

OEIS Leadership on PAD Advocacy: Collaboration with CardioVascular Coalition

April 6, 2019

**CARDIOVASCULAR
COALITION**
Joining Together for Patient Access

LIBERTY
PARTNERS GROUP

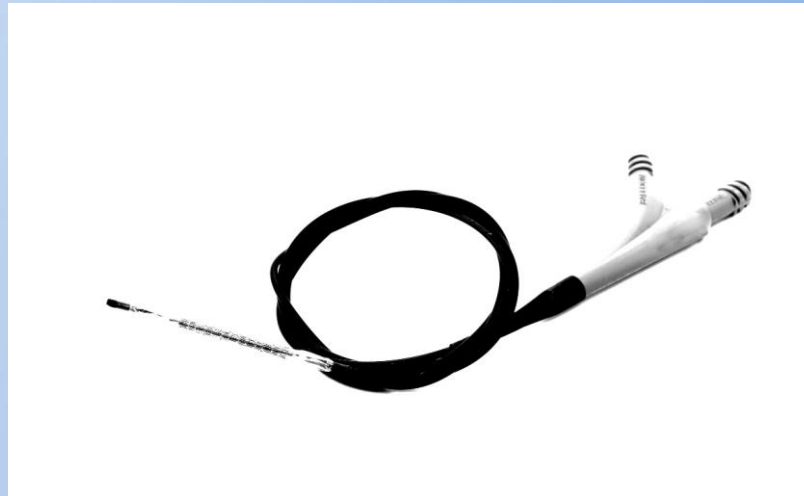
OEIS
OUTPATIENT ENDOVASCULAR
AND INTERVENTIONAL SOCIETY

**OEIS 6TH ANNUAL NATIONAL
SCIENTIFIC MEETING**

April 4-6, 2019
St. Petersburg, Florida

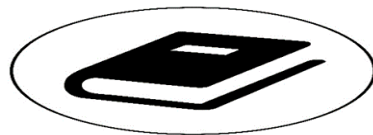


Before OEIS and the CVC



Washington, D.C. Comes Knocking

- Healthcare sectors – and business sectors generally – tend to look askance at Washington, D.C.
- New business sectors tend to try to operate without engagement until Washington, D.C. comes knocking.
- Before 2014, PAD sector was fragmented, unengaged.
- 2014 Physician Fee Schedule proposed steep cuts of up to 50% for revascularization services.
- OEIS and CVC founding members worked to roll back cuts in the 2014 Physician Fee Schedule Final Rule.



Lessons Learned

- Existential threats relating to:
 - **Reimbursement**
 - 2014 PFS Proposed Rule
 - **Utilization**
 - 2015 NYT Articles on PAD / Venous
 - **Coverage**
 - 2015 Medicare Coverage Committee (MEDCAC) Meeting on PAD
- Policymaker knowledge gap on PAD and amputations
- Lack of unified community working together on PAD



Building Credibility with the Hill



Building Infrastructure

- Established coalition to head off future threats
 - Created CVC Website
 - Created 501(c)(4) for CVC ORG
 - Created CVC PAC
- Continuing to bring stakeholders into the CVC tent
- Continuing to build awareness around PAD



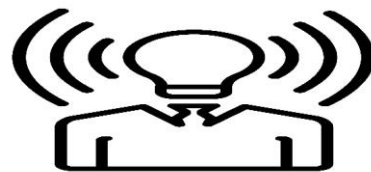
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Building the Community

- CVC Members:
 - American Vascular
 - Azura Vascular Care
 - Cardiovascular Institute of the South
 - Cardiovascular Systems, Inc.
 - Janssen
 - Lifeline Vascular Care
 - National Cardiovascular Partners
 - Outpatient Endovascular and Interventional Society
 - Vascular Access Centers
 - Philips

Building Awareness

- Positive media surrounding PAD intervention
 - Dozens of op-eds, articles, other media published to date
 - Hill Briefings on PAD in 2016 and 2018
 - Relaunched September PAD Awareness Month
- Active on Social Media
 - 4,467 followers on Twitter
 - 1,224 tweets



brand awareness

Building Credibility with the Administration



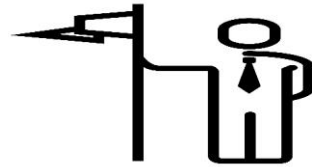
Regulatory Engagement

CVC infrastructure allows early ID and response to potential regulatory threats

Issue	Actions
2015 MEDCAC Meeting on PAD	<ul style="list-style-type: none">- Drafted comment letter- Drafted testimony- Coordinated speaker testimony
Physician Fee Schedule	<ul style="list-style-type: none">- Commented on every regulation since 2014
“MACRA” Regulation	<ul style="list-style-type: none">- Commented on several proposed rules
“MACRA” Subcommittee	<ul style="list-style-type: none">- Nominated CVC Physician- LER episode of care- CMS meeting and comment letter
Local Coverage Decision	<ul style="list-style-type: none">- Comment letter on carrier LCDs
US Preventive Services Task Force	<ul style="list-style-type: none">- Comment letter

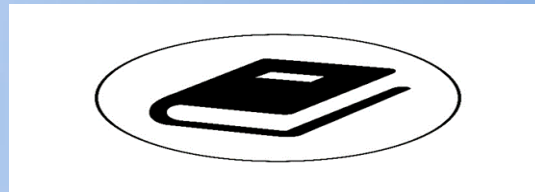
Part II:

OEIS / CVC Recent Impact



Washington, D.C. Came Knocking – And We Were Ready

- 2019 Physician Fee Schedule proposed steep cuts of up to 30% to revascularization services in OBL setting.
- Cuts were due to proposed equipment and supply price updates in Medicare database.
- CVC worked with its members to collect more accurate equipment and supply pricing.
- Coordinated with specialty societies (SIR, SCAI, SVS) and other stakeholders on messaging and media.
- Cuts in the 2019 Physician Fee Schedule Final Rule substantially mitigated / moved to positive territory.



PA DOH Guidance

- PA DOH issued guidance in 2018 that would have disallowed provision of revascularization services outside of hospital.
- Concern not only for PA, but for potential to spread to other states.
- CVC convened physician-led workgroup to improve the guidance.
- Updated guidance approved in December 2018.
- New guidance is now a positive model for other states.

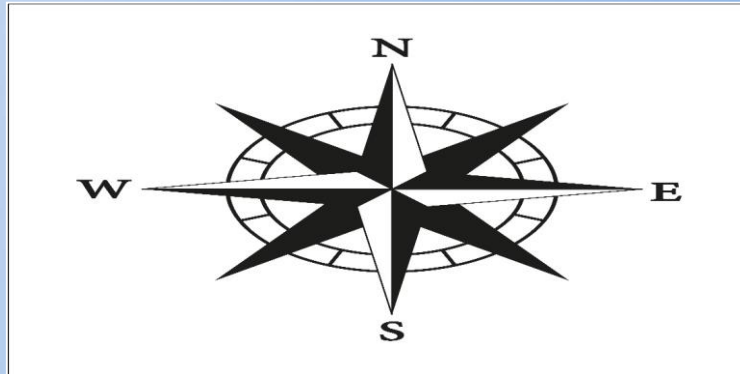


Novitas LCD

- In October 2018, Novitas proposed LCD would have disallowed endovenous stenting services in POS-11 for Pennsylvania, Texas, and ten other states.
- CVC organized coalition effort to draft comments and coordinate presentations at meeting.
- We understand Novitas will add POS-11 back to the LCD and make other improvements.
- CVC is actively monitoring for 2019.

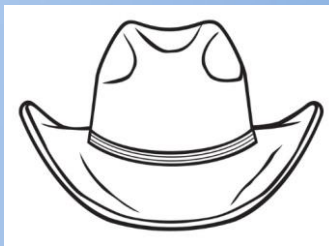


Where Are We Going (2019 and Beyond)



Wearing the White Hat In Peace Time

- Paulsen-Payne letter in January 2018 to CMS
 - PAD Awareness Needed
 - Multidisciplinary Approach Needed
 - No Amputation with Arterial Testing
 - Screening for At-risk Patients
- PAD Briefing in November 2018
- PAD Caucus as next step



PAD Caucus

- Co-chairs
 - Rep. Payne (D-NJ), diabetic, almost lost his foot
 - Congressional Black Caucus
 - Rep Bilirakis (R-FL), recently diagnosed diabetic
 - Energy and Commerce, VA Committee
- PAD Caucus – Just approved this week!
- PAD Caucus Website – In progress
- PAD Caucus Members – In progress



Issues to Monitor for War Time

- AMA CPT / RUC
- Rand Report on Physician Fee Schedule
- Changes to APCs in Outpatient PPS
- Episode of care bonuses/penalties relating to revascularization for CLI
- Other (site neutral, bundling/packaging, specialty cuts to pay for primary care)



CardioVascular Coalition PAC



Political Giving is Your Right

- Campaign contributions are a common, legitimate and effective means of becoming politically active.
- The First Amendment to the US Constitution protects the right of individuals to become involved in the electoral process by making campaign contributions. *Buckley v. Valeo, 424 U.S. 1 (1976).*

*Go to <http://cardiovascularcoalition.com/join/>
to become a supporting member.*

Why Members of Congress Care About Political Giving

- Campaigns are very expensive.
- Campaigns depend upon contributions and they generally must raise them from individuals and PACs.
- Individuals may contribute to campaigns in two typical ways:
 - They may contribute to campaigns directly.
 - They may contribute to a PAC.

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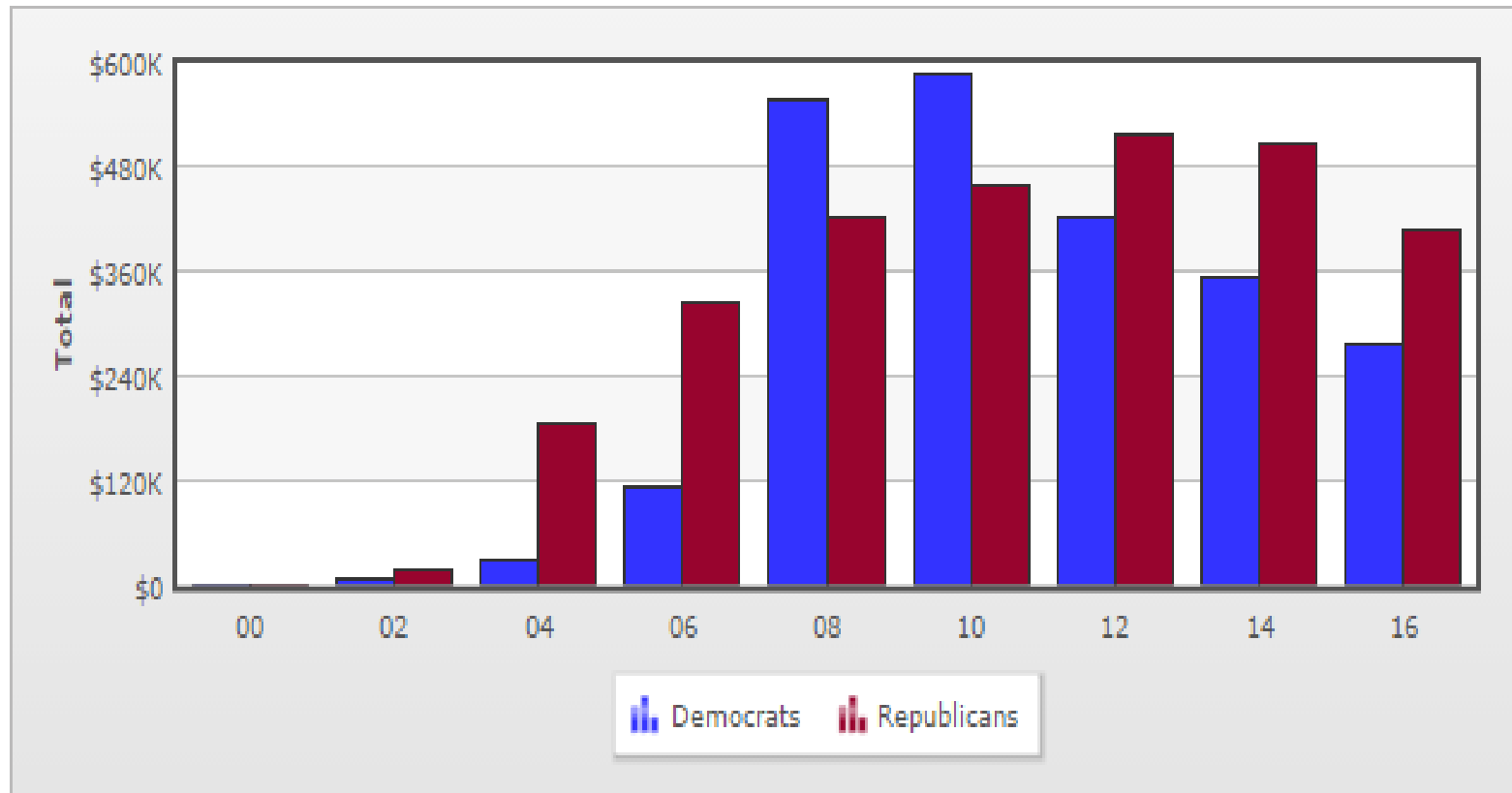
What is a PAC

- A PAC is a political committee that collects funds from multiple individuals and, in turn, makes contributions to candidates or other committees that support issues, causes and legislation of mutual importance.
- The creation of a unified identity through a PAC is an effective means of making an organization and those issues it deems of importance aware to policy makers.
- A PAC combines funds—the voices of many individuals—so those individuals can have a louder voice than just one.
- Louder voices get more attention.

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American College of Cardiology PAC

Total Contributions by Party of Recipient



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Strategic Giving

- Winning political strategies involve interactions with the legislative and executive branches.
- Key component of successful strategies is development of relationships with Members of Congress.
- An effective way of doing this is through political giving.
- “PAC with a Purpose.”
 - Although CVC and OEIS membership is small relative to other organizations, *strategic giving* can result in differentiated relationships.

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Broadening Our Base

- “Connected” PACs such as the CardioVascular Coalition cannot solicit individuals who are not members of the organization.
- Becoming a “Supporting Member” of the CardioVascular Coalition is easy.

Go to <http://cardiovascularcoalition.com/join/> to become a supporting member.

LIBERTY

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