



Welcome to holiday edition of the AMA's Very Influential Physician (VIP) Insider.
Read on for details about these topics:

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- 2018 Campaign School recap
- Dates for 2019 AMPAC Candidate Workshop in Washington, DC announced
- Nominations for AMPAC Award for Political Participation now open

5 ways the midterms shook up the U.S. health care agenda for 2019

Polls said health care was the top issue on voters' minds, but whether a divided Congress can work with President Donald Trump to address the public's concerns remains to be seen—though some issues, such as curbing drug prices, have bipartisan appeal.

That is the well-considered view of AMA experts such as Richard Deem, the Association's senior vice president for advocacy, and Todd Askew, AMA director of congressional affairs.

"Voters went to the ballot box thinking about health care," Askew said, adding that their most important health care concerns were cost, access, coverage and Medicare issues.

Health care was considered the most important issue of the Nov. 6 election—ahead of the economy and immigration, according to a Gallup poll conducted Oct. 15–28.

"It grew in importance to voters throughout the cycle, and peaked right around election day," Askew said. "Exit polls really confirmed this as well."

People have come to appreciate the coverage gains realized under the Affordable Care Act (ACA) and the law's Medicaid expansion, Askew explained. Democratic candidates embraced those issues and were successful in "tagging" Republicans with not supporting guaranteed coverage of pre-existing conditions.

Importantly, voters approved Medicaid expansion in Utah, Idaho and Nebraska. Medicaid was also an integral issue in the Florida, Georgia, Kansas and Wisconsin

governors' races.

Askew and Deem took part in an [AMA Council on Legislation](#) educational session at the 2018 AMA Interim Meeting. You can hear more from them in an upcoming episode of the AMA "Moving Medicine" podcast. [Subscribe now in iTunes.](#)

These AMA experts noted five areas in which the election results could shape the nation's health care agenda.

ACA repeal efforts. While some Republicans may want to continue down the repeal-and-replace path, Democrats in the House will stop them. Likewise, Democrats may try to reverse some of the actions Republicans took to dismantle the ACA.

Deem noted that previous [bipartisan proposals](#) to help stabilize the individual health insurance marketplace may be resurrected—such as funding for cost-sharing reduction payments. Learn about the [AMA's vision on health care reform](#).

Prescription drug prices. While approaches may vary, some sort of limited action could occur as both sides have an interest in the issue. Patent reform or more price transparency may have bipartisan appeal.

"The Speaker of the House and the White House may reach an agreement on this because this is an issue that all Americans are concerned about," Deem said.

Find out how [prescription drug prices are determined](#) and how the AMA's TruthinRx campaign is pushing for more transparency in the process.

[Continue reading](#)

Webinar: Building Relationships with a New Congress

You may be like many advocates who woke up the morning after elections to discover that their long-standing champions for their cause have been sent packing, causing a scramble to cultivate new congressional proponents on the Hill leaving you wondering what to do. If so, you're not alone.

The good news is that recently our partners at the Congressional Management Fund (CMF) hosted a webinar on effective ways to build relationships with a new Congress. This timely and in-depth discussion led by CMF President and CEO Brad Fitch and Director of Citizen Engagement Seth Turner.

During this program, participants learned:

- What matters to Congress?
- How elections can shift power in Congress?
- How to build relationships with the large new freshman class of the 116th

Congress.

The recording of this webinar is being offered to you as a VIP member benefit and we encourage you to listen to get a head start on the new year!

To access the webinar simply [click here](#).

2018 Campaign School Recap

A tight race in a swing district was once again the backdrop for AMPAC's annual Campaign School on December 6-9 in Washington, DC. 21 participants from 13 states worked in teams on simulated Congressional "campaigns" as they learned valuable lessons including sessions on how to communicate in a crisis and how to create effective campaign ads. The participants included 12 physicians, 4 medical students, 2 state medical society staff and 3 alliance/spouse attendees.

Recognized as one of the top programs in the country, the campaign school is AMPAC's annual program for AMA member physicians, residents, students, spouses and state medical society staff who want to improve their political campaign skills. The core curriculum is centered on building skills in campaign strategy and message; and the 2018 Workbook allowed participants an advance opportunity to learn the basics of strategy, targeting and message. A series of online videos augmented the Workbook, and will hopefully provide the basis for transitioning portions of the curriculum to a webinar or web recording format.

The program opened with a welcome reception hosted at the AMA offices after which participants were broken into campaign "staff" teams, and over the course of the next two and half days applied what they learned in real life exercises in strategy, vote targeting, social media, paid advertising and public speaking. Insider tactics were taught by experts from both sides of the political spectrum. These professionals are the experts currently advising campaigns at every level around the country.



Dates for 2019 AMPAC Candidate Workshop in Washington, DC announced!

Ever wonder how Doctors get elected to Congress or your state legislature?

Considering a run for office for yourself? The AMPAC Candidate Workshop will teach you how to run a winning political campaign, just like we taught many of your AMA colleagues over the years.

The Candidate Workshop is designed to help you make the leap from the exam room to the campaign trail and give you the skills and strategic approach you will need to make a run for public office.

At the Candidate Workshop, Republican and Democratic political veterans give you expert advice about politics and the sacrifices needed to mount a competitive campaign. You will learn: how and when to make the decision to run; the importance of a disciplined campaign plan and message; the secrets of effective fundraising; what kinds of media advertising are right for your campaign; how to handle the inevitable crises that emerge for every campaign; the role of your spouse and your family; and how to become a better public speaker. Get answers to your questions, and determine if running for public office is for you.

Candidate Workshop is open to physician spouses and we encourage those interested in a future in politics to attend.

Registration is now OPEN – deadline to register is February 8!

For more information, e-mail politicaleducation@ama-assn.org or call (202) 789-7455

Nominations for AMPAC Award for Political Participation Now Open

Awarded every two years by the AMPAC Board of Directors the AMPAC Award for Political Participation recognizes an AMA or AMA Alliance member who has made significant personal contributions of time and talent in assisting friends of medicine in their quest for elective office at the federal and state level. These can include: volunteer activities in a political campaign or a significant health care related election issue such as a ballot initiative or referendum.

Nominees must be a current member of the AMA or AMA Alliance and AMPAC with preference given to members with a demonstrated history of AMPAC involvement. The deadline to submit nominations is January 31. The full criteria for the 2019 AMPAC Award for Political Participation including how to submit a nomination can be found [here](#).

The winning nominee will receive special recognition during the AMPAC Board Chair's speech before the House of Delegates or during the AMPAC luncheon at the AMA Annual Meeting in Chicago. The winning nominee will also receive free

admittance (including airfare and hotel expenses) to a future AMPAC political education program (campaign school or candidate workshop) in Washington, DC.



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