Radiology Advocacy Network
Radiology’s Voice in Washington
Grassroots Advocacy: Former Status

- Not assigned to specific committee
- Lack of formal reporting structure
- Variable response to Calls for Action:
  - 9/03/09 - 800# e-mailed to all ACR members on Utilization Rate targeting the Senate. 41,000 email alerts to entire membership:
    - 650 responses
  - MPPR response: 7700 responses on CMS page
RAN: Structure & Goals

- Structure:
  - Committee under the Government Relations Commission
    - A standing agenda item under the GR Commission
    - Monthly update to be included in the Advocacy Update

- Goals:
  - Continuously optimize response to “Calls for Action”
  - Advance networking opportunities among membership, specifically targeting grassroots advocacy.
  - Apply model from North Carolina to “test” states (MN, SC & WA)
  - Solicit support from stakeholder organizations
Importance of Advocacy - Vermont

• 12/15/11- Proposed rule for Department of Vermont Health Access (Medicaid): reduction in payments for radiological services of 21.4% in 2012, on top of the 25.3% reduction in the same codes in 2011

• Coordinated response from Vermont Radiological Society, Vermont Medical Society and the ACR including letters to DVHA, media engagements and recruitment of other stakeholders

• Through their network, 50% of Radiologists in the state sent letters or communications to the DVHA.

• 12/27/2011- DVHA reductions reversed to 2%. 
How You Can Help

1. Emphasize the importance of grassroots advocacy to your practices, chapters and societies.

2. Appoint someone in your practice as an “advocate” to be responsible for getting other partners and staff to answer “calls to action”.

3. Assign a “state advocate” champion to your Chapter Executive Committee.

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