

Past Event: 2022 NCSBN Leadership and Public Policy Conference -

And then in the governor, we had the unknown because Governor Ron DeSantis had just been elected and we quite frankly just didn't know where he stood on the issue. Pre-2020, stakeholders. Prior to NCSBN's involvement, the Coalition in Florida was primarily made up of those members of the Florida Coalition of Advanced Practice Nurses, which included APRN groups and other nursing groups from across the state, both the statewide groups as well as regional chapters.

The first day of session was January 14th, 2020. We had our first press release out by the next day, the 15th, and then the following week, the entire coalition stood on the fourth floor and we had a press conference announcing the goals of the coalition, the membership, and that was on the 22nd.

So, all within a little over a month, and there was both Christmas and New Years. So, our goals and intended impacts. We set our goals based on the strategic impacts that we were looking to accomplish. Our goals were to diversify the coalition, add power players to the effort, formalize the coalition, unify the message in media efforts across all of the groups, and also learn from the previous legislative PR campaigns such as the 2019 firefighter issue that the speaker continue to reference, that he wanted our campaign to look a lot like.

Our intended impacts were to move outside of the healthcare nursing-only silo and move the dialogue away from a doctor's versus nurses issue. We needed to multiply and grow our sphere of influence with lawmakers by getting stakeholders who usually really only focused on broader business-based issues to not only support independent practice but also put the issue at the top of their legislative agenda.

We wanted the campaign to have an intimidating but positive tone to apply pressure on the Senate to act on our issue. And as we expanded to include more voices, we knew that it was important to have the coalition have only one authorized voice to speak on its behalf. One of the challenges that we had to overcome as we look to expand participation in the coalition was to maintain a unified approach to the substantive objectives and goals that we had previously established with the other APRN Coalition.

Our objective was to have the two coalitions work as one while also recognizing that one coalition was formally created with a governing board and bylaws, and the other was created solely to move a political needle.

- So, after we established our goals, we turned to recruitment. And I know we learned yesterday about the idea model, and as I was looking about this, I thought of that crucial first step of internalization. So, we asked ourselves, "Am I or those I care about affected by this, and how?" And we asked that and we stepped into the shoes of each stakeholder that we were looking to recruit and really ask that question.

We needed to step into their shoes and find out how we could get them to care. And that really meant how were they impacted by this? How would they be better by this? And how can we, you know, ask them to join our efforts? So we're lucky, of course, and everybody in here who has worked on these APRN efforts knows there's a lot of data out there to pull from that supports Full Practice Authority that, you know, supports the fact that APRNs are safe, care providers and are important and are needed.

And specifically, in Florida, there was actually a recent 2018 nursing outlook article that looked at the benefits of less restrictive regulation of APRNs in Florida, so perfectly titled for what we were about to do. And we found a lot of the why those stakeholders should care in that article.

So, the article found that eliminating restrictions on APRNs will result in a cost savings to the state of \$50 to \$493 per Floridian. Granting APRNs with Full Practice Authority would reduce costs for not only those individuals but the state and insurance companies alike.

So insurance companies. Let's recruit them. We then look to groups various stakeholders in the business community also, but also key organizations that were focused on reducing and streamlining regulatory processes. And eliminating restrictions on APRNs will have a positive impact on Florida's economy, this was, again, in that article.

- Yeah, and I think that there was some internal politics there over the course of several years that FHA was navigating. You know, I think, ultimately, it was their Interim President, Crystal Stickle who recognized that even though there was kind of infighting amongst her membership, that for the overall good of the state for Floridians, you know, for looking, you know, long term as to the direction that the state needs to be moving, that this was important policy.

And there had been a lot of, I'll call it, tension between the hospitals and house leadership for the several years leading up to this. And so it was a really big deal for them to join the coalition, lend their logo, and help us get the bill across the finish line.

- So, next, we'll turn to some of the branding. It was important to us, of course, that the campaign, have a professional look and a professional feel. The name Floridians Unite for Healthcare, it kept that issue local and also gave us a purpose for coming together. So, it didn't talk about APRN specifically, it talked about healthcare.

That could be healthcare costs, that could be healthcare access, so it was really diverse in order to recruit those members and make them feel like they were really truly a part of the coalition. The blue figures

honored as the APRN of the day in the house chamber. The coalition, of course, picked up on this. Media outlets picked up on this and to promote these designations.

And also we solicited quote from these individuals that were honored, they're esteemed individuals and healthcare providers in their communities. And so we were able to gather quotes from them to use in various press releases, to send to the media with their approval, of course, and to really amplify that nursing voice within this new broad diverse coalition.

- So, our political and media strategy really kicked into high gear with the opening of session. The next few slides will cover how the bill moved through the legislative process, along with what the coalition did in response. So, we can demonstrate how our political strategy complimented the Floridians Unite for Healthcare, media, and communication efforts.

On January 15th, the day after the start of legislative session, the bill moved through its second

The goal was to increase our visibility in a targeted way that would ensure lawmakers were thinking of our issue as they were browsing the internet, or on Facebook, or Instagram.

- So now we're going to play a couple of clips from that press conference that launched the coalitions, you know, introduced the coalition to members of the legislature in Florida as well as to the public. And, of course, we ensured that there was a lot of media presence there to pick up the event.

So, the first clip that we're going to play is the spokesperson of the coalition that introduced the event and set the stage. She'll look familiar. On behalf of the Floridians Unite for Healthcare Coalition, I want to thank everyone for being here today, for supporting Florida's advanced practice registered nurses and physician assistants.

I want to especially thank Representative Cary Pigman for being here today and for his leadership. We are gathered here today with a growing number of coalition partners to support greater access to care for all Floridians. Today is significant because it's the Florida Nurses Association's advocacy day, a day where nurses bravely advocate for their profession throughout the halls of the capital.

And this year is a significant one. The World Health Organization has designated 2020 as the year of the nurse and the midwife. And it's with that backdrop that we are here today as a coalition because of House Bill 607, and the potential it holds to increase access to care across the state.

So next up, we have a clip from our legislative champion... Thank you, thank you. Representative Cary Pigman, who delivered remarks on behalf of the speaker first. But now we'll show you his own remarks, which are quite impressive.

- [Cary] For me, it's a blessing that an issue that I feel so passionately about is shared by the speaker. Florida is in the minority when it comes to allowing advanced practice medical professionals, a right to care for patients independently and to their fullest extent. As a physician, I've seen incredibly experienced advanced practice registered nurses be supervised by physicians, but this supervision is not direct.

It's not what you think. It does not have to be on-site. It does not have to be in real-time. This supervision can be essentially meaningless. At this very moment at this podium, speaking to you in Tallahassee, I could be supervising nurse practitioners in Miami, Florida.

Often supervising physicians never see the advanced practice registered nurses' patients, they never review a chart, they never do a patient consultation, yet many physicians charge advanced practice professionals thousands of dollars a month to sign the required supervision paperwork.

Last weekend, I spoke with an advanced practice registered nurse who is in the panhandle of Florida in a rural community, and she expressed her frustration in trying to find a supervising physician. The one she spoke with were asking up to 30% of her gross revenue in order to be supervised. You can see how for some physicians, this is a lucrative business model.

to get patient care more accessible and more affordable in a quality way. You know that only 2% of Florida's physicians practicing rural areas.

Access to care in rural areas is often difficult, if not impossible to get on a timely needed basis. So, people go without care and they end up with bigger problems. But I want to focus on the business community's impacts of this bill. One estimate says that there will be over \$1 billion in new wages and jobs created in the state of Florida.

As Dr. Pigman suggested, a lot of those

That was known across the capital. So strategically, and, of course, with time limits on news conferences, we chose carefully who to have there representing the coalition.

- But notably, the gentleman with the red tie is with WellCare. He's in house lobbyist with WellCare. And then behind Mark Wilson was David Peazy with Florida Blue.

- Yes. So definitely represented there and behind us, I think in the previous slide, we had a picture from the rotunda of the presence at the coalition. Oh, pardon. The presence at the press release, or news conference. And so you saw all those partners were there, many white coats, many nurses represented, all standing behind the launch of this new coalition. e

So, this press conference, as you can imagine, received a lot of news coverage. Representative Cary Pigman, I think he just kind of naturally brings the press to want to cover his issues, but he also delivered those remarks from the speaker of the house. That brought further attention as well. This press conference would mobilize us towards the house floor for action to send the bill over to the Senate.

We also talked about an op-ed strategy. Again, a lot of this wasn't playing one after another. This was all happening concurrently in the background. So we had an eight-week op-ed schedule that was playing out across the state. And our goal was really to have diversity in who authored the op-eds, but also in the geographic area where they were located.

So you can see the Florida State Hispanic Chamber of Commerce, that was in a statewide

- [Joe] Yeah. That's funny, and more new staff. Wow, no. No new staff. Yeah, no new staff, but we were able to implement it fairly quickly, and easily because of technology and people being able to apply online. And the way we were able to implement it, you have to be

- Thank you. And we have to say thank you, of course, to Sarah Bascom and Bascom Communications and Consulting. She couldn't be here today because she's too busy with all the elections, and Teye's probably going to run out here and do the same, but, you know, the words that we use, the words that I use as the spokesperson for the coalition, and any of the articles that we were quoted in in our news releases in the press conference were all carefully curated.

I know yesterday we learned words matter, that was sort of the theme from the morning. And so those words do matter. And the fact that we have all coalition partners with established clear red lines of what we're not going to accept in a bill, clear lines of how we're going to message the legislation was a big effort.

And, you know, a lot of our partners had to agree to this and give up some of their autonomy and what they wanted to say and how they wanted to react in order for the greater good. So thank you for those comments. Phyllis.

- [Phyllis] Phyllis, from Mississippi. I want Nicole to speak on what's going on in Mississippi because we've been pushing for Full Practice Authority for several years now. Very stringently probably over the last three to four years, NCSBN has been a big component of us getting as far as we have.

I think the year before last we had...the house was on our side. L

