#### Advocacy: Strategy for Member Success

# MICHIGAN SPEECH-LANGUAGE-HEARING ASSOCIATION

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## **Financial Disclosures**

- Associate Professor, Vanderbilt University Medical Center. Receives a salary from that institution.
- Received MSHA conference registration and lodging



## **Non-Financial Disclosures**

• Vice President for Standards and Ethics in Audiology for the American Speech-Language-Hearing Association



#### Learning Objectives

At the end of this presentation members will be able to:

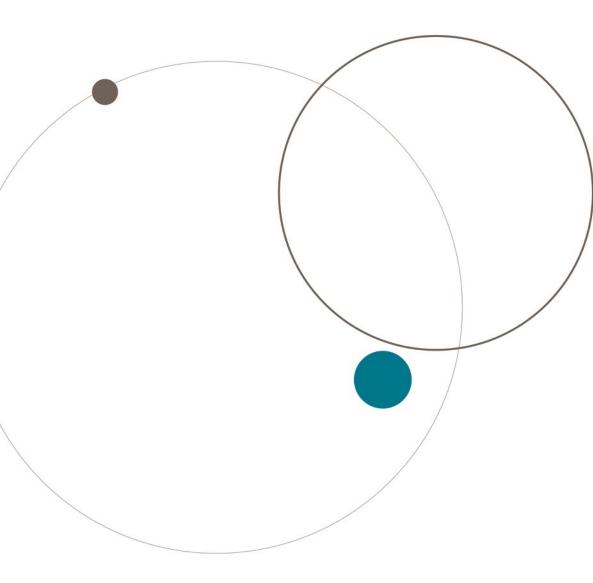
- Identify one education priority and one health care
  priority in the Public Policy Agenda
- Describe the method that members can use to take action on federal and state issues using the ASHA website.



## **ASHA 2022 Board of Directors**







#### Vision

Making effective communication, a human right, accessible and achievable for all.



#### Mission

Empowering & supporting speech-language pathologists, audiologists, & speech, language, & hearing scientists by:

- Advocating on behalf of persons with communication and related disorders,
- Encouraging the advancement of communication science,
- Promoting effective human communication.



## ADVOCACY



# What is Advocacy?

#### Advocacy is the essential and necessary means by which ASHA and affiliated state associations support and advance the professions of audiology and speechlanguage pathology in the areas of public policy and popular opinion.





# **2022 Public Policy Agenda**

- Identifies the "what" in terms of what are ASHA's advocacy priorities for the year
- Guides ASHA staff to identify the "<u>how</u>" in terms of <u>how those priorities are advanced</u>
- Maximizes staff utilization of resources on behalf of ASHA (internal benefit)
- Maximizes ASHA's influence and relevancy on behalf of members (external benefit)







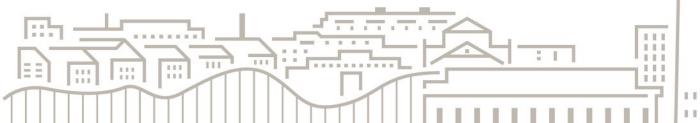
#### HEALTH CARE OBJECTIVES

- Prevent future Medicare reimbursement cuts
- Advance the Medicare Audiologist Access and Services Act
- Obtain expanded coverage of services delivered via telepractice
- Ensure successful participation in emerging healthcare delivery systems and Alternative Payment Models
- Promote ongoing value of SLPs in Skilled Nursing Facilities under the Patient Driven
   Payment Model
- Support research funding

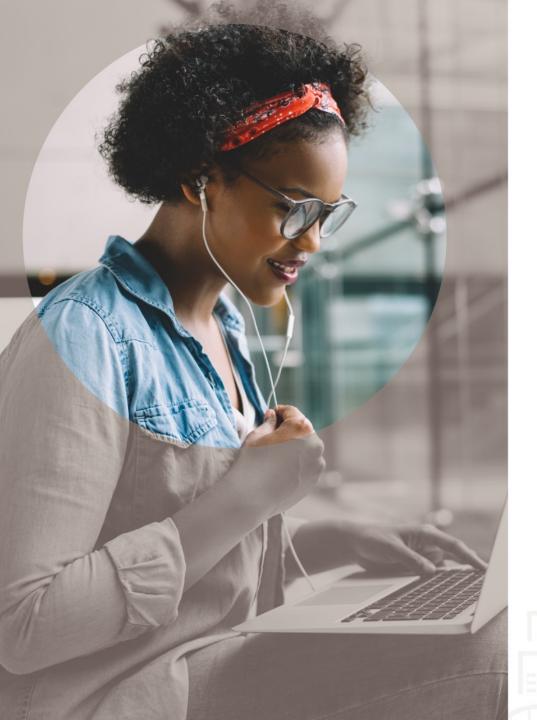


#### **SCHOOLS OBJECTIVES**

- Establish two technical assistance centers on communication disorders and Medicaid within the U.S. Department of Education
- Secure increased research and guidance from the U.S. Department of Education on manageable workloads, assessment practices and service referrals, compensatory services and student regression, and access to school-based Medicaid funding
- Identify peer review opportunities for the U.S. Department of Education
- Support education funding







# PROFESSIONAL PRACTICE & WORKFORCE OBJECTIVES

- Further adoption and operationalization of Audiology and Speech-Language Pathology Interstate Compact
- Protect licensure/certification standards and scopes of practice
- Support federal legislation that ensures appropriate workspaces and environments
- Ensure state standards align with ASHA's Assistant Certification Program



#### PATIENT, CLIENT, AND STUDENT OBJECTIVES

- Engage audiologists, consumers, and policymakers on Over-the-Counter Hearing Aids
- Advocate for the continued ability of patients, clients, students, caregivers, audiologists, and speech-language pathologists to make informed treatment decisions with equitable access to objective and evidence-based resources
- Support the enforcement of Medicaid's Early and Periodic Screening, Diagnostic and Treatment benefit
- Obtain recognition from the United Nations Convention of State Parties



#### DIVERSITY, EQUITY & INCLUSION OBJECTIVES

- Engage federal policymakers on measures that identify and reduce disparities in education of students from diverse backgrounds; including enhanced data collection and legislation to invest in strategies that address racial, ethnic and socioeconomic isolation.
- Advance legislation that requires a study on disparities in follow-up services connected to newborn hearing screening
- Advocate for passage of the Allied Health Workforce
  Diversity Act
- Advocate for anti-discriminatory policies and practices that support people with communication disorders, especially those from underrepresented or marginalized communities



#### THE PATH TO WINNING ADVOCACY

#### PRIORITIZED AND COORDINATED STRATEGIES THAT INCLUDE:

- Policy analysis and development
- Strategic lobbying
- Grassroots engagement
- External partnerships
- External communications and messaging
- Political support

I'M HERE SUPPORTING

Audiology Services

Medicare Coverage of

I'M HERE SUPPORTING Medicare for Telehealth &

Higher Education Funding





#### **GET INVOLVED!**

ASHA members make the strongest advocates for the professions!

- <u>Sign up</u> for ASHA Headlines https://www.asha.org/Publications/ASHA-Headlines
- <u>Take Action</u> on top priorities https://www.asha.org/advocacy/takeaction/
- <u>Become</u> a Grasstops Envoy

https://www.asha.org/Advocacy/Become-a-Grasstops-Envoy



#### **SUPPORT ASHA-PAC!**

- ASHA-PAC helps elect Members of Congress who support the professions
- ASHA-PAC is non-partisan
- ASHA-PAC ensures your voice is heard on Capitol Hill
- ASHA-PAC is critical to successful advocacy

https://www.asha.org/Advocacy/pac



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AMERICAN Speech-Language-Hearing Association

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