

Colorado Medical Society
2009 Spring Leadership Conference

Report of Breakout Group Three:

Grassroots and Communications

Session Leader: Lee Morgan, MD

Notes: Edie Sonn, Diana Protopapa, Jerry Johnson

1. What short-term (now until the end of the year) measures should occur to thank and maintain the Democratic swing votes who stood with medicine against the trial lawyers? (This does not mean we will in any way overlook our Republican supporters; however, the “swing” Dems will need more focused attention). What long-term measures (now through November, 2012) should occur?

- **Short term**
 - Keep those "thank you" notes and letters coming. CMS and component staff will send notices to docs in districts of legislators opposed to trial lawyer bill to send a thank you if they have not already done so.
 - Invite legislators to “meet and greets” at hospital lounge, specialty or county society meetings.
- **Long term**
 - Offer to work on campaign, even if it is only "add me to your yard sign list."

2. How can CMS engage those physicians who live and work in swing vote districts in the grassroots efforts needed to maintain these votes? What kind of outreach should we pursue? What kind of messages should we use?

- **Develop relationships and build fundraising capacity**
CMS Staff
 - Conduct training sessions for physicians statewide to familiarize them with our patient safety/liability strategy and give them the tools/comfort level to talk to legislators about it
 - Develop a “fundraiser in a bag” to enable physicians to easily host fundraisers for their legislators
 - Identify a cadre of physician champions who can, in turn, enlist their colleagues to write checks and attend fundraisers
 - Work with physician and Connection members to recruit for COMPAC and the SDC.

CMS members

- Open your home for a neighborhood "meet and greet" that is not a fundraiser.
 - Use the opportunity to explain CMS' patient safety/liability strategy as well as to share your own views of the health care system/your experience as a practitioner (**always make clear when you are expressing your own viewpoints or CMS policy**)
- Host fundraisers at your home/co-host with colleagues
- Act as a conduit for legislators to your community by inviting them to neighborhood association, Rotary, PTSA, etc. meetings and introducing them to your friends and colleagues.
- Support fundraisers hosted by other Docs, CMS staff or lobbyist. Add your name as co-host and attend.

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