brought it up in response to the subject of the challenges presented by global climate change, and he took some time to explain to the hundreds of constituents that were on the call. "Fusion is becoming feasible," he said, noting the process of generating energy is the same as that which fuels our sun, that is, of gravity, or some powerful pressure, squeezing elements of




Marilyn Heine @MarilynHeineMD

#MedTwitter: Please help.

Medicare physician payment has  $\downarrow$  26% 2001 - 2023, while the cost of keeping physician practices open  $\uparrow$  w/inflation.

👉 Please contact your U.S. Rep. today. Ask them to sign the Bera Bucshon letter to leadership to make fixing this a priority.

**Medicare physician payment is NOT keeping up with inflation.**

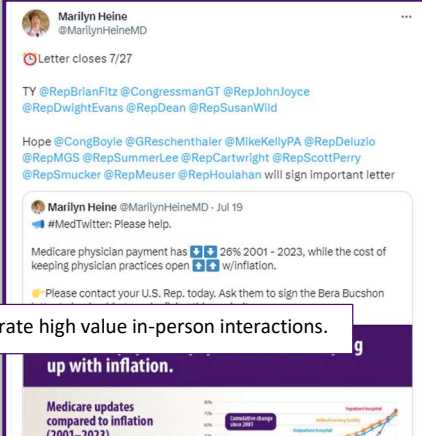
Medicare updates compared to inflation (2001-2023)

Adjusted for inflation in practice costs, Medicare physician pay declines



**We need to fix Medicare physician payment NOW.**

5:07 PM - Jul 19, 2023 - 6,964 Views



Marilyn Heine @MarilynHeineMD

🕒 Letter closes 7/27

TY @RepBrianFitz @CongressmanGT @RepJohnJoyce @RepDwightEvans @RepDean @RepSusanWald

Hope @CongBoyle @GRESenthaler @MikeKellyPA @RepDeluzio @RepMGS @RepSummerLee @RepCartwright @RepScottPerry @RepSmucker @RepMeuser @RepHouliahan will sign important letter

Marilyn Heine @MarilynHeineMD · Jul 19


#MedTwitter: Please help.

Medicare physician payment has  $\downarrow$  26% 2001 - 2023, while the cost of keeping physician practices open  $\uparrow$  w/inflation.

👉 Please contact your U.S. Rep. today. Ask them to sign the Bera Bucshon

**up with inflation.**

Medicare updates compared to inflation (2001-2023)



Skilled use of Social Media to engage lawmakers can generate high value in-person interactions.

August's calendar is often filled with social functions held by various veterans and fraternal organizations where your federal representatives might be seen, especially in an election year like 2024. And, the August congressional recess also coincides with other well-known community events, such as county and state agricultural fairs, where prudent senators and representatives make an appearance and shake hands with constituents and voters.

While not an ideal time to conduct a policy discussion about the need for Medicare physician payment reform, such in-district interactions offer you a chance to introduce yourself to the lawmaker or follow up on a prior conversation while also noting that you would like to schedule a more formal time to talk about this issue. Plan ahead and learn just where your legislators might make an appearance, be sure to show up, and leverage the 12 tips on the next page to engage them, capitalizing on any interaction that does occur.

**One caveat about this year's August recess: given recent events, security and safety concerns are now front and center to elected officials and their staffs. We could see fewer public events, town halls or other constituent-focused gatherings hosted or attended by members of Congress and staff. Please do not allow that to be a deterrent to your advocacy efforts at this crucial point in time. In light of lawmakers' justifiable concerns about safety, you may find congressional offices to be much more amenable this August (and during the height of campaign season in September and October) to accepting constituent requests to participate in site visits or virtual meetings, where the welfare of all participants is more easily ensured. Therefore, being flexible about the settings in which you engage and interact with your lawmakers will prove beneficial for the remainder of 2024.**

## 12 Tips for Creating Meaningful In-District Engagements



Learn about upcoming events hosted by your member of Congress by joining their email/ mailing list and reviewing multiple calendar/event sources, such as those for municipalities, libraries, civic organizations, etc.



Participate in legislator-hosted events. (in-person & virtual town halls, women's conferences, breakfasts, etc.)



Attend community events known for lawmaker attendance. (Chambers of Commerce breakfasts, county and state agricultural fairs, Labor Day picnics, etc.)



Engage your lawmaker by introducing yourself and noting you are an AMA physician advocate active in their district. Seek to make a positive connection by thanking them for a recent vote, action they have taken, or comment they made.



Be mindful of your goal – creating visibility in the legislator's community that fosters rapport building. Expect your interaction to be brief, lasting just a few moments.



Note that you have an issue(s) of importance to physicians about which you would like to meet. Ask who to contact for scheduling a more extensive policy discussion.



*Do not* plan to engage the public official in an extensive policy review, but *do* continue discussing the issue *if* the legislator engages in conversation on the topic.



Thank them for their time and if it seems appropriate, request a photo with the legislator.



Post the picture to social media, tag the lawmaker and thank them for their time. Also tag the AMA's Physicians Grassroots Network (@PhysGrassroots) on X.com (formerly Twitter) and use the hashtags #FixPriorAuth, #Telehealth or #Medicare depending on the issues you discussed.



Follow up by contacting the relevant staffer during the next business day to schedule your meeting.



Plan how you will frame your messaging in advance, then conduct your meeting. Be sure to bring one-pagers relevant to the issue discussed, accessible on the AMA website.



# The need for Medicare physician payment reform

The American Medical Association continues to be deeply alarmed about the growing financial instability of the Medicare physician payment system due to a confluence of fiscal uncertainties physician practices face related to the Change Healthcare cyberattack, statutory payment cuts, lack of inflationary updates, and significant administrative barriers. The payment system remains on an unsustainable path threatening beneficiaries' access to physicians.

- According to an AMA analysis of Medicare Trustees data, Medicare physician payment has been reduced 29% adjusted for inflation from 2001–2024. The Medicare physician payment system lacks an adequate annual physician payment update, unlike those that apply to other Medicare provider payments. A continuing statutory freeze in annual Medicare physician payments is scheduled to last until 2026, when updates resume at a rate of 0.25% per year indefinitely, well below inflation rates.
- A May 2021 *JAMA Health Forum* study found that it costs an estimated \$12,811 and more than 200 hours per physician, per year to comply with the Medicare Merit-Based Incentive Payment (MIPS) system and, to date, there have been very limited options for physicians to move towards value-based Medicare Advanced Alternative Payment Models (APM).
- The discrepancy between what it costs to run a physician practice and actual payment combined with the administrative and financial burden of participating in Medicare is incentivizing market consolidation and driving physicians out of rural and underserved areas.
- In addition to being asked to do more with fewer resources each year, physicians continue to face significant clinical and financial disruptions. In 2020, according to an AMA study, there was a \$13.9 billion decrease (equating to a 14% reduction) in Medicare physician fee schedule spending as patients delayed treatments. Burnout, stress, workload, and fear of COVID-19 infection are leading one in five physicians to consider leaving their current practice within two years.

**Therefore, it is urgent that Congress work with the physician community to develop long-term solutions to the systematic problems with the Medicare physician payment system and preserve patient access:**

- Congress needs to establish a permanent, annual inflationary Medicare physician payment update that keeps up with the cost of practicing medicine and encourages practice innovation.
- Budget neutrality policies need to be revised to: (a) prevent erroneous utilization estimates from causing inappropriate cuts; (b) limit the potential severity of budget neutrality adjustments in a single year; and (c) raise the projected expenditure threshold that triggers the budget neutrality adjustment, which has been in place since 1992.
- The performance and reporting programs in Medicare's Merit-based Incentive Payment System (MIPS) are based on outdated legacy programs and the four components largely function independently and are non-cohesive. They are burdensome and often lack clinical relevance. Policymakers should work with the physician community and other stakeholders to develop ways to reduce the administrative and financial burden of MIPS participation and revise reporting programs to ensure its clinical relevance to patient care.

# Medicare payment updates are proposed for nearly all providers in 2025 EXCEPT physicians.

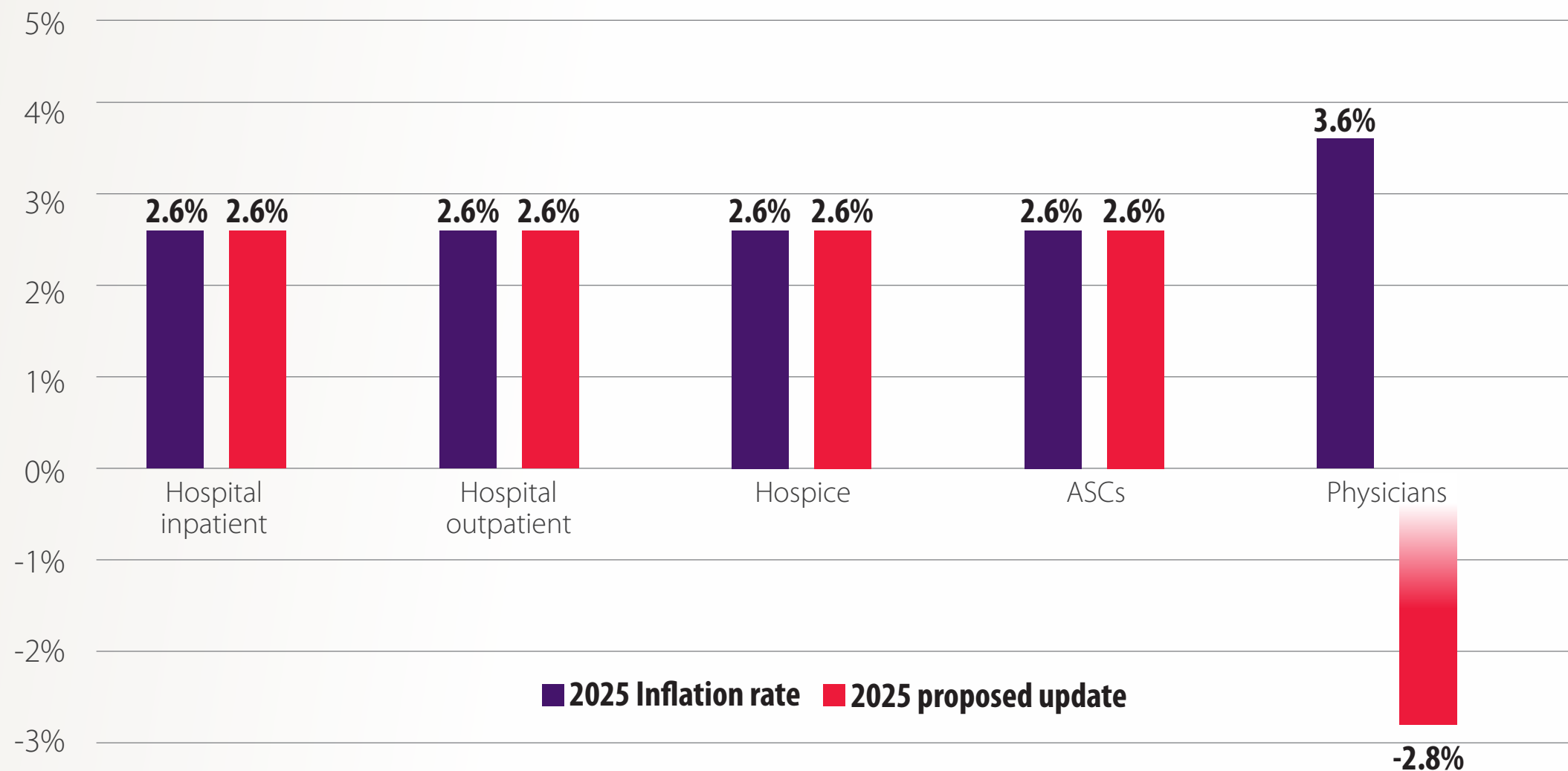
## Proposed Medicare provider updates for 2025

### Note:

Hospital inpatient, hospice, hospital outpatient and ASC inflation rates reflect market basket less a productivity adjustment.

Physician fee schedule inflation rate is the Medicare Economic Index, which has a productivity adjustment.

Potential adjustments for quality performance omitted for all provider types.



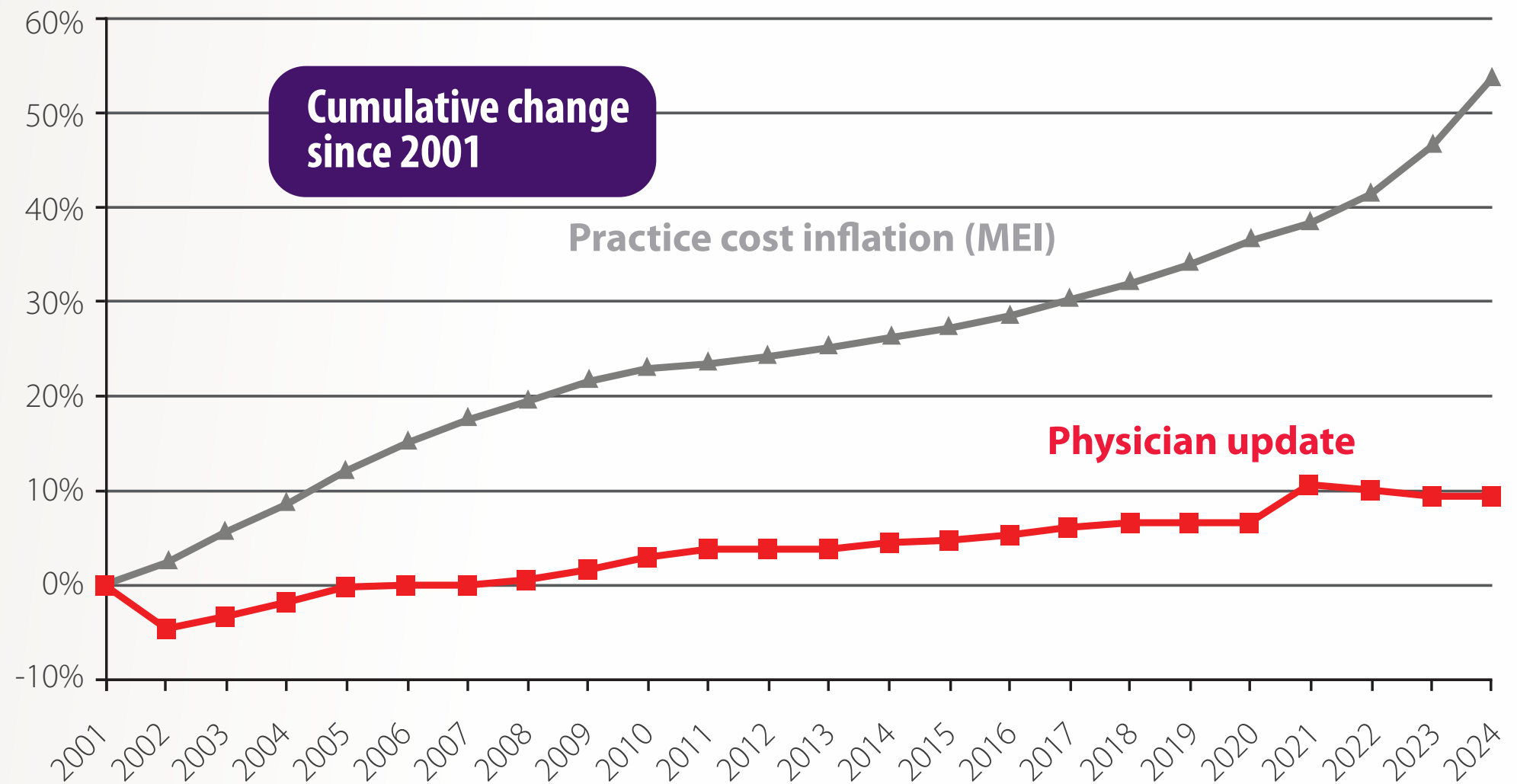
Updated July 2024

# We need to fix Medicare physician payment NOW.

# Medicare physician payment is NOT keeping up with practice cost inflation.

## Medicare updates compared to inflation in practice costs (2001–2024)

Adjusted for inflation in practice costs, Medicare physician payment **declined 29%** from 2001 to 2024.



Sources: Federal Register, Medicare Trustees' Reports, Bureau of Labor Statistics, Congressional Budget Office.  
Note: Updates from the Consolidated Appropriations Act of 2024 have been incorporated.

Updated March 2024

# We need to fix Medicare physician payment **NOW.**



## Advocacy Dos & Don'ts

Sending an email, making a phone call, or meeting face-to-face with your members of Congress on behalf of the American Medical Association's legislative priorities can be effective ways of educating them on a public policy issue. These tactics can provide an excellent opportunity to convey and receive information, and they help you develop relationships with that office, making future communications more influential. Simplify the process by following the tips and guidelines outlined below.

### Dos

- 1) Please make certain to report any electronic communications or discussions with an elected official or their office requesting AMA staff follow up to enable the association to provide immediate assistance when needed.
- 2) Only contact or meet with the Representatives and Senators who represent the state or legislative district in which you live or practice (unless AMA government affairs staff specifically direct you to another lawmaker).
- 3) Do your homework ahead of time. Research the legislator's voting record and know whether she/he sits on key committees that affect your issue. Review the member's website and search online for useful background information on their interests and stances on policy. Note that a lawmaker's committee assignments are often reflective of their personal interests or those of the constituents they serve.
- 4) Research the AMA's policy stance on an issue you wish to discuss before contacting or meeting with a legislative office. Legislative issue briefs and other materials are provided by AMA government affairs staff for your use during in-office meetings and site visits. Contact the AMA if you have questions or are uncertain about any aspects of an issue.
- 5) Be clear and concise in any interactions by phone, email, or when meeting face-to-face with a legislator or their staff. They should understand what issue(s) you are addressing, the AMA's position, and always include an action request (even if you only asking them to be aware of something). Remember your advantages: you are the expert; you deal with these issues on a daily basis, and more importantly, realize their real-world implications; and, you can speak to how these issues affect the delivery of care for your patients, their constituents, based on your everyday experiences.
- 6) When calling an office or conducting an in-person meeting, listen to the legislator or legislative aide. Ask them to indicate the legislator's position on the issue(s), then listen for cues to see if their party's leadership or a special interest is pressuring the legislator to take one position over another.
- 7) Share a story or experience that involves constituents from the lawmaker's state or legislative district. Be certain to note specifically how a policy will impact their constituents.

- 8) Always be accurate with information you share. If you do not know the answer to a question, don't be afraid to say so. Promise to follow up after the meeting. This allows an opportunity to build rapport with the office as you are following up with information at their request. Then, contact the AMA's government affairs staff immediately so you can provide the office with accurate information right away.
- 9) Anticipate questions or an opposing stance the legislator or staff may make, even if they traditionally are an ally of the AMA's position. Prepare in advance your responses to any pushback from that office.
- 10) Offer yourself as a resource in the local community represented by that office and provide your contact information (phone, email and mailing address). This is particularly helpful to the office of new legislators or offices whose districts have been redistricted (when constituent boundaries are redrawn and they are representing some constituents for the first time). Periodically provide new information about issues you have discussed with that office to demonstrate your willingness to help them. Always remember to thank the legislator or aide for her/his time.

## Don'ts

- 1) Never become confrontational, argumentative, or threaten a lawmaker or legislative aide, and never use inappropriate language.
- 2) Don't confuse the reason for your call, email or meeting by discussing multiple issues or issues unrelated to the AMA's concerns when contacting an office on behalf of the association.
- 3) Never provide an answer or information you are uncertain about, information you know to be false, or lie in any communications or meetings with a legislative office.
- 4) Don't reference your personal views and beliefs on controversial topics unrelated to the AMA's legislative priorities.
- 5) Never fail to follow up with the policymaker or their staff, especially when you have promised to provide them additional information.
- 6) Don't inundate legislative offices with mail, emails or phone calls. If an office needs additional information, they'll contact you.
- 7) Never forget that you are representing the voice of medicine and creating an impression of the profession, often a first-impression, when contacting or meeting with a legislative office.
- 8) Your contribution to the electoral campaign for a legislator, AMPAC, or your vote in November should NEVER be discussed in a communication or meeting with a lawmaker or



their staff. Most legislative staff are trained to immediately end any meetings or discussions when one of those items are referenced.

- 9) Never offer anyone in a legislator's office gifts of any kind. Ethics rules governing allowable gifts to legislative offices can be quite complicated. Our goal is to build rapport with offices rather than "buy influence."
- 10) Don't ever disregard the staff that answer the phone or greet you when visiting a lawmaker's office. Today's administrative assistant could become tomorrow's legislative director, district director or chief of staff (and sometimes, tomorrow's legislator).