Development of Evidence Based Policy in Washington State
(and how you can affect it)

Rep. Eileen Cody, R.N.
Chair, House Health Care Committee
The Washington Legislature created the Washington State Institute for Public Policy in 1983. WSIPP is governed by a Board of Directors that represents the legislature, governor, and public universities. The Board guides the development of all WSIPP activities.

WSIPP’s mission is to carry out practical, non-partisan research—at legislative direction—on issues of importance to Washington State.
Washington has Embraced EBP in Many Different Delivery Systems

- State Purchased Health Care
- Prescription Drugs
- Mental Health
- Chemical Dependency & Mental Health
- Health Technology
- Juvenile Rehabilitation
- State-Wide Health Plans
- Child Welfare
State Purchased Health Care

• HB 1299 (2003)
• Agencies Providing State Purchased Health Care Will Use Evidence-Based Medicine Principles to:
  • Develop Common Performance Measures
  • Develop a common definition of medical necessity
State Purchasing

• HB 1512 (2005) – Based on common performance measures moved to reward entities that show improved outcomes

• 2011 Budget required DSHS to prioritize evidence based strategies for the delivery of maternity support services, focusing on c-sections and early inductions
Prescription Drug Purchasing

- SB 6088 (2003)
- Creates an Evidence-Based Rx Drug Program
- Used by All State Purchased Health Care Programs
- Evidence-Based Practice Center in Oregon Reviews Drug Classes and Selects Most Effective Drug
Most recently

- In 2017 the legislature moved to using a single state formulary developed through the evidence based Rx program ensuring that all Medicaid Managed Care Organizations cover the same drugs.
Mental Health

• HB 1290 (2005)
• Mental Health Services will include the concepts of Recovery, Resilience, and Evidence-Based Practices
• State contracts with Providers require Evidence-Based Practices
• Major Budget Expansion to Fund Evidence-Based Practices
Chemical Dependency & Mental Health

- SB 5763 (2005)
- Goal is to Improve Treatment Outcomes Through Treatment that is Evidence-Based, Research-Based, and Consensus-Based
- Vendor Rate Increases Tied to Use of EBPs
- Service Expansion for Drug and Alcohol Affected Mothers and Infants using Evidence-based Practices
Behavioral Health

• SB5779 (2017) Envisions whole person care in behavioral health as an evidence based model for integrating primary care into behavioral health setting where patients with complex behavioral problems already receive their care
Evidence Practice Institute

- HB 1088 (2007) established EPI at the University of WA to evaluate and promote the use of evidence based practice in children’s mental health treatment
Health Technology Assessment

- HB 2575 (2006)
- Conduct Scientific & Medical Literature reviews
- Fund Evidence-based Health Technology Assessments
- Contract with Evidence-Based Practice Center or Other Entity
Health Care Authority

- HB 2105 (2009) started the Diagnostic Imaging Guideline workgroup to identify evidence and best practice guidelines for the use of advanced diagnostic imaging services.
Health Care Authority

HB 1311 (2011) Established the Robert Bree Collaborative—must annually identify 3 health care services for which there are substantial variations in practice patterns or high utilization trends in WA. From there they must make identify evidence based best practices to reduce variation and improve quality.
Health Care Authority

• In 2015 the budget directed HCA to sponsor a one time Bleeding Disorder Collaborative to identify and develop evidence based practice to improve care for patients with bleeding disorders
Department of Health Planning

- 2003 – State-Wide Plan to Prevent and Manage Hepatitis C Using Evidence-Based Practices
- 2005 – State-Wide Plan to Prevent and Manage Asthma Using Evidence-Based Practices
• HB 2396 (2010) directed DOH to enhance and support cardiac and stroke emergency care system to ensure that patients received evidence based treatments

• SB 6534 (2016) Established Maternal Mortality Review panel to identify factors associated with deaths and make recommendations for evidence based system changes
DOH

- HB 2403 (2016) DOH directed to develop resources and make available to expectant parents evidence based information about Down Syndrome
Juvenile Rehabilitation

- Evidence-Based Programs Used to Treat Young Offender and Reduce Recidivism
  - Family Functional Parole
  - Function Family Therapy
- Both Programs Reduce Re-Offense Rates Among Juvenile Offenders
Child Welfare

- House Bill 2985 – Enacted in 2006
- Creates a State Office Health Unit for Foster Children Implementing Evidence-Based Medical and Treatment Services
- House Bill 1483 – Enacted in 2005 –
  - Allows Local Jurisdiction using EBPs to Reinvest Savings
For Copies of Bills and Bill Documents

http://apps.leg.wa.gov/billinfo
How can nurses make a difference?
Proud to be a Staff Nurse
First thing!

- Get to know your representatives
- Meet with them during interim - they have more time and are less stressed
- Offer your expertise to help them
What else can you do?

- Join a party-become a PCO
- Put up a yard sign
- Go to a fundraiser
- Help on a campaign
  - Door bell
  - Wave signs
  - Host a fundraiser
Making a difference with hard work

- Passing legislation or affecting the budget takes teamwork
  - One person can't do it all
  - One organization can’t do it all

- Political change isn't quick
  - Most bills take years of work before they pass
  - Need a long-term focus & an organization to get it done
Seven key steps

1) Find the right lawmaker to champion the bill
2) Get a hearing & organizing testimony for the bill
3) Get a vote in committee
4) Bring the bill to the floor for a vote
5) Repeat steps 2 through 4 in the other chamber
6) Reconcile differences between House and Senate
7) Make sure the governor signs it into law
What's your story?

What's your message in four words?
- Not four sentences or four paragraphs -- four words
- You need an elevator pitch for lawmakers & the press

Real people matter more than statistics
- Get at least three great stories about real people
- Ideally, get stories from districts of key lawmakers, and tell those stories when you meet with those lawmakers
- Stakeholders can help gather stories; see if the people are willing to talk to the press and testify in committee
The three steps to persuasion

• Three steps to persuasion
  • 1) Change their mood
  • 2) Change their mind
  • 3) Get them to act

• Three kinds of audiences
  • 1) Friendly
  • 2) Neutral
  • 3) Hostile
Target your audience

• The first rule of rhetoric is “Know your audience”

• Don’t say the same thing to everybody

• Is this a friendly, neutral or hostile audience?
  • With a friendly audience, don’t waste time trying to change their mood or change their mind -- focus on getting them to act, to do something
  • For a hostile audience, it’s a victory to simply change their mood and get them not to actively oppose you
  • If it’s a neutral audience, you go through all three steps to persuasion – change their mood, change their mind, get them to act
Making your case

• Less is more
  • Keep it short & compelling
  • Lawmakers and stakeholders are pressed for time during session
    • 15 minute appointments are typical
    • They are happy if you take less than that – do them that favor

• Use a compelling mix of information
  • Facts
  • Stories about real people
  • Arguments / analysis
Priority list

1) Committee chairs and budget chairs in both chambers
   • Doesn't matter if every member of the House loves your bill if you haven't worked the Senate
   • A single chair in the Senate can kill the bill

2) Vice chairs & members of the committee
   • Typically health care & budget committees

3) Leadership
   • Speaker of the House, majority leader in the senate
   • Caucus Chair, Majority Leader, Whip, Floor Leader

4) Other lawmakers
Relationships and awareness

It takes time to build relationships, trust and awareness with:

• Lawmakers & staff

• Stakeholders / other organizations

• The press & community groups
Ways to raise awareness

- Your toolbox includes:
  - Opinion pages: letters to the editor, op-eds, press releases
  - Newspaper, TV, radio and blogs
  - Public events
  - Testimony in committee before lawmakers
  - Emails and phone calls to lawmakers
  - Rallies and events at the capitol, followed by people meeting w/ their local lawmakers
  - Web page / blog / social media for the organization or issue – but make it long term, not based on a single bill
Mainly-Be Persistent!

(and smile)
Nursing Policy

- Full scope of practice for ARNP’s
- Nurse delegation
And Nurse Policy Makers!

- Sue Birch- Director of Washington State Health Care Authority
- MaryAnne Lindeblad –Washington State Medicaid Director