



HEALTHCARE ADVOCACY 101

New Jersey Hospital Association, Princeton, NJ

Sept. 30, 2015

Registration: 8:30 a.m.

Program: 9 a.m. – 12:30 p.m.

Seminar: EDU 1543

Location: NJHA Conference and Event Center

760 Alexander Road, Princeton

Fee: **Member:** \$99/person

Non Member: \$149/person

PROGRAM OVERVIEW:

The NJHA Government Relations and Policy department is hosting Healthcare Advocacy 101, a skills building and hands-on lobbying training course for clinical professionals. This educational event is a unique opportunity for clinicians to develop the tools required to successfully advocate on behalf of their healthcare facilities in Trenton on state political issues.

OBJECTIVES:

1. Describes the foundation of the legislative process in New Jersey and the political landscape in Trenton
2. Identifies the best methods to effectively lobby a legislator on healthcare issues
3. Develops a strategy to craft and deliver expert testimony to a legislative body using a recent legislative example
4. Describes the regulatory process in New Jersey and illustrates the means to shape state regulation
5. Identifies the role of the Health Care Administration Board in developing healthcare related regulation.

TARGET AUDIENCE:

Physicians, counsel, long term care administrators, chief nursing officers, nurse managers, staff nurses, risk managers, human resource professionals, pharmacists and public health advocates.

CONTINUING EDUCATION CREDITS:

Accreditation Statement:

Health Research and Educational Trust is accredited by the Medical Society of New Jersey to provide continuing medical education for physicians.

AMA Credit Designation Statement:

Health Research and Educational Trust designates this live activity for a maximum of **3.25** *AMA PRA Category 1 CreditsTM*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

HRET-NJHA is an approved provider of continuing education by the New Jersey State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. Provider Number P131-1/15-18.

This activity provides **3.25** contact hours.

There are no conflicts of interest, sponsorship or financial/commercial support being supplied for this activity. Accredited status does not imply endorsement by the provider or American Nurses Credentialing Center's Commission on Accreditation of any commercial products displayed in conjunction with an activity.

DISCLOSURE INFORMATION: Full disclosure will be provided at the educational activity.

This continuing education program is sponsored/conducted by the Health Research and Educational Trust and is in compliance with N.J.A.C. 8:34-7.3 to provide licensed nursing home administrator (LNHA) and certified assisted living administrator (CALA) education credits accepted by the Nursing Home Administrators Licensing Board. This education activity may only be used for continuing education credit and not to meet academic college credits.

This education activity has been approved for **2.8** LNHA/CALA credits.

Health Research and Educational Trust has been approved by the New Jersey Department of Health as a provider of New Jersey Public Health Continuing Education Contact Hours (CEs). Participants who successfully complete this educational program will be awarded **3.25** N.J. Public Health Continuing Education Contact Hours (CEs). (*Pending*)

This program has been approved by the Board on Continuing Legal Education of the Supreme Court of New Jersey for **3.4** hours of total CLE credit. Of these, **0** qualify as hours of credit for ethics/professionalism, and **0** qualify as hours of credit toward certification in civil trial law, criminal trial law, workers compensation law and/or matrimonial law.

Application for pharmacy credits has been submitted to the New Jersey Board of Pharmacy. (*Credits pending.*)

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AGENDA

8:30 a.m. *Registration and Networking Continental Breakfast*

9 a.m. **Welcome and Overview**

Tyla Housman

Deputy Director, Government Relations & Policy
New Jersey Hospital Association

9:10 a.m. **How a Bill Becomes a Law**

Tyla Housman

Deputy Director, Government Relations & Policy
New Jersey Hospital Association

Samantha DeAlmeida, MPP

Legislative Strategist, Government Relations and Policy
New Jersey Hospital Association

9:30 a.m. **How to Effectively Lobby a Legislator**

Hon. Nancy Munoz

Assemblywoman
21st Legislative District

Hon. Adam Taliaferro

Assemblyman
3rd Legislative District
Research Analyst
Bristol-Myers Squibb

10:30 a.m. *Break*

Program continues ...

10:45 a.m. **How to Craft and Deliver Expert Testimony**

Neil Eicher, MPP

Vice President, Government Relations and Policy
New Jersey Hospital Association

Catherine Hughes, MSN, MHA, RN, NEA-BC

Vice President for Nursing Integration and Outcomes
Virtua

11:30 a.m. **How to Navigate the Regulatory Process**

Mary Kay Roberts, Esq.

Partner, Legislative Affairs
Riker/Danzig

Phil Echevarria

Policy Analyst
New Jersey Hospital Association

12:15 p.m. **Final Comments and Evaluations**

Neil Eicher, MPP

Vice President, Government Relations and Policy
New Jersey Hospital Association

12:30 p.m. *Adjournment*

Registration Guidelines for 2015

PAYING BY CREDIT CARD

Guarantee your seat now by paying for your registration online with a credit card.
It's secure and easy.

Click on the following link:

<http://hret-registration.njha.com>

Note: For security purposes, please **DO NOT** mail credit card information with your security code to the P.O. Box. Save time and register online through our secure Web site.

PAYING BY CHECK

Reference the seminar number in the memo on the face of the check. Your registration will not be confirmed until your payment is received by HRET. A copy of the registration form must accompany the check in order to allocate payment properly.

Make check payable to: HRET of NJ

Mailing address: P.O. Box 828691 – Philadelphia, PA 19182-8691

FAX: 609-275-4271

Payments sent by mail must be postmarked no later than Wednesday, Sept. 16, 2015

GENERAL INFORMATION

- **Fax your registration to 609-275-4271 prior to mailing with payment to guarantee your reservation.**
- After Sept. 16, check payments must be presented at registration the day of the program. HRET/NJHA staff reserve the right to refuse entrance if payment is not received in full at the time of registration.
- **Onsite registration:** NJHA will do its best to accommodate walk-ins, but cannot guarantee seating. Please call 609-275-4180 the day preceding a conference to inquire about availability. If NJHA can accommodate you, payment in full is due at the registration table via check or credit card. No exceptions.
- Program inquiries should be directed to Tyla Housman at thousman@njha.com.
- Registration and payment inquiries should be directed to HRETEducation@njha.com or 609-275-4180.
- For directions visit NJHA at: <http://www.njha.com/directions.aspx>.
- Ample parking is available behind the conference center building.
- If you have a disability and need special accommodation, call 609-275-4180.

CANCELLATION POLICY

- Cancellations received by Sept. 25 will receive a refund minus a \$30 administrative fee.
- No refunds will be issued after the deadline or for no-shows.
- Registrants unable to attend may send an alternate. Alternate attendee information should be sent at least 48 hours in advance of program to HRETEducation@njha.com

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Date:	Sept. 30, 2015
Registration Start:	8:30 a.m.
Program Start:	9 a.m.
Location:	New Jersey Hospital Association 760 Alexander Road, Princeton, NJ 08540
Fee:	<input type="checkbox"/> NJHA Members: \$99/person <input type="checkbox"/> Non-members: \$149/person
Seminar:	EDU 1543

Payment by Mail or Fax

(Type information directly into this PDF form before printing. Copy form to add registrants.)

Note: Your registration will not be complete until payment has been received.
Payment must be postmarked no later than Sept. 16, 2015

Online Credit Card Registration

To register online with a credit card, do not type into this form.
Instead click "Register for this Event" below.

Full Name:	Additional Registrant:
Job Title:	Job Title:
Degrees/Credentials (MD, RN, LNHA, etc.):	Degrees/Credentials (MD, RN, LNHA, etc.):
Email:	Email:
Phone number:	Phone number:
Organization:	Additional Registrant:
Organization Address:	Job Title:
City, State, Zip:	Degrees/Credentials (MD, RN, LNHA, etc.):
Registration Contact:	Email:
Contact email:	Phone number:
Payment Information: <input type="checkbox"/> Check <input type="checkbox"/> Credit Card	Additional Registrant:
Check / Credit Card No.:	Job Title:
Expiration Date: Security Code:	Degrees/Credentials (MD, RN, LNHA, etc.):
Name on credit card:	Email:
Billing Address: <i>(street, city, state, zip)</i>	Phone number: