



GOVERNMENT AFFAIRS

STATE AND FEDERAL ADVOCACY AND ANALYSIS

- Budget, legislative, and regulatory issues
- State and federal policy
 - analyze budget, legislative, and regulatory proposals
 - estimate impact on members
 - advance proactive legislative and regulatory agenda
 - build support from elected officials for member priorities
 - work with federal and state agencies
- National partnerships, including AHA, AAMC, and other state hospital associations
- Advocacy coalition leadership and partnership with New York-based healthcare associations
- Advocacy to protect funding for key programs such as DSH, GME, and rural providers
- Development of memos, issue papers, comment letters, and other advocacy materials

MEMBER ENGAGEMENT

- State lobby days
 - annual Albany Advocacy Day
 - issue-specific lobby days
 - trustee lobby days
- Federal lobby days
 - separate and in conjunction with AHA activities
 - issue-specific lobby days and advocacy opportunities
- Meeting facilitation with congressional representatives in Washington
- Bi-weekly government affairs update calls



MEMBER RELATIONS

MEMBER ENGAGEMENT

- Member visits and board presentations
- Customized programs and leadership presentations
- Membership connection with expert policy staff and resources



FINANCE AND ANALYTICS

MEMBER ENGAGEMENT

- Expert support on government rate issues
- Analytics support for questions and explorations
- Program integrity and audit activity support

MEMBER COMMITTEES

- 340B Strategy Group
- Price Transparency Workgroup

HOSPITAL-SPECIFIC AND OTHER ANALYSES

- Regulatory analyses on Medicare and Medicaid payment rules
- Legislative analyses to support federal and state advocacy
- Finance-related operational analyses
- Quality data/program analyses for federal pay-for-performance programs and measures
- Written summaries, educational webinars, and development of responses/comments to government payment policy

SPECIAL TOOLS

- Annual Economic and Community Benefit Analysis
- HANYS' Data Gallery and Visualization Tools



MANAGED CARE AND INSURANCE

MEMBER ENGAGEMENT

- Payment denials management
- Contracting strategy
- One-on-one member calls/meetings on specific issues

MEMBER COMMITTEES

- Managed Care Advisory Group
- Multi-state Managed Care Coalition



QUALITY ADVOCACY, RESEARCH, AND INNOVATION

COLLABORATIVES & LEARNING NETWORKS

- NYS Partnership for Patients (NYSPFP)
- Antibiotic Stewardship
- Committed to Excellence (C2X) High Reliability
- Opioid Addiction Prevention and Management
- HANYS-Planetree Patient Experience
- Obstetric Safety
- Sepsis Support Network/Sepsis Data Collection Tool

MEMBER ENGAGEMENT

- Custom presentations
- CMS Hospital Star Rating facility-specific analytics and evaluation
- On-demand assistance with CMS and DOH issues
- On-site NYSPFP project managers
- Quality Bootcamp

MEMBER COMMITTEES

- Statewide Steering Committee on Quality Initiatives
 - Sub-committees on high reliability, patient experience, and healthcare analytics
- Opioid Advisory Group



REGULATORY AFFAIRS

MEMBER ENGAGEMENT

- Member assistance with surveys and CON issues
- Guidance on DOH regulatory issues
- Outreach and education on federal and state compliance issues

MEMBER COMMITTEE

- CON Workgroup



BEHAVIORAL HEALTH

MEMBER ENGAGEMENT

- Guidance on OMH, OASAS, and Justice Center regulatory issues
- Outreach on state agency activities and developing issues
- One-on-one member calls and meetings

MEMBER COMMITTEE

- Behavioral Health Task Force



EMERGENCY PREPAREDNESS

MEMBER ENGAGEMENT

- Member support during disasters and emergency events
- State and federal partner engagement to support preparedness planning and response
- Outreach and education on emerging threats and/or infectious disease outbreaks

MEMBER COMMITTEE

- Statewide Emergency Preparedness Advisory Committee



HEALTH INFORMATION TECHNOLOGY (HIT)

MEMBER ENGAGEMENT

- Expertise and guidance on HIT policy and regulatory issues, cybersecurity, EHRs, interoperability, telehealth, and e-prescribing

MEMBER COMMITTEE

- HIT Strategy Group



COMMUNITY HEALTH

MEMBER ENGAGEMENT

- *Prevention Agenda* leadership and expertise
- Organ donation awareness
- Community needs assessment education/guidance
 - Community service plans
 - Schedule H community benefit reporting
- Healthcare auxiliaries advocacy engagement

MEMBER COMMITTEES

- Community Health Task Force
- Statewide Committee on Healthcare Auxiliaries



RURAL HEALTH

STATE AND FEDERAL ADVOCACY

- Rural designation preservation
- Financial viability promotion
- Quality improvement

MEMBER COMMITTEE

- Rural Health Steering Committee



WORKFORCE DEVELOPMENT

MEMBER ENGAGEMENT

- Physician and allied health professional shortage surveys
- Recruitment and retention programs (e.g., Doctors Across New York)

MEMBER COMMITTEE

- Statewide Human Resource Advisory Committee



HEALTHCARE TRUSTEES OF NEW YORK STATE (HTNYS)

MEMBER ENGAGEMENT

- Customized presentations to hospital and system boards on governance, health policy, and industry trends
- One-on-one assistance on governance issues such as self-assessment, governance trends, and best practices
- Diversity platform

MEMBER COMMITTEES

- HTNYS Board of Governors
 - Sub-committees on advocacy, diversity and inclusion, education, executive, and governance

EDUCATION, TOOLS, AND SPECIAL EVENTS

- Webinars on emerging healthcare issues
- Board Diversity, Inclusion, and Cultural Competency resource library
- Best practices resources, *Boardroom Basics*



EXECUTIVE ENGAGEMENT

MEMBER ENGAGEMENT

- New executive orientation and briefing sessions
- Leadership team meetings and presentations

MEMBER COMMITTEES

- HANYS Board of Trustees
- HANYS' Chief Operating Officer Forum



POLITICAL ACTION

STATE AND FEDERAL ADVOCACY

- HANYS state and federal political action committees (PACs)
- Disbursements to candidates who support healthcare

MEMBER COMMITTEE

- HANYS PAC Steering Committee



POST-ACUTE AND CONTINUING CARE

POLICY, ADVOCACY, AND EDUCATION

- Advocacy and education on quality, reimbursement, and operational issues

MEMBER COMMITTEE

- Post-Acute and Continuing Care Advisory Group



DSRIP

MEMBER ENGAGEMENT

- Member assistance with PPS-specific issues
- Custom DSRIP presentations:
 - Future of DSRIP, DSRIP Landscape, Aligning DSRIP Business Strategy, and National DSRIP Policy Programs
- Liaison for members with DOH

MEMBER COMMITTEES

- PPS Executive Leadership Group
 - PPS Reporting Workgroup
 - Ad-hoc workgroup meetings and calls to inform members as needed



LEGAL AND COMPLIANCE

MEMBER ENGAGEMENT

- Serve as a resource on legal and corporate compliance issues
- Litigation support on issues of interest to members
- Advocacy and education
 - Legislative initiatives
 - Statutory and regulatory implementation
 - Non-profit governance
 - Healthcare ethics
 - Program integrity and audit activities



COMMUNICATIONS AND MARKETING

- Digital and print advertising campaigns to raise awareness of important policy concerns
- Media engagement on issues of importance to members
- Collaboration with member public relations officers
- Publications including *Member Updates*, *Daily Headlines*, *HANYS News*, *HANYS Blog*, and *Healthcare Acronyms and Terms*



ANNUAL MEMBER EDUCATION EVENTS

- Annual Membership Conference
- Annual Trustee Conference
- Managed Care SWAT Conference
- Behavioral Health SWAT Conference
- HANYS/Cornell University Academy for Healthcare Leadership Advancement
- HANYS/Cornell University Advanced Executive Leadership for Physicians
- Annual Conference for Healthcare Auxiliary and Volunteer Leaders
- Annual Workshop for Executive Assistants to the President/CEO and Board Coordinators



ANNUAL AWARDS

- HANYS' Distinguished Service Award
- Pinnacle Award for Quality and Patient Safety
- Community Health Improvement Award
- Auxiliary and Volunteer of the Year Award
- Trustee Leadership and Advocacy Award
- HANYS PAC MVP Awards

HOW CAN WE HELP YOU?

Contact Nicholas Henley, Vice President, External Affairs
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See HANYS' Key Staff listing for individual staff contact information.