



ACCP Advocacy and Communications Platform 2020-2022

Purpose:

The ACCP Advocacy and Communications Platform provides a descriptive framework for the principal areas of advocacy and communication conducted by ACCP. This framework is designed to align with the College's strategic plan. It allows flexibility and responsiveness as relevant strategic directions and objectives that require advocacy and communications by the College, its staff, and members are accomplished or revised.

Advocacy encompasses more than the commonly recognized, and vital interactions in areas of legislative or regulatory activity and policy in which the College has interests and objectives. It also includes education and communication activities with a range of stakeholders and constituencies that are relevant to the critical issues and focused objectives outlined in the ACCP strategic plan.

When the College engages any of these audiences and constituencies to advance its objectives, it will do so in a manner that clearly articulates and is consistent with the focus and core values of the College contained in the strategic plan. Accordingly, the advocacy and communications activities will emphasize:

- Positioning of clinical pharmacists to lead the adoption and integration of medication optimization in all practice settings, with a focus on team-based, patient-centered care that is continuous, coordinated, comprehensive, evidenced-based, effective, and safe.
- Advancing implementation of high-fidelity comprehensive medication management (CMM) through efforts focused on advocating for payment reform and supporting innovation and practice transformation.
- Promoting the value of clinical pharmacists in team-based patient care, education, and research through work with both intra-professional and interprofessional organizations within pharmacy or other healthcare organizations.
- Engaging ACCP members by providing information on current advocacy issues to encourage their involvement.

ACCP will seek out and work actively with interested health care organizations and professional societies, relevant government agencies and other policy and advocacy groups that themselves promote and foster these broad goals. Emphasis will be placed on collaborations that are most likely to facilitate the achievement of specific objectives found in the College's current and evolving strategic plan.

Government Affairs

Legislative Advocacy at the National Level

- Continuing advocacy for Medicare benefit redesign and payment reform to support clinical pharmacists providing CMM to achieve medication optimization through promotion of the ACCP Medicare Initiative that focuses on integrating CMM services within evolving payment models.
- Advancing medication optimization in current areas of focus including opioid prescribing and the management of substance abuse disorders, drug pricing policy, and pharmacogenomics or precision medicine. Continuing to monitor for other relevant health policy priorities as they emerge in the public sphere. These issues may be related to medication access and affordability, congressional funding for graduate medical education or other important public health programs, or supporting investment in our nation's health infrastructure.
- Evaluating new or alternative health reform proposals that could serve as possible legislative vehicles for components of the ACCP Medicare Initiative specifically, and related College advocacy issues and messages more broadly.
- Utilizing the resources and capabilities of the ACCP Political Action Committee (ACCP-PAC) to support candidates for federal office who are committed to health policies and legislative initiatives that are consistent with the College's advocacy agenda and broader organizational goals.

Regulatory Advocacy at the National Level

- Advocating for the innovative work of the Center for Medicare/Medicaid Innovation (CMMI), including Comprehensive Primary Care Plus (CPC+), through regular communication with CMMI staff, project review and comment, attendance at public hearings, and promotion of clinical pharmacist practices that relate to the Center's areas of emphasis. This work will continue to include collaboration with the Get the Medications Right Institute (GTMR_x) and the Patient-Centered Primary Care Collaborative (PCPCC).
- Supporting the continued work of Centers for Medicare & Medicaid Services (CMS) to advance payment model reforms that shift payment incentives for providers and systems of care from fee-for-service to value-based models, including the continued implementation of alternative payment model regulations for the Medicare and Medicaid programs.
- Promoting CMM and other innovative practice models across the spectrum of health payers, including the commercial sector and the Veterans Health Administration (VA).

Professional Affairs

Intra-Professional Affairs

- Spearheading the cross-pharmacy effort to advance CMM and seek opportunities to align our advocacy message with colleague pharmacy, including efforts to expand support for the ACCP Medicare Initiative.
 - Advancing opportunities for all pharmacists to contribute to medication optimization through team-based, integrated approaches to patient care.
- Serving as one of the sponsors and advisors for the ACCP/ American Society of Health-System Pharmacists (ASHP)/Virginia Commonwealth University (VCU) congressional policy fellow program.
- Building on the relationship with the College of Psychiatric and Neurologic Pharmacists (CPNP) and other pharmacy organizations to advance provision of CMM services in the area of mental health and the management of opioid use disorder.
- Monitoring and supporting efforts for proposed practice act initiatives or reforms specific to collaborative drug therapy management (CDTM) and medication management and pharmacist involvement in the patient-centered medical home (PCMH) with advocacy and intervention assistance as requested or recommended by the state(s).
- Continuing collaborative work with the National Alliance of State Pharmacy Associations (NASPA) on their initiatives in the areas of harmonization of regulations/rules in the policy areas of CDTM, including data tracking, and state-wide protocols for patient care/public health services available from qualified pharmacists.
- Representing the ACCP membership through participation as a member of the Joint Commission of Pharmacy Practitioners (JCPP), the Council on Credentialing in Pharmacy (CCP), the ASHP Commission on Credentialing (residency accreditation), the Pharmacy Stakeholders Group, the Pharmacy Workforce Center, and the Pharmacy Quality Alliance (PQA), as well as providing continued support for the Board of Pharmacy Specialties (BPS).

Interprofessional Affairs

- Continuing engagement of a wide variety of stakeholders to support advancement of CMM through payment and policy reform as well as practice advancement efforts
 - Membership in PCPCC
 - Consultative work to support the advancement of CMS alternative payment models
- Collaborating with provider organizations to address public health and health care delivery issues that may be mitigated by medication optimization
 - Coalition for Health Funding (CHF)
 - American Academy of Family Physicians (AAFP)
 - American College of Physicians (ACP)
- Serving as a founding funding member of the GTMRx Institute and providing leadership for the GTMRx workgroups
 - Payment and Policy Workgroup
 - Practice and Care Delivery Transformation Workgroups
 - Pharmacogenomics GTMRx
- Partnering with SAMHSA and the American Society of Addiction Medicine (ASAM)
- Involvement with the National Academy of Medicine
 - Original and continued sponsor of the Fellowship in Pharmacy
 - Network organization in the Opioid Action Collaborative
 - Sponsoring member of the Forum on Mental Health and Substance Use Disorders
- Continuing membership in Research!America, a collaborative of nearly 400 member organizations actively engaged in the promotion, protection, and preservation of healthcare research funding, as well as AcademyHealth, a nonpartisan, nonprofit professional organization dedicated to advancing the fields of health services research and health policy.

**Approved by the ACCP Board of Regents
October 24, 2019**