

Advocating for Treatment

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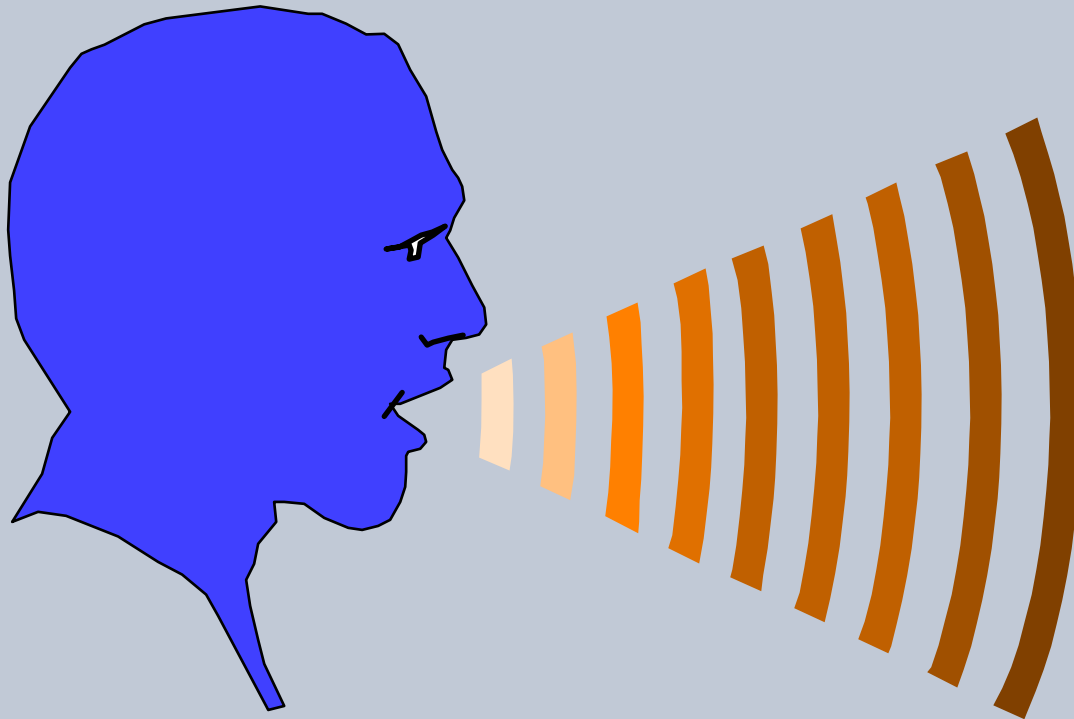
Overview

- Advocacy Background/Developing an Effective Advocacy Plan
- Drug Approvals Process
- What You Can Do



What is Advocacy?

ADVOCACY
SOLUTIONS®



Providing A Voice®

Why is Advocacy Important?

- Key decision makers react to those credible groups or individuals who most effectively bring their issues to the forefront of the public agenda (or shape the agenda itself)
- Governments have competing interests and concerns (including their own priorities)
- If you don't engage, someone else will
- You have the power to affect change around your issues



Why is Physician Advocacy Important?

- Profession has inherent credibility
- Well spoken constituency
- Cornerstone element of health care
- Effectively organized
- Historically political
- They can bring about change



Why is Patient Advocacy Important?

- Voters who vote in every riding in Canada
- Consumers of health care
- Many groups are well organized
- Can be politically powerful
- Leaders who will not give up
- They can bring about change



Different Kinds of Advocacy

- Personal vs. issue-based
- Personal – presenting issues to key decision-makers that are having a specific impact on you or your patients – tend to be narrowly focused
- Issue-based – presenting issues to key decision-makers on behalf of a larger group of affected people – tend to be broadly applicable



The Essence of Good Advocacy

- Identify and be able to explain your issues (messages) using the tools at your disposal
- Know your issues better than anyone in government (beware of the Curse of Knowledge)
- Be able to position your issues so that they fit within the government's agenda and election cycle, or be able to set a new agenda
- Build on existing relationships with policy influencers, or create new relationships



Knowing Your Issues

- You need to demonstrate that you know your issues and core facts, in a manner that is 'consumable' to decision-makers
- Be able to discuss your issues in the context of a story, using examples of real people (like yourselves) who are being impacted
- Ideally, if you are advocating to a politician, your examples will incorporate constituent concerns or reflect their personal interests



Build on Existing Relationships

- At the heart of effective advocacy is impeccable relationships with key people in government
- Look for people in your professional sphere who have established relationships with the people you need to see
- Go beyond your business circles to find connections, and use these links to secure introductions



When You Have No Relationships?

- Make an appointment to visit your local elected representatives ie. on constituency days (Fridays)
- Offer to support them in their work, by building opportunities for them to get their messages out to constituents ie. health care theme town hall meetings
- Offer to provide them with information or other resources that may be of assistance
- Ask them to provide you with key introductions to others in government
- Go to local events where you know policy influencers will be in attendance



Process for Developing an Effective Advocacy Strategy

- Key message development
- Development of your tools
- Development of your one 'ask'



Key Message Development

Identification...

- Requires that you be able to take an array of information and distill it down to its simplest form
- Requires that you separate fact from fiction
- When advocating on behalf of a group, consensus on the issues is required



Key Message Development

Framing...

- Develop 2-3 key messages that explain the salient points of your issues in simple language
- Each key message should be 25 words or less
- Must always be clear, compelling and consistent
- Practice presenting your 2-3 key messages to someone who has no knowledge of your issues



To Whom to Advocate?

Determining who you need to target...

- Contact a Minister's Office
- Make an appointment with a member of the Minister's staff initially
- Request a meeting with the relevant Minister as a final step (unless you have a unique connection)
- Few people will ever have an issue that requires meeting with the Premier/PM



When to Advocate?

Timing is everything...

- Know where you are in the election cycle
- Take advantage of the newly elected
- Try to have them come to you vs. meeting them on their own turf
- Strike while the issue is hot
- Know when to do nothing



Advocacy Tools

The means of delivering the messages...

- As a process, three steps must be followed regardless of the tool being utilized to get to the advocacy stage:

Educate, Demonstrate, Advocate®



Advocacy Tools

- Web site
- Newsletter
- In person meeting
- Telephone call
- Voice mail information
- Letter/fax/e-mail
- Direct mail campaign
- Advocacy Day



Advocacy Tools

- Brochure
- Fact sheet
- News release
- Newspaper/periodical article/op editorial/PSA/advertorial
- Published book
- Information session
- Report Card
- E-advocacy



Your One 'Ask'

The objective or goal of the strategy...

- **ONE** – because you are going to ask for what you need, not a list of what you want
- Requires one to make choices and potentially reach a consensus (just as it does when developing your 2-3 key messages)
- Sometimes opportunities will present themselves that will make the 'ask' very timely



Drug Approvals Process

- Public drug formularies are impacted by federal, provincial and national policies
- Manufacturer submits to Health Canada for approval
- Patented Medicine Prices Review Board (PMPRB) regulates prices
- Common Drug Review (CED) or the Joint Oncology Drug Review (JODR) reviews new drugs
- Provinces also review new drugs and make reimbursement decisions



Drug Approvals

- Submissions for approval are to the Therapeutic Products Directorate of Health Canada
- Reviewed and assessed for safety, efficacy and quality
- Issued a Notice of Compliance (NOC) or Notice of Compliance with Conditions (NOCc)
- Average approval time from New Drug Submission to NOC – 18 months



Pricing

- In Canada, we have regulated prices for patented or brand name drugs through the PMPRB
- Mission – contribute to Canadian health care by ensuring that prices of patented medicines are not excessive
- Also report on price trends of all medicines and R&D conducted by patentees
- PMPRB Annual Report 2007 – Canadian prices were the second highest of the seven comparator countries (in part, due to currency conversion at market exchange rates)



Joint Oncology Drug Review

- Purpose:
 - An interim cross-jurisdictional, single review process for all cancer drugs
 - Implemented to allow for greater consistency in new cancer drug funding decision-making across Canada
- Goal:
 - To have a national approach for reducing a duplication of efforts
 - To maximize the available expertise and resources across the country



Joint Oncology Drug Review

- Interim process in effect since March 1, 2007
- ON is now in charge of reviewing submissions and making recommendations for all oncology drugs for the country (except Quebec)
- More specifically, submissions go directly to a subcommittee of the Committee to Evaluate Drugs (CED) and Cancer Care Ontario (CCO); CED then makes the final recommendation
- No commitment to post JODR recommendations on-line (lack of transparency)



Listings

- Provinces and territories have the final word on whether a medication is publicly funded
- Federal government does the same with their six public formularies (i.e. Non-Insured Health Benefit Program for Canadian First Nations and Inuit people, veterans, Canadian Forces members, designated migrants, RCMP and Correctional Service Canada)
- 19 different public formularies, each with their own review and decision-making processes



What Can You Do?

- Find out more about how drug reimbursement decisions are made in your province
- Meet with your local provincial representative and start to build a relationship
- Learn more from AAMAC about the access to medications advocacy supports they have and get involved
- Review advocacy guides/toolkits to learn how to engage
- Develop provincial advocacy plans to target your governments in support of reimbursement



What Can You Do? - Ontario

- Advocacy Program for Revlimid in Ontario
- Under the *Advocate* link on the www.aamac.ca web site (under *AAMAC's Mandate*)
- Comprehensive materials designed to help people advocate to government officials through meetings and letters
- Urge you to make your voice heard on the issue of public reimbursement for Revlimid using these resources
- Materials have already been adapted by patients in other provinces for their advocacy efforts



Implementing an Effective Advocacy Strategy

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- Success will depend in large part on the ability of people like you and your supporters to become engaged
- All of you live in ridings throughout the province
- You are eligible voters
- You are most effective at telling your stories (and the stories of those you represent)



Providing A Voice®

Advocacy Tips

- Know your core facts as an organization
- Know your key messages
- Deliver your key messages over and over, using all of your tools
- Ask for the one thing you need, not a list of what you want
- Build impeccable, long-term relationships
- Tell your personal stories
- Government wins, when you give up...so **never give up**



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