

# **BUILDING A COALITION FOR SUCCESS: FLORIDIANS UNITE FOR HEALTH CARE**

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# AGENDA

Set the Stage

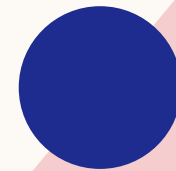
Coalition Building

Coalition Actions

Political Process

Outcome

Lessons Learned



# SETTING THE STAGE

- 2018 – NCSBN engages in advocacy efforts in Florida
- 2018 – Enactment of APRN title, licensure and CNS recognition legislation
- 2019 – Full Practice Authority campaign builds
  - Challenges and Opportunities
    - House
    - Senate
    - Governor

# PRE-2020 STAKEHOLDERS

- **Florida Coalition of Advanced Practice Nurses**
  - Formal coalition
    - “The mission of the Florida Coalition of Advanced Practice Nurses is to build a cohesive foundation of all APN stakeholders. The coalition is committed to promoting creative solutions to Florida’s health crisis by using all advanced practice nurses to the full extent of their education, training and certification.”

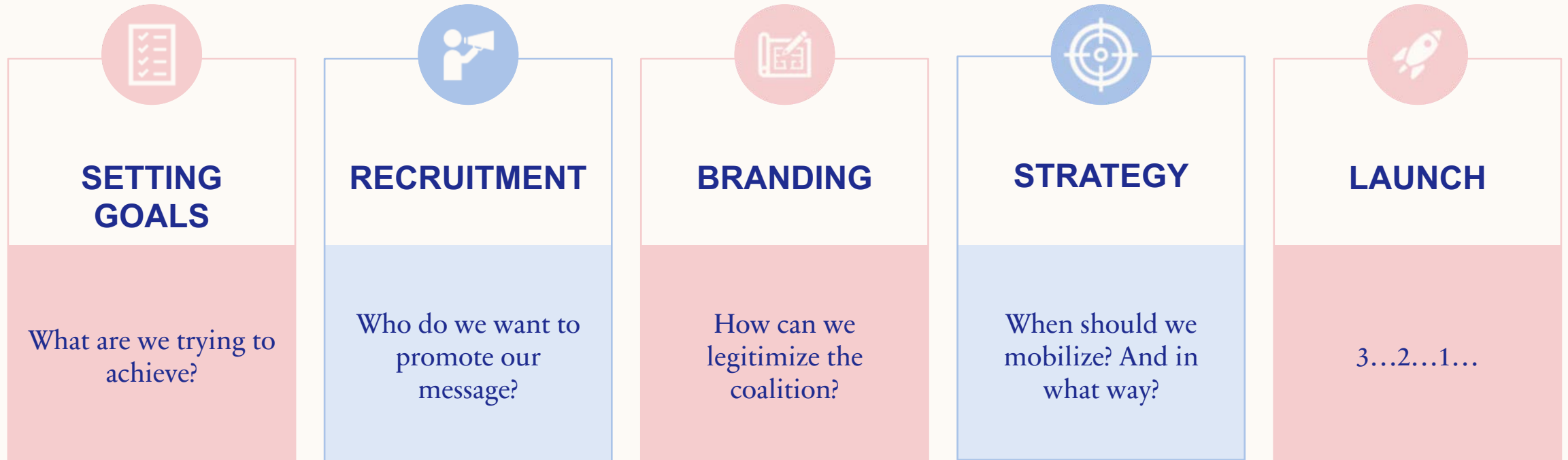
**Perception -> this is a physicians vs. nurses issue**

**Strategic decision:** bring on local communications firm, Bascom Communications & Consulting LLC



# **COALITION BUILDING**

# PLAN FOR COALITION FORMATION



# GOALS & INTENDED IMPACTS

## GOALS

1. Diversify the coalition
2. Add power players to the effort
3. Formalize the coalition
4. Unify messaging and media efforts
5. Implement successful elements learned from 2019 firefighter legislative campaign

## IMPACTS

1. Move outside of healthcare silo
2. Multiply touchpoints with lawmakers
3. Apply pressure campaign on Senate
4. One key contact for all the efforts

# RECRUITMENT

## **Business case-** *Benefits of Less Restrictive Regulation of Advance Practice Registered Nurses in Florida*

- Article published in Nursing Outlook
- Eliminating restrictions on APRNs will result in a cost savings to the state's health system of \$50-\$493 per Floridian.
- Granting APRNs with full practice authority would reduce costs for the individual, state and insurance companies alike.

## **Reducing Regulations**

- Eliminating restrictions on APRNs will have a positive impact on Florida's economy estimated at over \$1 billion due to increased wages and new job creation.
- The addition of 4,518 to 10,390 new jobs estimated by removing barriers.



# RECRUITMENT

## Access to care case-

- Only 2% of Florida physicians practice in Florida's 30 rural counties.
- Removing state-mandated physician supervisory requirements would allow APRNs to supplement health care options for patients and provide specialty services for patients across the state.

## Safety case-

- Multiple studies show that APRNs provide safe, quality care producing results that are comparable to physician-provided care.
- No link exists between physician supervision requirements and increased quality of health care services.
- The Veterans Health Administration, Indian Health Services, and U.S. Military have implemented full practice authority for 3 of 4 roles

# COALITION MEMBERS

- Associated Industries of Florida
- Braeburn
- FL Association of Health Plans
- FL Association of Underwriters
- FL Association of Professional Employer Organizations
- FL Blue
- FL Chamber of Commerce
- FL Health Care Association
- FL Hospital Association
- FL Insurance Council
- FL Retail Federation
- UnitedHealth Group
- WellCare
- Americans for Prosperity- Florida

# BRANDING

- Logo
- Website
- Social Media
- Media toolkits
- Templates
  - News releases
  - Posts



**FLORIDIANS UNITE**  
**FOR HEALTH CARE**

FOR HEALTH CARE  
FLORIDIANS UNITE



# **STRATEGY & LAUNCH**

# OPENING DAY

## HOUSE OF REPRESENTATIVES

- January 14, 2020
- First day of session
- Speaker Oliva calls for transformational health care reform, calling on allowing APRNs to practice independently

## EARNED MEDIA

- Media coverage of 1<sup>st</sup> day captured remarks
- Coalition shared and applauded Speaker Oliva's remarks

↻ Floridians Unite for Health Care Retweeted



**Jose Oliva**  
@RepJoseOliva

[thecapitolist.com/floridians-uni...](https://thecapitolist.com/floridians-uni...) it's time we deal with Our healthcare provider shortage and allow registered nurse practitioners to provide care. 30 other states have done so without a problem. @TheCapitolist



thecapitolist.com  
'Floridians Unite for Health Care' recognizes Oliva's leadership in health care

7:41 PM · 1/14/20 · [Twitter for iPhone](#)

# “DOCTOR OF THE DAY”...

POLITICOPRO



A nurse is doctor of the day as Florida pushes patient care bill onto center stage



BY: **ALEXANDRA GLORIOSO** |  
01/14/2020 10:05 AM EST

TALLAHASSEE — The Florida House Physician, an honorary position born of legislative tradition, today became a political statement after Speaker Jose Oliva named a nurse practitioner to the post.

Oliva designated Doreen Cassarino, a nurse practitioner from Naples, House doctor of the day. The move — on opening day of the legislative session — thrust onto the chamber's center stage one of the speaker's top legislative priorities, [a measure](#) that would give health care professionals more independence to care for

# “NP OF THE DAY”



**Dr. Doreen Cassarino, DNP, FNP-BC, ...**  
@dcassarino

Honored and humbled to be recognized as the First NP of the Day for Florida!

@RepJoseOliva @CaryPigman  
@FLoridaNP @Fla4HC @AANP\_NEWS  
@AANPPresident #NPsLead  
@AllisonCarvajal



theoijt100.com  
Florida House speaker opens session with Nurse Practitioner of the Day - The OJT 100

6:26 PM · 1/13/20 · [Twitterrific for iOS](#)

13 Retweets 3 Quote Tweets 63 Likes



**Floridians Unite for Health Care**

March 4, 2020 · 🌐

[My Florida House](#) Speaker Jose Oliva Recognizes Wendy Paracka as Nurse Practitioner of the Day in State Capitol's Legislative Clinic | <https://floridiansuniteforhealthcare.com/house-speaker...>



👍 2

👍 Like

💬 Comment

➦ Share



# POLITICAL STRATEGY & MEDIA

## FLORIDA HOUSE

Launch of the  
Coalition:  
January 15, 2020

- House bill 607  
advances out of Health  
Care Appropriations  
Subcommittee

## MEDIA



**FLORIDIANS UNITE**  
**FOR HEALTH CARE**

**For Immediate Release**

Wednesday, January 15, 2020

**Contact**

Sarah Bascom, 850.294.6636, [sarah@bascomllc.com](mailto:sarah@bascomllc.com)

Kristen Bridges, 850.545.1917, [kristen@bascomllc.com](mailto:kristen@bascomllc.com)

**'Floridians Unite for Health Care' Thanks House Health Care Appropriations  
Subcommittee for Passing HB 607**

*HB 607 Allows APRNs to Practice to the Full Extent of Their Education and Training*



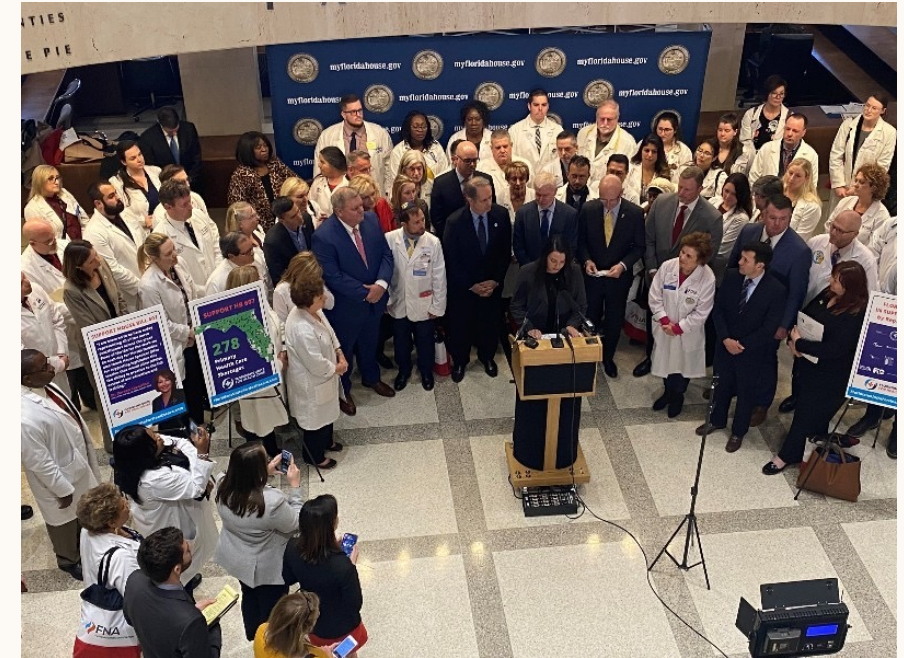
# POLITICAL STRATEGY & MEDIA

## HOUSE OF REPRESENTATIVES

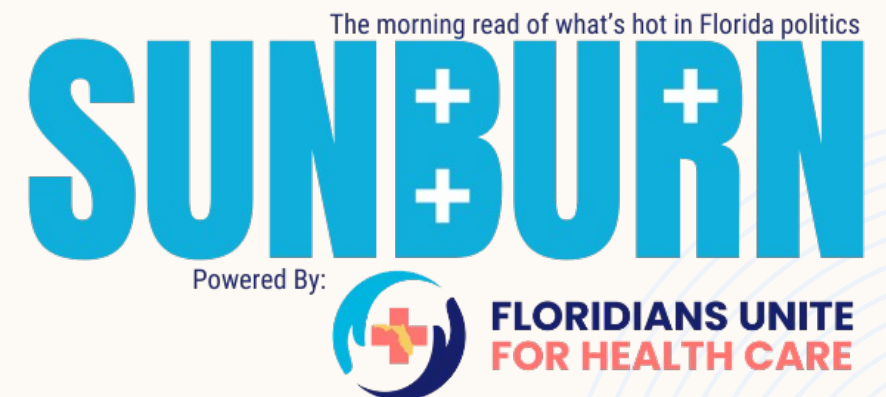
Intense Activation:  
January 15<sup>th</sup> – March 6<sup>th</sup>

### MEDIA

- Press Conference on FNA “Nurses Day”
- Daily capitol presence
- Op-eds
- Branded stickers / signs



# Ad Campaign



# PRESS CONFERENCE

19



Clips:  
0:00-  
0:58

4:41-  
8:46

9:18-  
12:50

## Speakers:

Coalition Spokesperson, Representative Dr. Pigman, Associated Industries of Florida, Florida  
Chamber

# OP-ED STRATEGY

- 8 week op-ed schedule
- **Goal:** diversity in author and area

**Julio Fuentes: New approach needed to address rising costs, population influx in Florida nursing homes**

*CEO of the FL State Hispanic Chamber of Commerce* printed in Florida Politics

**Point of View: Prepare to meet the demands of Florida's growing, aging population**

*Crystal Stickle, Interim-President Florida Hospital Association* printed in The Palm Beach Post

**Let advanced practice nurses do what they're trained to do**

*Dr. Martha McDonough, physician* printed in the Tampa Bay Times

**Avert shortage by allowing nurse practitioners to practice independently**

*Representative Dr. Cary Pigman* printed in the Treasure Coast Palm.



**March 6, 2020**  
**YEAS 94 NAYS 12**

“

*“The Florida Hospital Association applauds the Florida House of Representative’s passage of critical legislation to increase access to health care providers in rural and underserved communities. We deeply appreciate Speaker José Oliva’s leadership, and we are proud to stand with Representatives Josie Tomkow and Cary Pigman in support of House Bills 7053 and 607. This legislation is a shining example of innovative, forward-thinking ideas that will increase Floridians’ access to the high-quality care they need.”*

**CRYSTAL STICKLE**  
**FLORIDA HOSPITAL ASSOCIATION**  
**FLORIDIANS UNITE FOR HEALTH CARE**

”

# FLORIDA SENATE

## POLITICS & STRATEGY

- Carryover momentum from House
- Substituted for SB 1676
- Leadership negotiations
  - Deal struck creating full pathway for majority of APRNs in the state
- Deal in Senate and signed by Governor DeSantis within 24 hours

## THE DEAL

- Pathway to autonomous practice for “primary care” APRNs
  - Intent: cut CRNAs out of the deal
- 3,000 hour transition to practice period
- Recent graduate-level education or equivalent (CEs) in specific areas

**WE THANK THE MEMBERS OF THE FLORIDA HOUSE AND FLORIDA SENATE FOR PASSING LEGISLATION TODAY THAT WOULD REMOVE RESTRICTIONS ON VARIOUS ADVANCED PRACTICE REGISTERED NURSES IN THE STATE. THE REALITY IS OUR STATE NEEDS MORE HEALTH CARE PROVIDERS AND THIS GOOD PUBLIC POLICY IS A STEP FORWARD IN REMOVING SOME OF THE BARRIERS THAT WILL ALLOW US TO MODERNIZE OUR HEALTH CARE DELIVERY SYSTEM.**

Arlene Wright, DNP, APRN, FNP-BC, FNAP  
President, Florida Nurse Practitioners Network

## **TODAY IN FLORIDA ...**

- 6,500 APRNs have autonomous practice
- Program has been proven safe and effective
- 2023 legislative session



# THANK YOU

Questions?

