



Private Practice Physical Therapists

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

Nuts and Bolts of Lobbying the Staff of a Member of Congress

Long-game

- Build and sustain a trusted relationship with the legislator and staff
- Persistence with hard-to-reach Members

Meeting Pointers

- Identify yourself, your practice location and size, as well as patient mix (% of Medicare patients) Write this information and the date on the back of your business card.
- Emphasize uniqueness of private practice physical therapist
 - o Roles: small business owner, employer, provider
 - o Contact with hundreds of constituents
- Briefly explain two or three legislative issues
- Share an example of how one of those issues impact 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 leave-behinds folder as you leave
- Tweet or use facebook to thank Member of Congress for meeting that day (ideally attach photos)
- Email a thank-you note a few days later, and attach relevant one-pagers

Resources Available

- [PPS website](#): One-pagers for key issues
- 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