

Prepare for Your Component Association Hill Day Event with the Best Practices Checklist.



At the AHIMA22 Global Conference, AHIMA advocacy leaders were invited to attend a roundtable discussion to share “best practices” for organizing and conducting a state-level Hill Day. We have developed a “Best Practices Checklist” based on that discussion and are excited to share it with AHIMA Component Association (CA) leaders and AHIMA advocacy leaders.

Component Association Hill Day Best Practices Checklist

1. Utilize Short Videos
 - Try to keep your videos under three minutes
 - Share short videos on social media to engage and educate members
2. Ask others to share your videos on their social media channels
3. Build Relationships to Advance the Health Information Profession
 - Partner with other organizations with similar interests (for example, the state chapter of the Healthcare Financial Management Association or a state hospital association)
 - Join forces with local healthcare partners
 - Schedule a CA Hill Day event to introduce the association and members to your legislators, not necessarily to discuss issues
4. Provide an Advocacy Update at Your CA Annual Meeting
5. Use State Legislative Websites to Follow State Bills
6. Get Organized: Plan Your CA Hill Day Event
7. Contact the governor’s office to learn your state’s process for putting together a Hill Day event
 - Consider planning an introduction day (either in person or virtual) before sending members to meet with legislators for the Hill Day event
8. Leverage Member Surveys
 - Survey members to learn what is important to them
 - Survey members to learn what advocacy-related issues interest them the most
9. Reach Out: Establish Ongoing Communication with State Legislators and Representatives
 - Introduce your CA’s advocacy team and explain the association’s mission
 - Start relationship building and keep the conversation going
 - Introduce the state CA
 - Just introduce yourselves: you don’t need to be communicating about a specific issue to establish communication
 - Relate to your legislators on a personal level with stories about your own experiences with health information, such as using telehealth or difficulty sharing records between doctors
10. Involve Student Members
 - Invite student members to your Hill Day event
 - Include students in advocacy efforts
11. Hold a Zoom Meeting with Your Advocacy Team
 - Hold meetings on a quarterly basis at minimum
 - Use the meeting time to brainstorm ideas
12. Provide a Framework for Legislators
 - Include a story, bullet points, and that CAs are a resource
13. Provide Easy, Actionable Items for CA Members

For questions or more information, please contact Lesley Kadlec at Lesley.Kadlec@ahima.org