

CASE STUDY

Manage State Government Relations Program for Health Care Manufacturing Coalition

Challenge:

How to manage the state government relations program for a health care manufacturing coalition.

Stateside Solution:

- We developed a strategic plan for the state program.
- We monitor state legislation for priority issues.
- We coordinate planning calls with members.
- We coordinate advocacy efforts in the states.
- We support advocacy efforts at state officials Groups meetings.
- We have recommended lobbyists.
- We have prepared testimony and comments letters to policymakers and legislative and regulatory committees and forums.

Results:

The coalition has increased its profile among state officials and has been successful in defending its interests from legislation adverse to its industry. The work is ongoing.