

An Association Drives 20% of Members to Take Action on Regulation

A trade association representing specialist physicians needed to guide a proposed CMS rule. When it was first announced, this rule would have introduced significant hurdles to getting reimbursed for the complex procedures the member physicians performed each year.

Problem

Virtually no members were taking action on regulations.

Their previous grassroots advocacy tool was fine for contacting elected officials, but it did not allow members to post comments on regulations.

In the past, the Association had simply emailed links to regulations.gov and asked their members to comment. They never knew who had commented or what they had written.

They had no way to effectively follow up. This proposed regulation would have had severe implications on their members' livelihoods, and they needed a new tool fast.

Solution

GovPredict's regulatory commenting campaign was the perfect fit. The trade association prepared suggested language and talking points, which helped each physician offer personal testimony on the effect the regulation would have on their practice. The association also knew who had posted a comment and, critically, who hadn't.

GovPredict's email marketing software allowed them to send initial messages to their membership with a convenient link to their action center. It further enabled them to send thank-you messages to those who posted comments and reminders to those who hadn't (yet).

Result

More than 20% of the trade association's member physicians commented on the rule. The first email resulted in 13% participation, and the follow-up drove the remaining 7%.

CMS ultimately heard the physicians' messages and incorporated their recommendations into the final regulation. The reimbursement process was streamlined, and the trade association successfully supported its members' needs.



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20% of members commented on the rule

Final regulation contained requested changes