



## Inviting Members to An Event (Clinic/Hospital/Facility)

### Why Request a site Visit?

A site visit allows your legislators to gain perspective on the impact that decisions made in Washington, DC have on your practice and the patients you treat. Additionally, a site visit allows you to build a meaningful relationship which is a foundation of effective advocacy.

### Requesting a Site Visit:

Legislators have busy schedules even when they're home in the district, so it's best to begin the request process with plenty of lead time.

To schedule a site visit:

1. If necessary, receive sign-off from administration or appropriate supervisor
2. Have multiple dates in mind that work for your schedule and fall in a district work week/recess
3. Identify your district office's contact information
4. When you call or email the district office, share that you'd like to give a site tour of your facility/clinic and ask the protocol to make a visit request.

#### **Sample Script:**

Hi, my name is [your name] and I am [discipline if applicable, job title and company that you work for] at [clinic/hospital/facility name]. I'd like to invite Representative/Senator [name] to tour my clinic. [Name of clinic/hospital/facility] is located in [town] and many of the patients we serve are constituents of [name of representative]. What is the preferred method for me to send a formal invitation to the office?

5. Ask for the name and contact information of the scheduler so you are able to follow-up a week or two after the request is sent.
6. Send the request according to the designated protocol.

### Tip:

Be persistent and don't be discouraged if the member is not able to attend and sends staff in their place. Educating staff is very useful and often can be a precursor to a visit from the Member of Congress or Member of the Senate. Sometimes inviting the staff member over health issues can be very effective.

### Organizing a Clinic/Hospital/Facility Tour:

Once you have a tour scheduled, it is best to plan an agenda.

#### **Examples of some of the items you should plan include:**

- The tour route you'd like to follow
  - Ex. Take them through the process of care as a patient would experience or show
    - different treatment modalities
- Which individuals you would like to participate in the event
  - Ex. Members of the treatment team, facility directors, patients.
- Invite those you'd like to include and plan a meeting to go over any important details about the visit.



### **Inviting Members to An Event (Clinic/Hospital/Facility)**

- Ex. Take them through the process of care as a patient would experience or show
  - different treatment modalities
- Which individuals you would like to participate in the event
  - Ex. Members of the treatment team, facility directors, patients.
- Invite those you'd like to include and plan a meeting to go over any important details about the visit.

#### **Sample Agenda:**

- Once they have arrived at the clinic/hospital/facility, ensure that you thank them for taking the time to visit.
- Prior to the tour, sit down for a brief overview of the services that you provide and a preview of what they will see on the tour.
- During the tour, points to address include:
  - Introductions of the individuals along the way and their role in the treatment process.
  - Share general information about the clinic/hospital/facility role in the community—ex. how many patients they serve, what services are provided, and impact.
  - Touch on how health care policies have helped or hurt the clinic/hospital/facility and patient care
  - Make an ask—NARA can provide a list of priorities and you can choose which is most pertinent to your clinic/hospital/facility and patients
  - Allow time for questions that you may have or those that they may have for you. Ask to be added to any local health care policy advisory committees that they may have
- Thank them for visiting and offer them your contact information to serve as a constituent resource on health policy.

#### **Post-Visit:**

- Prepare information that they take with them:
  - Educational materials on the facility
  - Any facility resources you may like to share
- Work with your public relations team to produce a press release highlighting the visit.
- Send thank-you notes
  - Bonus: include any press releases, news articles, and photos from the event
- Maintain the relationship you've created!
  - Attend district events such as townhalls and fundraisers
  - Interact with them on proposed legislation
    - Phone calls, emails, social media