

Private Practice Physical Therapists

Small business professionals restoring function to America - one patient at a time.

Nuts and Bolts of In-District Advocacy

Long-game

- Build and sustain a trusted relationship with the legislator and staff
- Become person that local staff associate with the impact and value of physical therapy
- Become known as a touchstone on small business issues for legislator and staff
- Persistence with hard-to-engage Members

Meeting Best Practices

- Identify yourself, your practice location, annual patient volume, and number of employees. Write information and the meeting date on the back of your business card.
- Emphasize uniqueness of private practice physical therapist
 - o Leader in the community: small business owner, employer, provider
 - o Regular contact with hundreds of constituents (patient volume)
- Briefly explain top one or two legislative issues
- Share an example of how one of those issues impacts your patients or your practice
- Invite staff and Member of Congress to come to your clinic for site visit
- Offer to be a resource
- Reiterate “The Ask”
- Hand them the issue specific one-pagers at end of meeting
- Use social media to thank Member of Congress’ staff for meeting (attach photos)
- Email a thank-you note a few days later, and attach relevant one-pagers
- Let Lobbyist know that the meeting took place so we can follow up with DC staff

Resources Available

- [PPS website](#): One-pagers for key legislative priorities
- APTA: Planning assistance for site visits
- [PT-PAC](#): Possible monetary assistance to attend fundraisers for key Members of Congress

Don'ts

- Don't forget to ask for them to cosponsor legislation
- Don't be afraid to say, “I don't know” then tell them that you will have the PPS lobbyists loop back with the answer
- Don't bring campaign donations to the official office