



California Advocacy Update: Lessons Learned

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Why I started a State Initiative in California



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Why You May Consider Starting a State Initiative

- Current dysfunction in your state
- Create relationships before serious dysfunction arises – most preferable
- State association does not fight for compounding
- Understand the complexity of your state government and learn how to engage it effectively
- A sense of empowerment in your business
- Building community with other stakeholders across your state
- Show leadership in your profession



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Important Takeaways

- Finding a **great** lobbyist is essential
- Make a value proposition to other pharmacies and stakeholders in make them willing (even excited) to contribute
- Be patient – real results can happen but it takes time
- Be willing to “play politics” to achieve goals
 - Sometimes this requires putting aside your personal politics to be effective
- Lead with our professional presentation
 - We are specialized, highly skilled practitioners in our field which carries credibility
- When lobbying to a legislator, do your research and know your audience
- You will have losses and setbacks, that’s normal
- Involvement in state and federal politics is an essential business investment



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Things to Look for in Hiring a Lobbyist

- Must have detailed understanding of the specific politics of your state
 - Who the players are
 - Intrapersonal dynamics
 - Third rails
- Relationships are equally important – who do they know personally
- Ideally, find the person through a trusted network
- At the state level, the lobbyist may be more hands on, like organizing a lobby day for you
- Will cost between 10-15k per month
- Make sure there is a 30-day out clause in your contract in case things don't work out
- Lobbyist must be held accountable to the scope of work you want done and show results



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