SHAPING POLICY AND PRACTICE THROUGH ADVOCACY

Advocacy Webinar Series, Session I

Welcome, your facilitator will be:
Samson Teklemariam, LPC, CPTM
- Director of Training and Professional Development for NAADAC
- NAADAC, the Association for Addiction Professionals
- www.naadac.org
- Steklemariam@naadac.org

www.naadac.org/webinars
Using GoToWebinar (Live Participants Only)
- Control Panel
- Asking Questions
- Audio (phone preferred)
- Polling Questions

NAADAC Webinar Presenter

Tim Casey, Policy Advisor
- Experienced senior lobbyist for prominent health care associations
- Strategic political advisor
- Polsinelli PC
- tcasey@polsinelli.com
NAADAC Webinar Presenter

Cynthia Moreno Tuohy, BSW, NCAC II, CDC III, SAP
• Executive Director
• NAADAC, the Association for Addiction Professionals
• Cynthia@naadac.org

Webinar Learning Objectives

- Demonstrate the intersection of advocacy, policy and practice.
- Analyze environment for policy opportunities now and in the new Congress.
- Identify strategies for influencing Congress and federal agencies.

Why Advocate?

“If you’re not at the table, you’re on the menu”?

Invest in the future of your profession

Become a resource, cultivate new contacts and champions

Most importantly, earn a seat at the table
Why Advocate?

A Strong Advocacy Presence...

Creates Opportunity &

Guards Against Harmful Policy

Advocate = Educate, Alert, and Offer Solutions to shape policy in
Washington

Advocacy is an Investment

Invest in your profession... and in you.

Help ensure your work is...
  • Valued
  • Understood
  • And Reimbursed

Polling Question 1

Have you advocated for your profession before?

A. Yes, at the federal level.
B. Yes, at the state level.
C. Yes, at the local level.
D. Yes, at the federal and state/local level.
E. No
Elevating the Voice of Addiction Professionals

• Become a resource to policy makers
• Develop new contacts
• Cultivate champions for the cause
• Most importantly, PARTICIPATE!

How to Elevate the Voice of Addiction Professionals

• Educate
• Advocate
• Cultivate
• Activate

Build Effective Relationships with Lawmakers

Embrace the power of your voice as a NAADAC member, constituent, and professional
Know Their World

Timing is everything…
- What's moving in Congress? (i.e. major bills, COVID-19 response, comprehensive SUD legislation)
- Be on the lookout for opportunity - Members and staff look for broader legislation to achieve priorities and constituent goals
- What's their position; Have they been supportive in the past?
- Elections are always on their mind, and you are a constituent.

Current Environment

COVID-19 Response Priority #1,2,3
- Presidential Election Cycle
- Economy
- Avoiding lost momentum against addiction

Navigating & Advocating During COVID-19

CARES Act (P.L. 116-136) seeks to preserve care and social services
- Public Health and Social Services Emergency Fund: $100 billion in grants to eligible health care providers, including public entities, Medicare or Medicaid-enrolled suppliers and providers, and other for-profit entities and not-for-profit entities impacted by the pandemic.
- SAMHSA Emergency Response Grants: $100 million in flexible funding to address mental health, substance use disorders, and provide resources and support to youth and the homeless during the pandemic.
Polling Question 2

Are you currently utilizing telehealth during the COVID pandemic?

A. Yes
B. No

CARES Act (P.L. 116-136) cont.

Telehealth expansions seek to maximize access to care during the pandemic.

- The new law gave the CMS broad authority to waive telehealth restrictions.
- CMS moved quickly to grant flexibility to providers and suppliers and continues to remove barriers for those who furnish services to Medicare and Medicaid beneficiaries.
- Governors across the country have also sought to provide similar flexibilities in response to the pandemic, acknowledging the importance of telehealth in maintaining continuity of care.

New CMS Guidance to help states policy and coverage decisions for telehealth services.

- Key themes from this guidance include:
  - States have the flexibility to set coverage requirements for telehealth, including the scope of services covered and the types of technology that may be used. In general, no State Plan Amendment (“SPA”) would be required to adopt this flexibility as states plan to change the reimbursement methodology or rate for telehealth services;
  - Some flexibilities states might consider adopting for telehealth (e.g., completion of pre-admission screening and resident review processes) may also be addressed through requesting other types of waivers (e.g., 1135 Waivers);
  - CMS specifically addressed states’ flexibility to cover FQHC and RHC visits furnished via telephone. If a state plan requires a face-to-face encounter, CMS indicated its willingness to expedite SPA approval to accommodate telephone encounters; and
  - CMS encouraged states to amend managed care contracts to ensure the telehealth flexibility extends to beneficiaries covered by managed care plans.
The new guidance also highlights actions health care providers may wish to pursue to take advantage of additional telehealth opportunities:

- Providers should check with their Medicaid agency to see what new flexibilities might be available for telehealth services furnished to Medicaid beneficiaries;
- While CMS is encouraging states to increase coverage for the use of telehealth in Medicaid, states may or may not adopt the full range of available options. Please let NAADAC know about barriers you continue to face;
- If your state hasn’t taken full advantage of telehealth flexibility – now is the time to engage with your Medicaid agency and other state officials to advocate for expanded telehealth flexibility – both in Medicaid and other settings.

COVID 4.0

- Congress working toward next COVID-19 relief package
- Lawmakers pushing for greater attention and funding for substance use disorders and mental health treatment.
- Requesting $38.5 billion for facilities treating mental health and substance abuse disorders to combat potential closures; particularly those serving underinsured and uninsured people.
- Efforts to boost funding for other key SUD and mental health initiatives at Substance Abuse and Mental Health Services Administration (SAMHSA) and Health Resources and Services Administration (HRSA).

Opportunities in 116th Congress

- Comprehensive SUD legislation
- Appropriations process
- Preparing for new Congress and potentially new Administration
"We must commit to building an addiction workforce capable of responding to the clear demand in our communities for expanded prevention, treatment, and recovery services due to the ever-increasing rise of addictive disorders. As the national professional association representing the interests of addiction counselors, educators, and addiction-focused health professionals, NAADAC proudly supports the CARE Act and its bold commitment to addressing substance use disorders for the individuals, families and communities so severely affected."

Cynthia Moreno Tuohy, BSW, NCAC II, CDC III, SAP; Executive Director NAADAC, the Association for Addiction Professionals
NAADAC Fighting for You

• Patient Privacy - 42 CFR, Part 2
• Expanded Telehealth – Relaxed Privacy Regulations in COVID-19 Response

Strategies for Success

Monitor NAADAC efforts by subscribing to alerts
Engage your Representative and Senators
Follow NAADAC on Social Media
Advocate with NAADAC Resources

- Follow NAADAC’s New Blog to keep up with our latest efforts
- Sign Up to get NAADAC’s Action Alerts
- Follow on Social Media
- Join Us for Advocacy in Action
- Participate in the rest of our Advocacy & Policy Webinar Series

Follow-up is Key

- Take these skills back home and organize a group to visit your lawmakers
- Work with your State Affiliate of NAADAC
- Invite them to visit your facility
- Participate in town halls
- Volunteer
- Share your interactions with NAADAC and utilize those relationships to move profession forward.

Contact Info

Cynthia Moreno Tuohy, BSW,
NCAC II, CDC III, SAP
Executive Director
NAADAC, the Association for Addiction Professionals
44 Canal Center Plaza, Ste 301, Alexandria, VA 22314
(P) 703.741.7686 x119
cynthia@naadac.org