

# Webinar Format

**The webinar will begin shortly.**

- To minimize background noise, all participants will be muted at the start of the webinar.
- Submit a question or comment to the presenters any time.
  - 1) Type it into the questions pane on the webinar control panel
  - 2) “Raise your hand” to be put in the queue to speak directly with our presenters.
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# APA Town Hall

*With a Special Focus on Strengthening the Effectiveness of APA and SPTA Advocacy*

**Sandra L. Shullman, PhD, 2020 APA President**  
**Arthur C. Evans, Jr., PhD, APA CEO**

*Featuring special guests:*

**Chuck Hollister, PhD – CEO, Missouri Psychological Association**

**Katherine McGuire, MS – Chief Advocacy Officer, APA**

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American Psychological Association

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SEPTEMBER 16, 2020

# Time to...

- **CONNECT**
- **SUPPORT**
- **SHARE**
- **ASK**
- **EXPLORE**





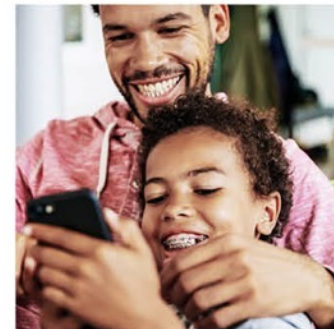


**Utilize psychology to make a positive impact on critical societal issues.**

**Elevate the public's understanding of, regard for, and use of psychology.**

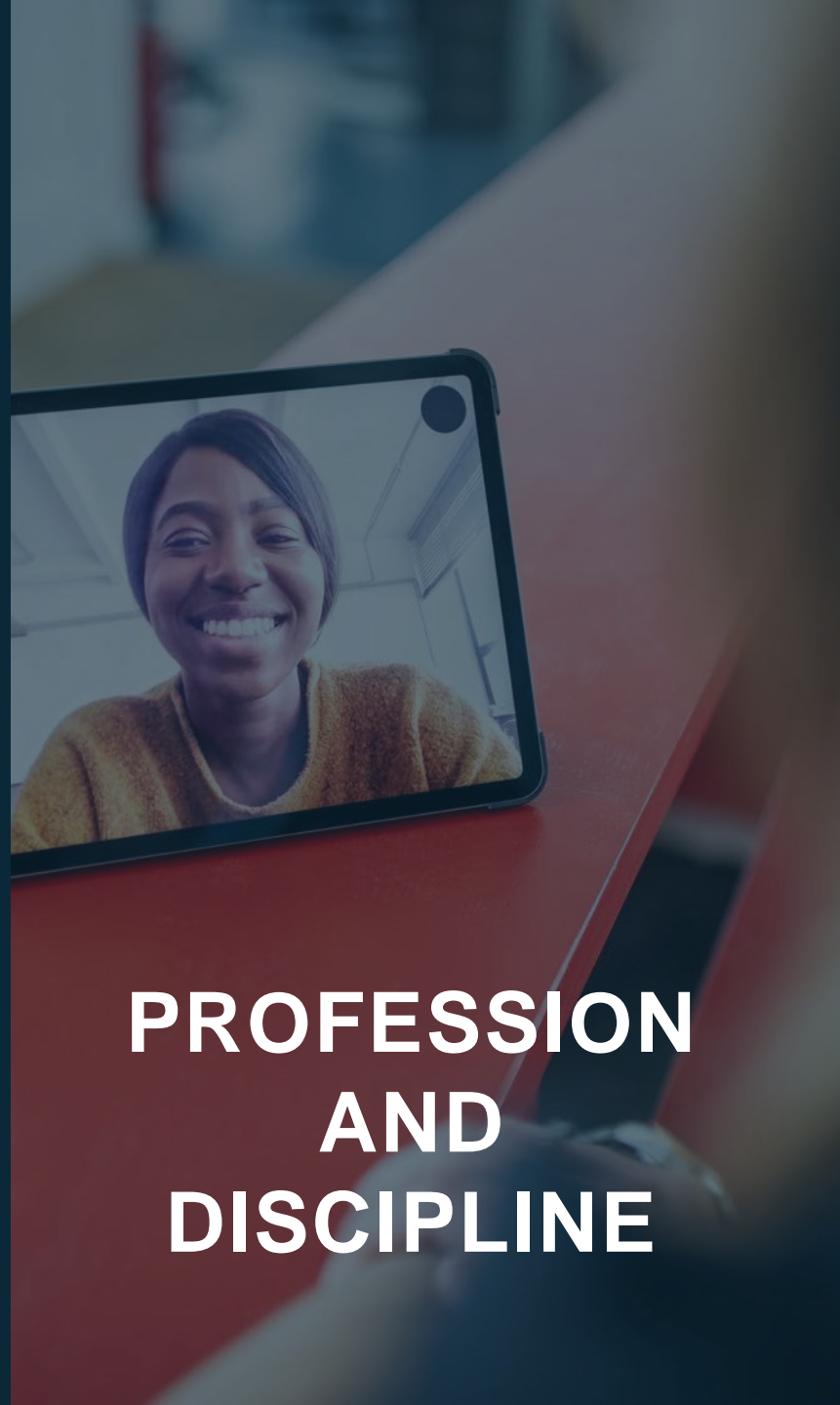
**Prepare the discipline and profession of psychology for the future.**

**Strengthen APA's standing as an authoritative voice for psychology.**





**ASSOCIATION**



**PROFESSION  
AND  
DISCIPLINE**



**POLICYMAKERS  
AND  
PUBLIC**



# What have I learned?

**We don't have to go at it alone. And it is far easier if we don't.**



Because of APA's decision to refocus itself in order to become one of the most effective legislative and regulatory influencers in the United States, we have in Missouri the opportunity to efficiently and effectively change the legislative and regulatory landscape.

# Why is it important to us?

25,000 physicians, 8,000 social workers, 8,000 LPCs, 1,500 physician assistants, and an unknown number of nurse practitioners.

And **1,800** psychologists.

Challenging question while testifying:

**How many members do you have?**



# And we have already had several successes...

- Representative Billy Long's support for the Medicare Mental Health Access bill
- Representative Jason Smith's support for audio only telehealth
- Medicaid reimbursement for psychology interns
- Telehealth privileges for graduate students at a major university system



# New Tools and Opportunities from APA's Advocacy Coordinating Committee (ACC)

- **The ACC's ambassador system**  
Bilateral communication with leadership and members of all APA groups and SPTAs about the issues that concern you the most

- **New tool coming soon**  
*(from Karen Postal, the ACC, and Legal & Regulatory Affairs)*

A database of current SPTA advocacy projects across the United States and Canada --- in beta

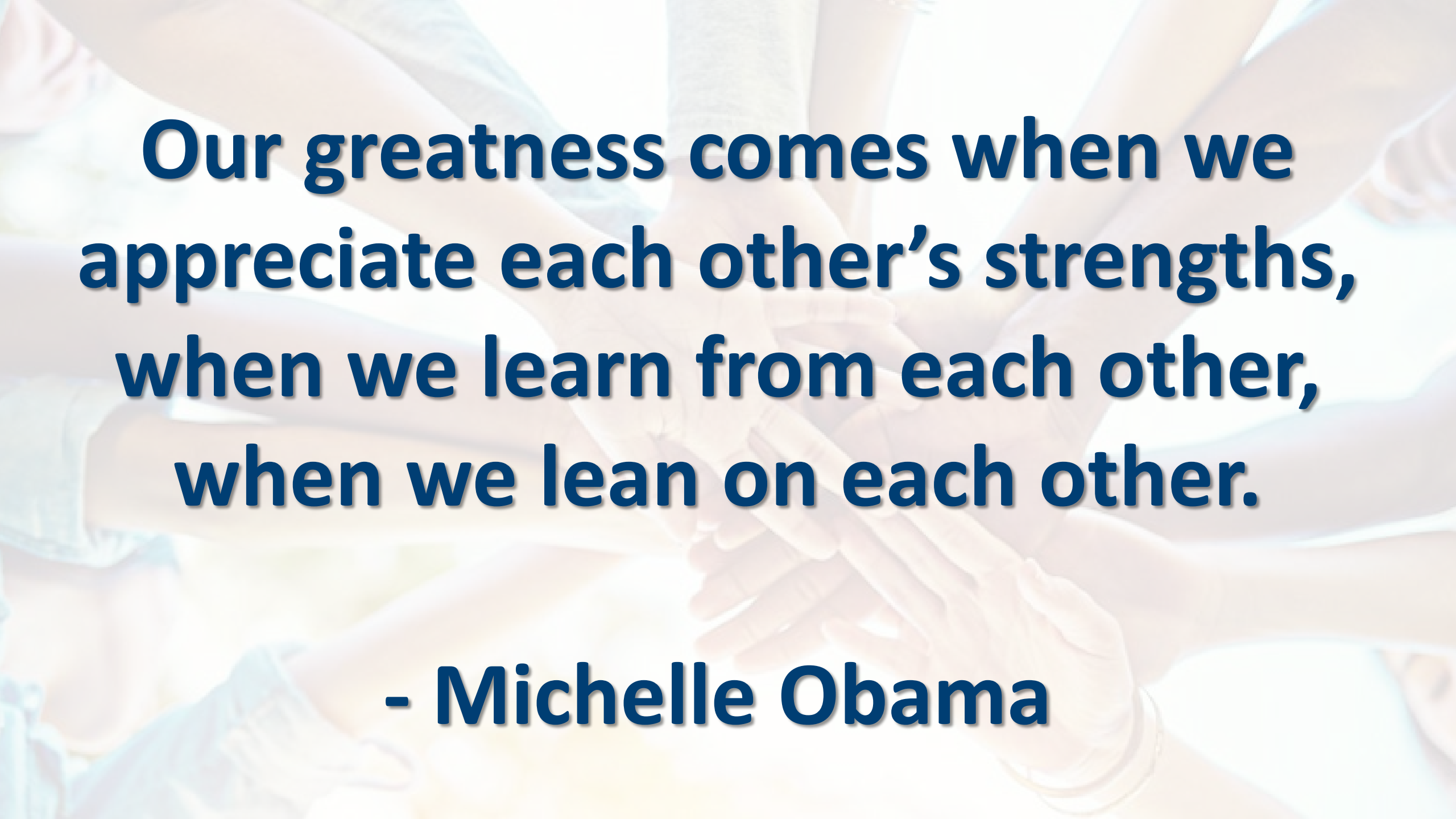
# But why should APA work with the SPTAs?

Despite our independence from APA, despite many of our associations desire to remain independent, **WE ARE FAMILY.**

We are part of **governance**. (*Bohm, Oppenheimer, Copeman*)

We give APA an **effective voice** in the states they would not otherwise have.





**Our greatness comes when we  
appreciate each other's strengths,  
when we learn from each other,  
when we lean on each other.**

**- Michelle Obama**

# Challenges and Bottlenecks



# Healing Splits

- c-3 and c-6
- Healthcare practitioners, educators, and those in applied psychology (*One APA*)
- APA and the SPTAs



# **We may not always have the bandwidth that APA would like or require...**

**SPTA resources are often limited.**

- Most small state EDs are part-time, but advocacy can be a full-time occupation.
- Many SPTAs are struggling financially, particularly regarding non-dues income.

**There is no model for what a competent SPTA should look like.**

**Its easy for us to lose expertise.**

- Turnover can be high.
- Most small state EDs work out of their homes.
- Many lack health insurance, sick leave, holiday and vacation time benefits.
- Volunteers can be hard to come by and burn out quicker than we would like.

# Recent CESPPA Survey



- Approximately **one-third** of large and medium size SPTAs have had to tap into investment/reserve/loan funds to cover association expenses.
  - Very few of the small SPTAs have done this (possibly because they don't have any investment or reserve funds).
- Almost **70%** of all SPTAs report a drop in non-dues revenue. For **35%** of SPTAs, that drop is substantial.
- The owner of one management company lowered his association's management fee by approximately **\$20,000** recently. Another ED was furloughed for **3** months.

*Ray Folen, PhD,  
Hawaii Psychological Association for CESPPA*

# How can APA help?

Although APA had its own financial problems, here are some low-cost ways APA can help:

- **Help us grow our membership.**
  - Co-branding (e.g. Letters to the Governors)
  - Publicly celebrate our successes with you (e.g. Recognition of Missouri in a *Washington Update*)
  - Directly advertise your desire to see APA members join their state associations
- **Create a joint CE program to help reduce competition between us.**
- **Reestablish the Emergency Grants.**
- **Expand the DPA system.**

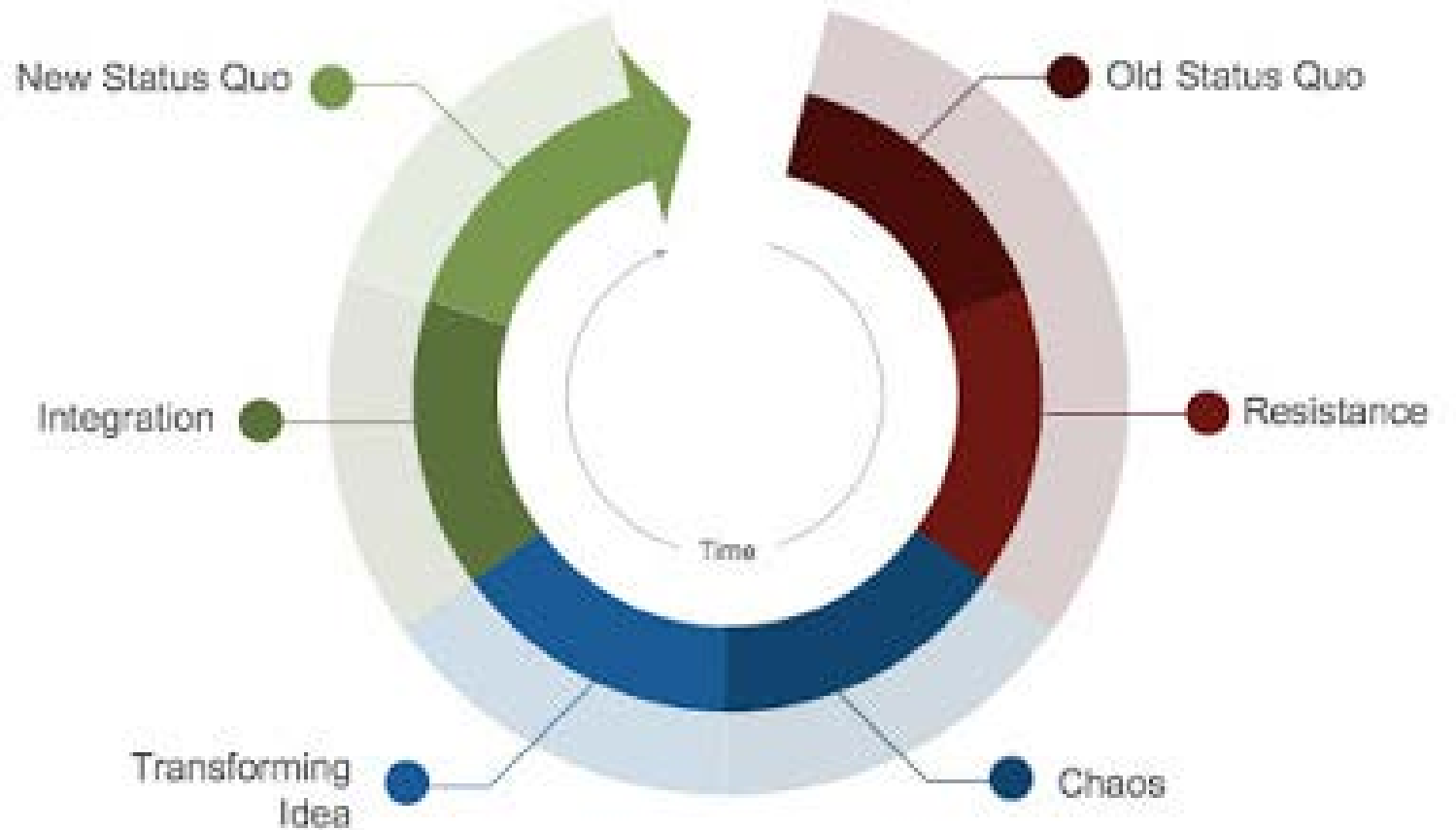


# **IMPACT:** **APA Integrated Advocacy**

***APA Fighting for You!***



## The Change Process



# APA Integrated Advocacy

# **APA Advocacy Priorities 2020**

Priorities Unique to APA

Priorities Where APA Makes a Significant Difference

Priorities in Collaboration with Partner Organizations



# COVID-19 Advocacy Impact

- Boots on the ground → faces on the screen.
- Relationships. Relationships. Relationships.
- Building bridges between parties. Science-first.
- Focused priorities, ex. telehealth; health disparities, data collection, small business grants; mental health programs; safety net programs, science funding.
- Retooled virtual congressional, federal and state messaging to correctly “land” APA priorities with lawmakers.
- Increased reliance on states and local leaders to leverage federal activities.  
PIVOT TO CONSTITUENT-BASED ADVOCACY: Quality vs. Quantity

# Traditional + Modern Advocacy Strategies

- *Legislative Advocacy* –state/federal legislative processes
- *Judicial Advocacy* –amicus briefs
- *Regulatory Advocacy* –filing of public comments/legislative/agency engagement
- *Industry Advocacy* –experts/recognized surrogates: scientists, psychologists, leaders
- *Citizen Advocacy* –1-1 partnership –long term relationships to champion priorities
- *Media Advocacy* –strategic use of all forms of communications/media
- *Diplomatic Advocacy* –building of networks of allies around issues
- *Political Action Advocacy* –supporting champions

**Must Combine Multiple Advocacy Strategies to Succeed!!**  
**Parallel and Overlapping Process with State Efforts**

# INTEGRATED APPROACH TO FEDERAL AND STATE ADVOCACY

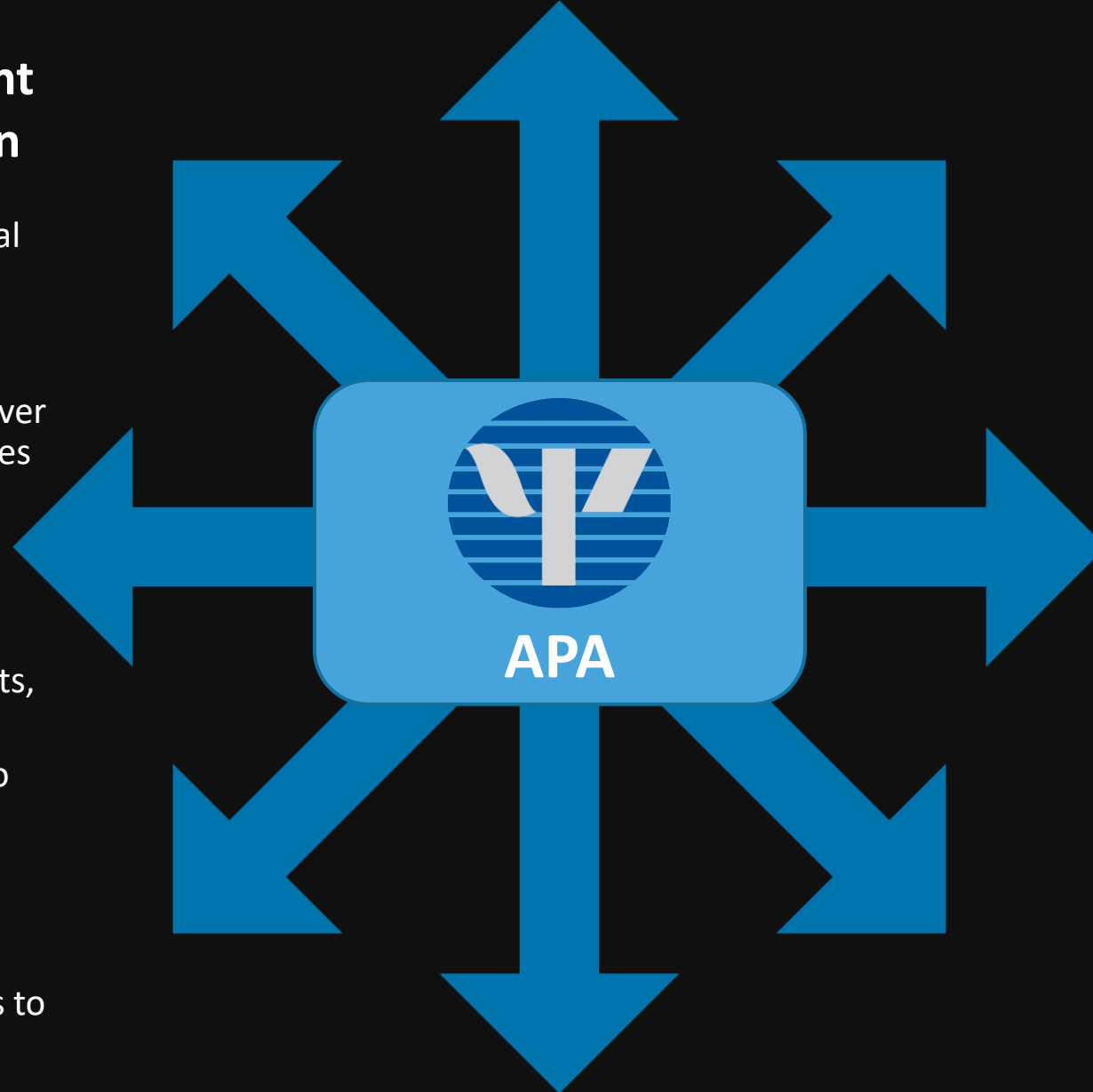
ex. Telehealth, Health Equity, MMHAA, Research \$\$\$



# Integrated Approach to Advocacy

## Medicare Reimbursement and 'Physician' Definition

- PLC lobbying on Medicare Mental Health Access Act (MMHAA) and possible Medicare E/M cut
- Coalition letter (6/18/20) to congressional leaders urging waiver of budget neutrality for E/M codes
- Arthur Evans, Jr. testimony (6/30/20) on before E&C Health Subcmte
- Grassroots targeted on E&C members: ID'ing key psychologists, district meetings, PAC events
- Outreach to coalition partners to sign MMHAA support letter (38 orgs)
- SPTA letters to Congress: waive budget neutrality for E/M codes
- **\*Email** alert urging psychologists to comment to CMS by Oct. 5



## Telehealth Coverage

- CARES Act enacted (3/27/20) expanding Medicare telehealth coverage
- Coalition letter (4/3/20) to Secty Azar, CMS Admin. Verma urging audio-only coverage in Medicare
- MHLG letter (5/11/20) endorsing bill to require group health plans to expand telehealth coverage
- Advocacy alert (6/20) to psychologists to ask Congress for telehealth expansion
- Major MH group letter (6/2/20) to governors, insurance commissioners urging telehealth expansion
- Broad coalition letter (6/29/20) to congressional leaders in support of permanent telehealth expansions
- Major MH group letter to Dept. of Labor urging telehealth coverage by private sector plans



# Partnering with States: Two Way Learning

## Sample of Accomplishments:

- Joint APA/SPTA letter to ALL governors and State Insurance Commissioners on telehealth
- Joint APA/SPTA Letters to Congressional leaders on budget neutrality/2021 proposed physician fee cuts
- Ohio Psychological Association Opioids Leadership Policy Forum (pre-COVID)
- Missouri Psychological Association- Telehealth federal and local advocacy with Rep. Jason Smith (R-MO)
- California Psychological Association- CA organization letter to Speaker Nancy Pelosi (D-CA) to expand broadband for education
- Political fundraising events participating w/ Advocacy staff: Oregon Psychological Association, California Psychological Association, Pennsylvania Psychological Association, Texas event.
- COVID and State Testing Plans Review/Advocacy – EFTC/Advocacy

# Partnering with Divisions

## Sample of Accomplishments:

- APA Letter to Facebook on Hate Speech (Div. 44, 52, 9)
- APA Testimony to House Judiciary on Policing Reform (Div. 14, 18)
- APA Testimony on COVID-19 Impacts on Older Adults (Div. 20, Committee on Aging)
- APA Testimony on VA Mental Health Legislation and VA RxP (Div. 55)
- State level LGBT Advocacy Dashboard -working jointly with Div. 44/APA SOGDO
- APA comments on the strategic plan update for the National Institute for Diabetes, Digestive and Kidney Disease, NIH (Div. 38)
- APA Dynamics of Learning Fact Sheet and Policy Recommendations with the Education Directorate's Coalition of Psychology in Schools and Education (Div. 5, 6, 7, 10, 12, 14, 15, 16, 17, 33, 35, 42, 45, 46, 52, 53)

# Integrated Advocacy Metrics

	<u>2019</u>	<u>2020</u> (thru Sept.)
• Messages to Congress	4480	28,650
• Testimony Submitted	10	16
• CEO Testimony	1	1
• Lobbying Visits	750	820
• Congressional Briefings	9	6
• Regulatory Comments	12	12
• Admin. Meetings	5	23
• Coalition Letters to Congress	100	75
• Webinars	0	4

# PSYCHOLOGY

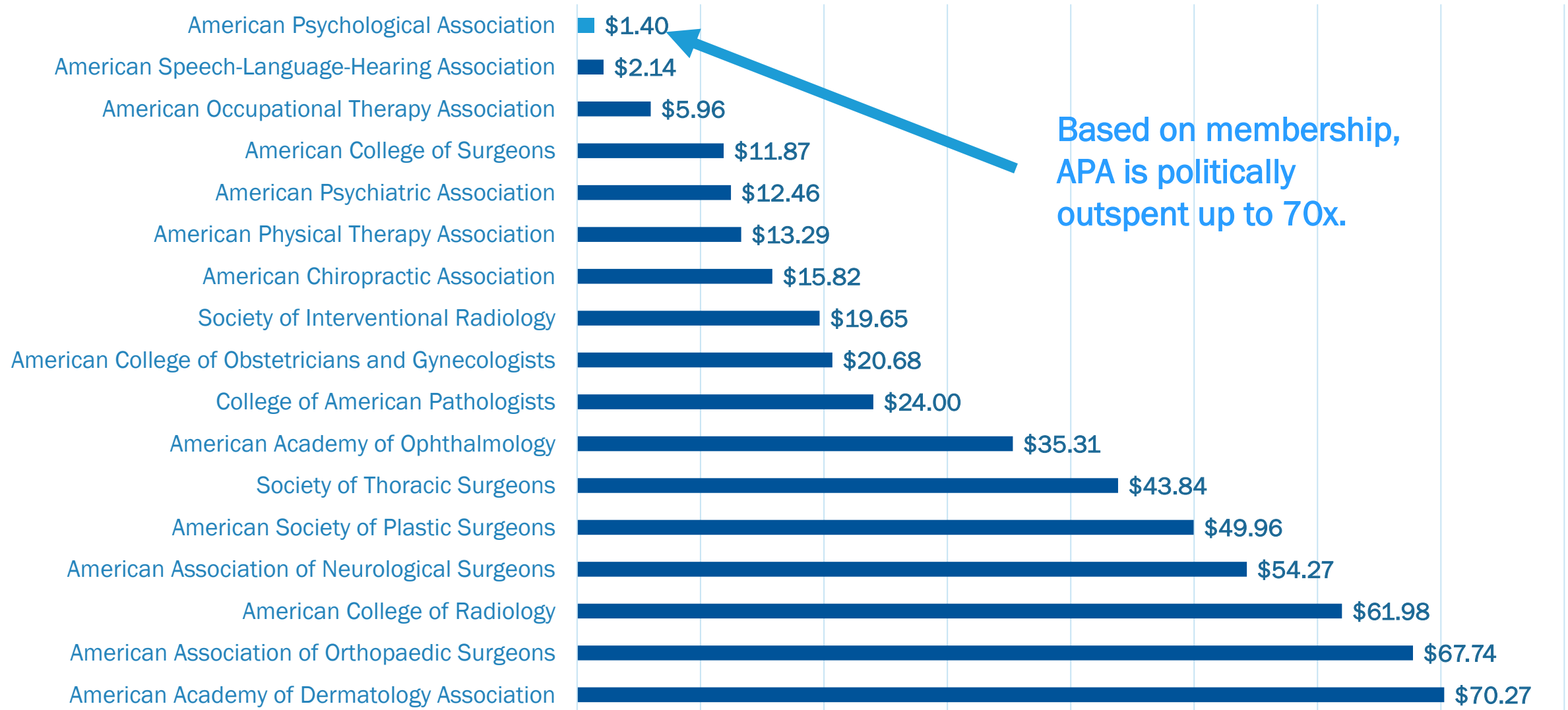


POLITICAL ACTION FOR PSYCHOLOGY



# Medical PAC Comparisons

## 2018 Election Cycle PAC Dollars/Member





AMERICAN  
PSYCHOLOGICAL  
ASSOCIATION

# LET'S HAVE A CONVERSATION

Please 'raise your hand' or type your question into the Q&A pane on the webinar control panel. The presenters will answer questions as time allows.

# For More Information and Resources

<https://www.apa.org/advocacy>

<https://www.apa.org/topics/covid-19>

<https://www.apaservices.org/>