Congressional and Executive Strategy for Advancing Coverage of CPMs

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November 17th, 2015
Outline

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Goals

- Recognition of CPMs (and CMs) in Federal statute
  - Secondary goal: setting national standard to advance CPM work in new states as the profession grows
- Mandating reimbursement for CPMs under Medicaid
  - Setting precedent and ensuring reimbursement for midwives serving all populations, especially those in need
- Educating policymakers about profession and challenges in perinatal care
Context for Strategy

- Federal recognition of need to improve healthcare quality, generally
- Growing understanding of challenges in perinatal care
- Increasing emphasis on non-physician providers practicing to full extent of their training and licensure
- BUT ... Gridlocked Congress on all but most essential issues
Balance of Power on Capitol Hill

- Republicans have strong majority in House
  - Unlikely to change in 2016
- Republicans also control the Senate 54-46
  - Could change in 2016
- Presidential election cycle
Overview of Legislative Strategy

- Solicit bipartisan leads for legislation
- Ensure introduction ASAP
- Build co-sponsors from supporters of prior iterations of bill and dozens of additional supportive contacts built
- Continue to expand base of support and identify vehicles for passage
Tools for Legislative Strategy

- Issue briefs and summaries
- Studies and other publications
- Cost analysis
- FAQs
- Grassroots
- Grass tops
Administration Strategy

- Lay groundwork with key Administration officials to ensure pathway for bill
- Cultivate Administration advocates
- Assist allies with parallel initiatives
- Identify strategic opportunities to advance profession and prove value
Conclusion

- Multi-pronged approach
- Support from all assets: CPMs “in the field,” organization leadership, Federal lobbyists
- Data-driven, balanced approach maximizes opportunities for success