

Lobbying 101:

AuDvocating for Public Policies that Advance Patient Care

Disclosures

- Stephanie Czuhajewski is employed as the executive director of the Academy of Doctors of Audiology (ADA)
- Ted Mowatt is employed as a lobbyist for the Pennsylvania Academy of Audiology (PAA)
- Dr. Jill McClelland is a member of the PAA Government Affairs Committee
- Dr. Jim Shafer is a member of the PAA Government Affairs Committee
- Dr. Jana Brown is a member of the ADA Board of Directors and the Maryland State Board of Examiners for Audiologists, HADs, SLPs, and Music Therapists
- Dr. Karen Lemme has no disclosures

Course Objectives

- Course attendees will be able to identify and describe legislative issues that will impact audiologists and their patients in 2025.
- Course attendees will be able to list strategies for developing persuasive advocacy messaging to effectively communicate the value of audiology services to legislators and stakeholders.
- Course attendees will be able to identify and contact their state and federal legislators to advocate for public policy issues that improve access to and coverage of audiology services and hearing aids.

What is advocacy and what does it mean to lobby?

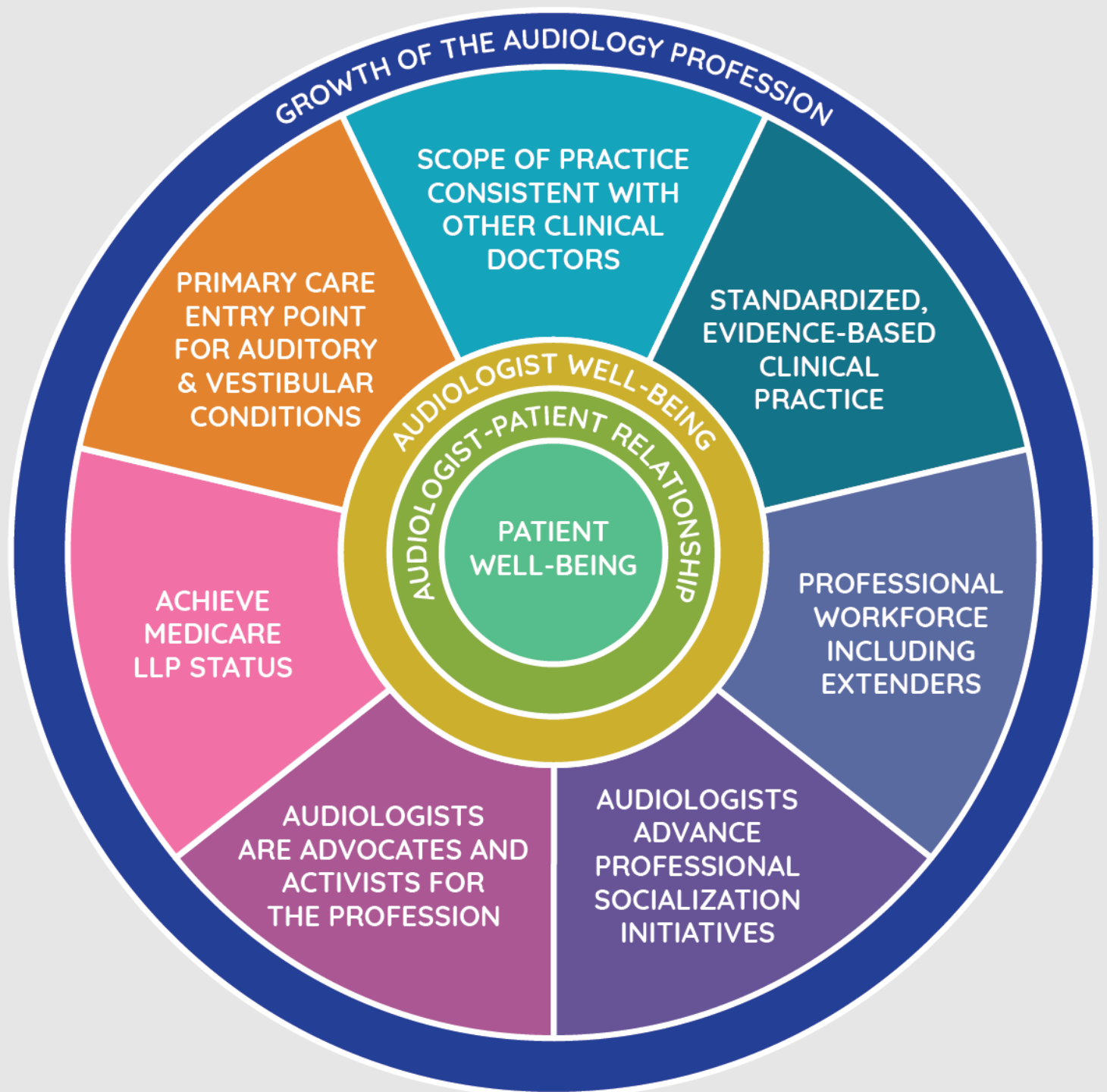
ad·vo·ca·cy ('ad-və-kə-sē)

Noun. “The act or process of supporting a cause or proposal.” *Miriam Merriam-Webster Dictionary, 2025.*

lob.by ('ləbē)

Verb. “To try to persuade a politician, the government, or an official group that a particular thing should or should not happen or that a law should be changed.” *Cambridge Dictionary, 2025.*

Audiology 2050



Advocating Requires a Long Game Mentality

- Join your state audiology association or coalition.
- Join the national audiology association(s) that aligns with your vision for audiology.
- Identify the state lawmaker(s) that represent your district and build relationships with them.
- Familiarize yourself with your state's legislative process.
- Build relationships with other stakeholders.
- Monitor your state's legislative website.
- Donate to state and federal PAC/advocacy Fund.
- Hire a professional lobbyist.

Develop Your Legislative Strategy

- Define clear objectives for each legislative issue.
- Develop a policy position on all issues of significance.
- Recommend amendments if you can improve the legislation
- Prepare evidence-based data to support your position.
- Develop personal stories and patient stories that illustrate the need for change.
- Attempt to identify areas for compromise.

Effectively Communicate Your Position

- Craft a clear, concise message about the legislative issue.
- Schedule meetings with state legislators or their staff.
- Personalize communication to align with legislators' interests and priorities.
- Create talking points for meetings and interviews.
- Create issue briefs (maximum 2 pages).
- Write op-eds or letters to the editor on the legislative issue.
- Prepare and deliver testimony.
- Mobilize grass roots and grass tops.
- Use social media to amplify your message and engage supporters.

Follow up and Evaluate

- Send thank-you notes after meetings with legislators.
- Monitor the progress of the legislative issue.
- Assess the effectiveness of your advocacy efforts.
- Adjust strategies based on outcomes and changing political landscapes.

Federal Legislative Issue: Medicare Audiology Access Improvement Act

- Remove physician “pre-treatment” order requirement for coverage.
- Reimburse audiologists for Medicare-covered services they are licensed to provide.
- Reclassify audiologists from suppliers to practitioners.

State Legislative Issue: Modernize Audiology Practice Acts/Statutes

- Including “prescribe” and “order” hearing aids
- Include evaluation, diagnose, manage, and treat
- Include order blood work, cultures, and radiographic imaging
- Ensuring the inclusion of cerumen management and foreign bodies
- Include performance of health screenings
- Eliminate the term “non-medical” as a qualifier

Analysis: Pennsylvania Audiology Practice Statute

- Repeated use of term “non-medical” diagnosis and treatment
- No reference to the term “manage”
- No reference to “cerumen management”
- No reference to “prescribe” or “order” for hearing aids/devices
- No reference to ordering bloodwork, cultures, or imaging
- No reference to conducting health screenings



Use this QR Code to
read the Pennsylvania
Audiology Practice Act

Other State Issues

- Commercial hearing aid coverage state mandates.
- Consumer protection: Inappropriate HIS scope expansion to include tinnitus services, cerumen management without additional training, supervision, and education etc.
- Managed care reforms that fall within state jurisdiction.
- Medicaid Requirements, policies, and reimbursement.

A-SLP Compact Legislation

- Will allow audiologists licensed in their home state (PA) the privilege to practice in participating states.
- Participating states continue to have the ability to regulate the practice of audiology in their state.
- Participating states have communication interoperability for compliance and enforcement of laws.



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information on the
Pennsylvania bill

empowered



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Pennsylvania Academy of Audiology Resources



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