



# HEALTH POLICY ACADEMY

## Introduction to HHS and Health Policy Implementation

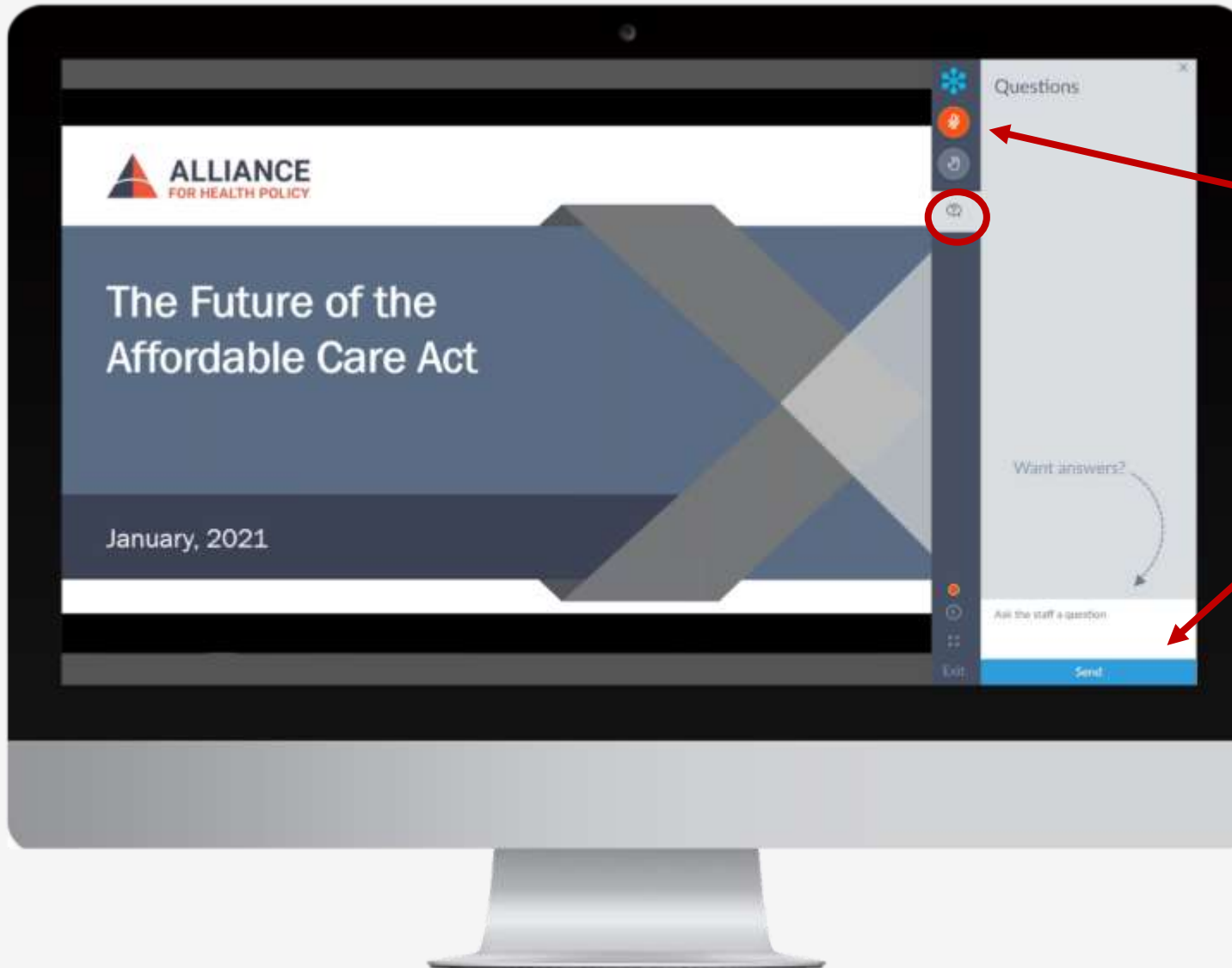
May 21, 2021



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- Resource list
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<http://allh.us/Academy21>





## **Sonja Nesbit, MPA**

Managing Director, Strategic Communications  
FTI Consulting



# Panelists



**John O'Brien, Pharm.D., MPH**  
President and CEO  
National Pharmaceutical Council



**John Kalavritinos, J.D.**  
Senior Advisor  
APCO Worldwide



**Ann Agnew**  
Former Executive Secretary  
U.S. Department of Health and  
Human Services



*Moderator*  
**Sonja Nesbit, MPA**  
Managing Director, Strategic  
Communications  
FTI Consulting

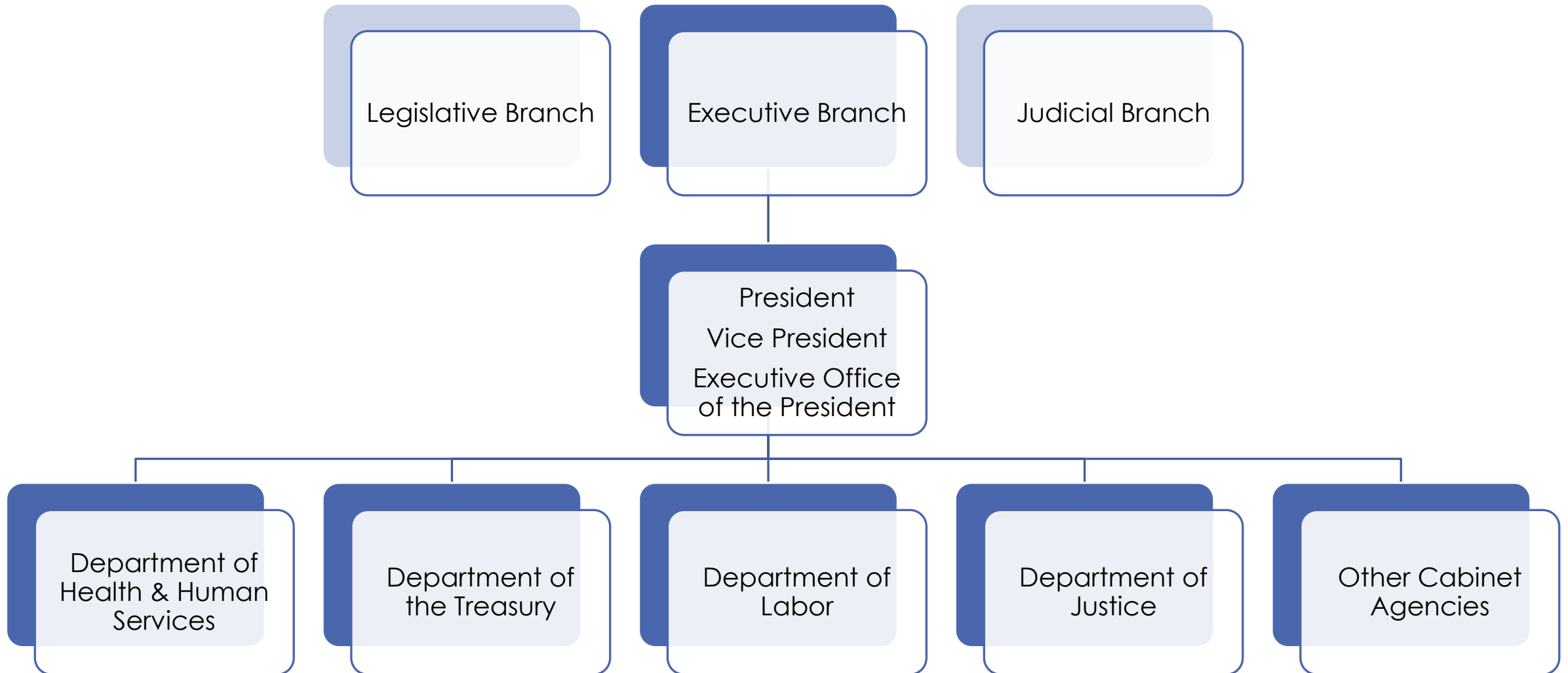




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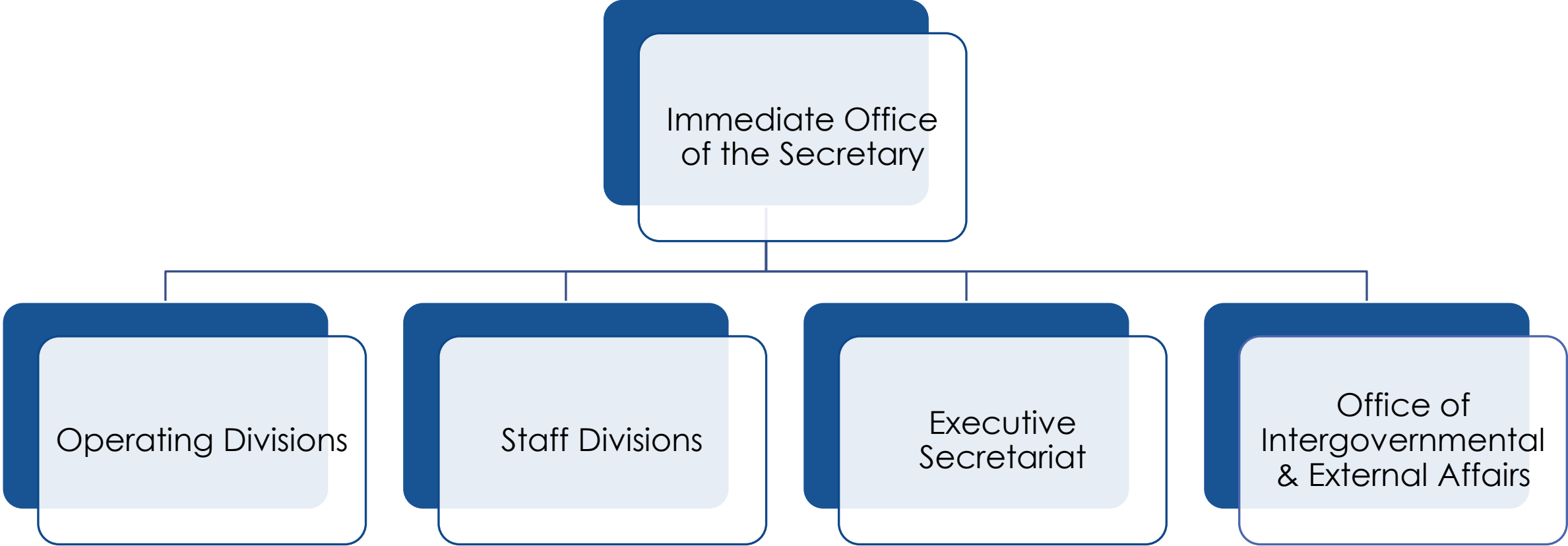


# Key Executive Branch Organizations involved in Health Policy Development



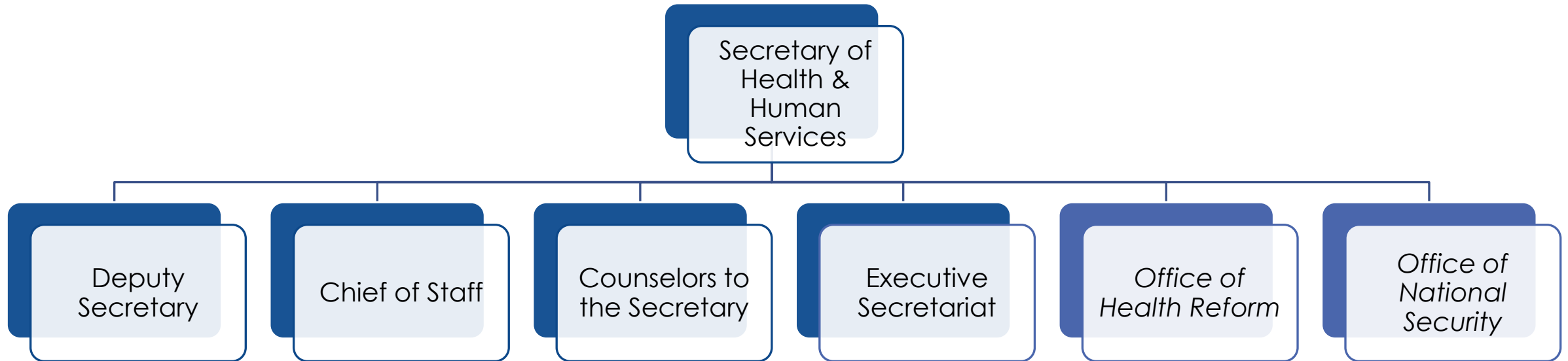


# The Department of Health & Human Services



# Immediate Office of the Secretary

The Immediate Office of the Secretary is responsible for operations and coordination of the work of the Secretary



# Staff Divisions

The primary goal of the Department's staff divisions is to provide leadership, direction, and policy and management guidance to the Department.

- Assistant Secretary for Administration (ASA)
- Assistant Secretary for Financial Resources (ASFR)
- Assistant Secretary for Health (OASH)
- Assistant Secretary for Legislation (ASL)
- Assistant Secretary for Planning & Evaluation (ASPE)
- Assistant Secretary for Preparedness and Response (ASPR)
- Assistant Secretary for Public Affairs (ASPA)
- Office of the General Counsel (OGC)
- Office of Civil Rights (OCR)
- Office of Global Affairs (OGA)
- Office of the Inspector General (OIG)
- Office of Medicare Hearings and Appeals (OMHA)
- Office of the National Coordinator for Health Information Technology (ONC)
- HHS Chief Information Officer
- Departmental Appeals Board (DAB)

# Operating Divisions

The Department's 11 operating divisions have responsibility for administering a wide variety of health and human services and conducting life-saving research for the nation

- Administration for Children & Families (ACF)
- Administration for Community Living (ACL)
- Agency for Healthcare Research & Quality (AHRQ)
- Agency for Toxic Substances and Disease Registry (ATSDR)
- Centers for Disease Control and Prevention (CDC)
- Centers for Medicare & Medicaid Services (CMS)
- Food and Drug Administration (FDA)
- Health Resources and Services Administration (HRSA)
- Indian Health Service (IHS)
- National Institutes of Health (NIH)
- Substance Abuse and Mental Health Services Administration (SAMHSA)

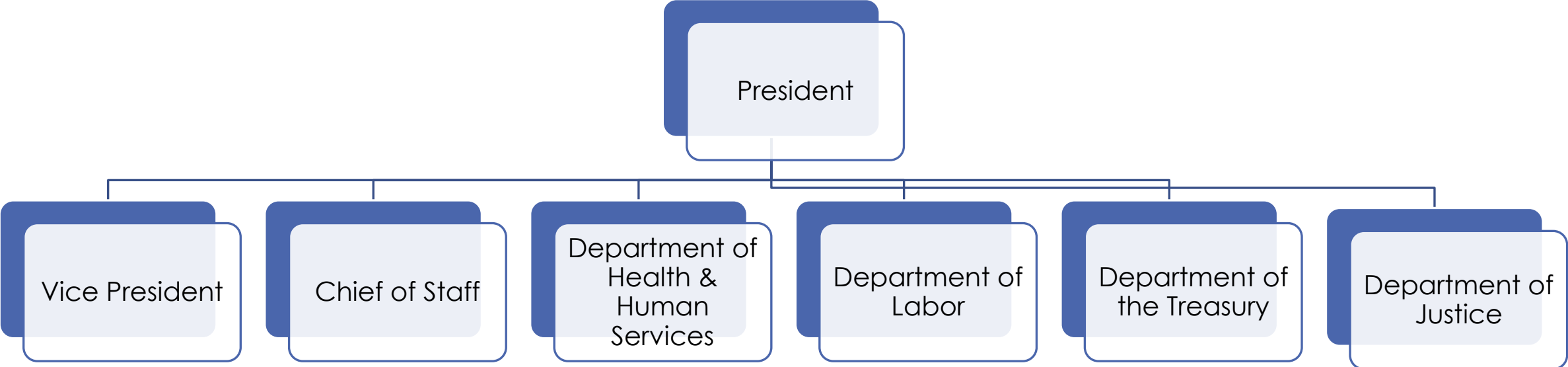
Each OPDIV typically has their own leadership structures mimicking the structure of the Department (e.g., press shop, leg shop, external affairs, executive secretariat, etc)

# “The White House”

- The frequently-used term “White House” has many different meanings
- Getting things done requires an understanding of the organizational structure of the Cabinet and the Executive Office of the President (EOP), the ranks of key personnel, and the formal and informal ways they interact

# The Cabinet

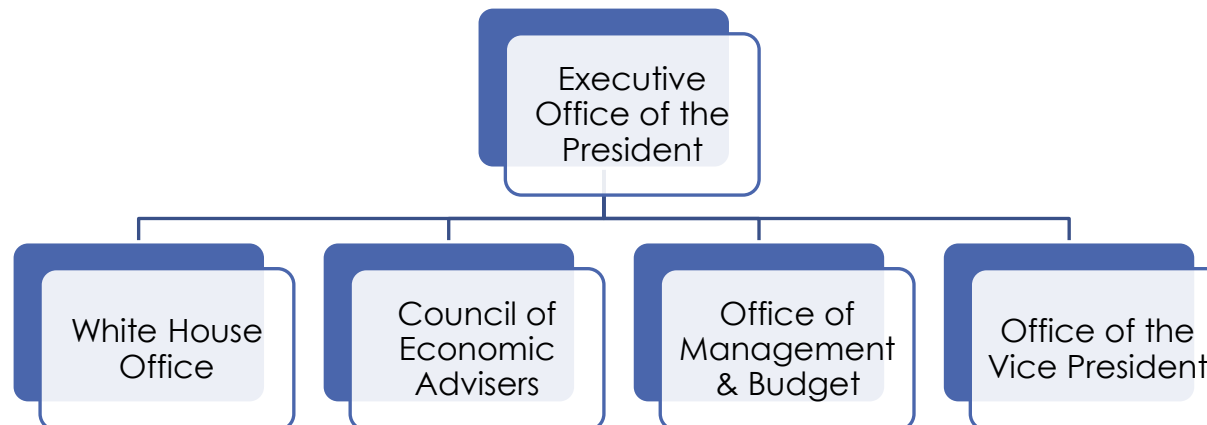
- The health policy work of the Department of Health and Human Services most frequently involves the following Cabinet members and Departments\*



\* HHS works with other Cabinet members and Departments on human services and science policy matters

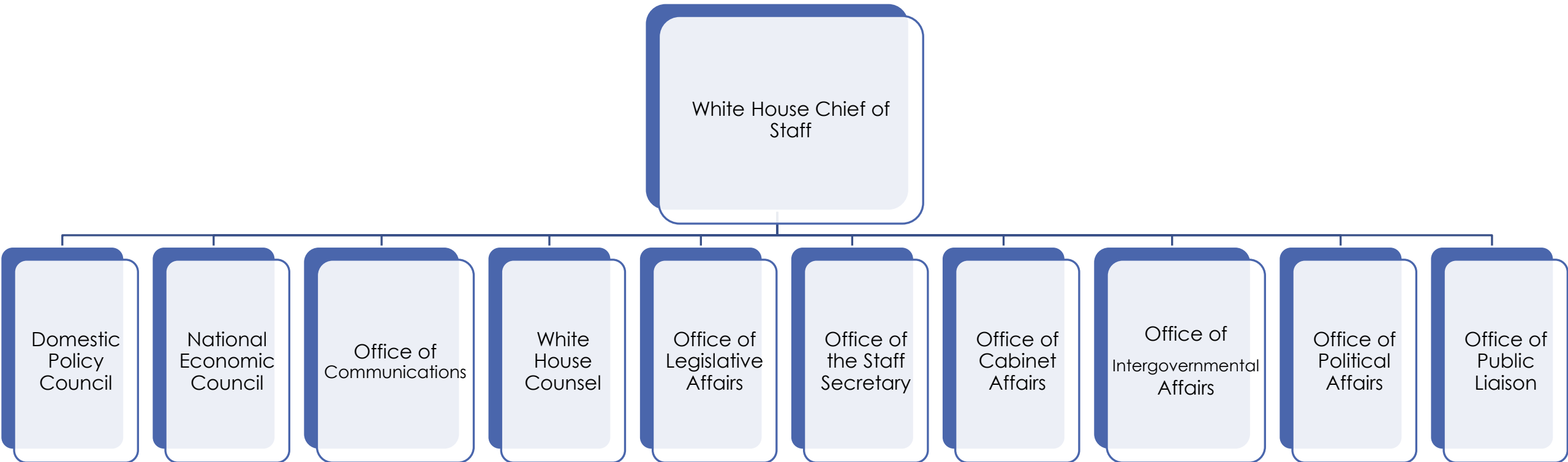
# Executive Office of the President

- The Executive Office of the President (EOP) consists of the immediate staff to the President, along with entities such as the Office of the Vice President, Office of Management and Budget, and the Council of Economic Advisors.
- Senior staff in the EOP include (in order of rank) Assistants to the President (APs), Deputy Assistants to the President (DAPs), and Special Assistants to the President (SAPs)
- The health policy work of the Department of Health and Human Services most frequently involves the following EOP agencies

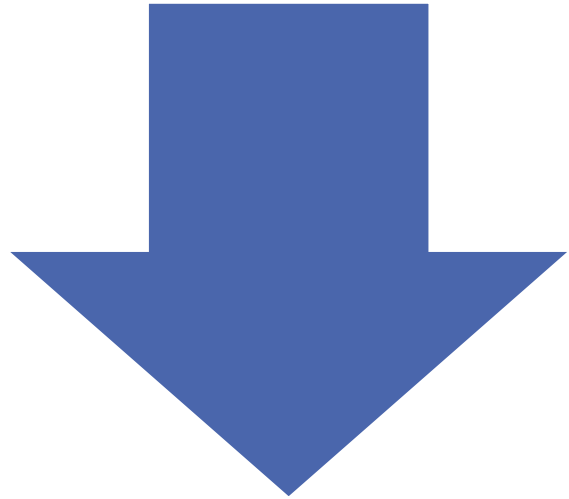


# White House Office

- The White House Office, led by the Chief of Staff, oversees the political and policy interests of the President



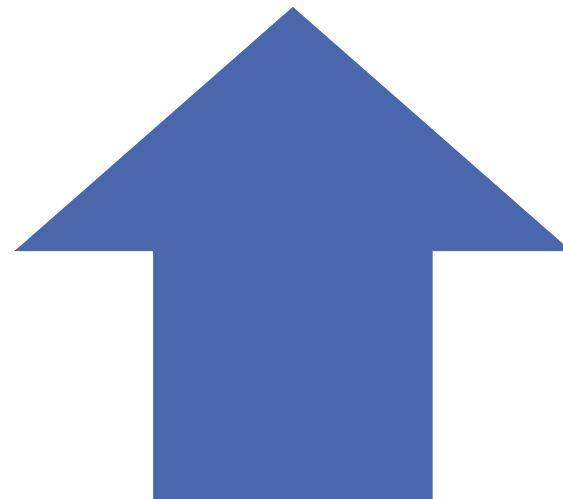




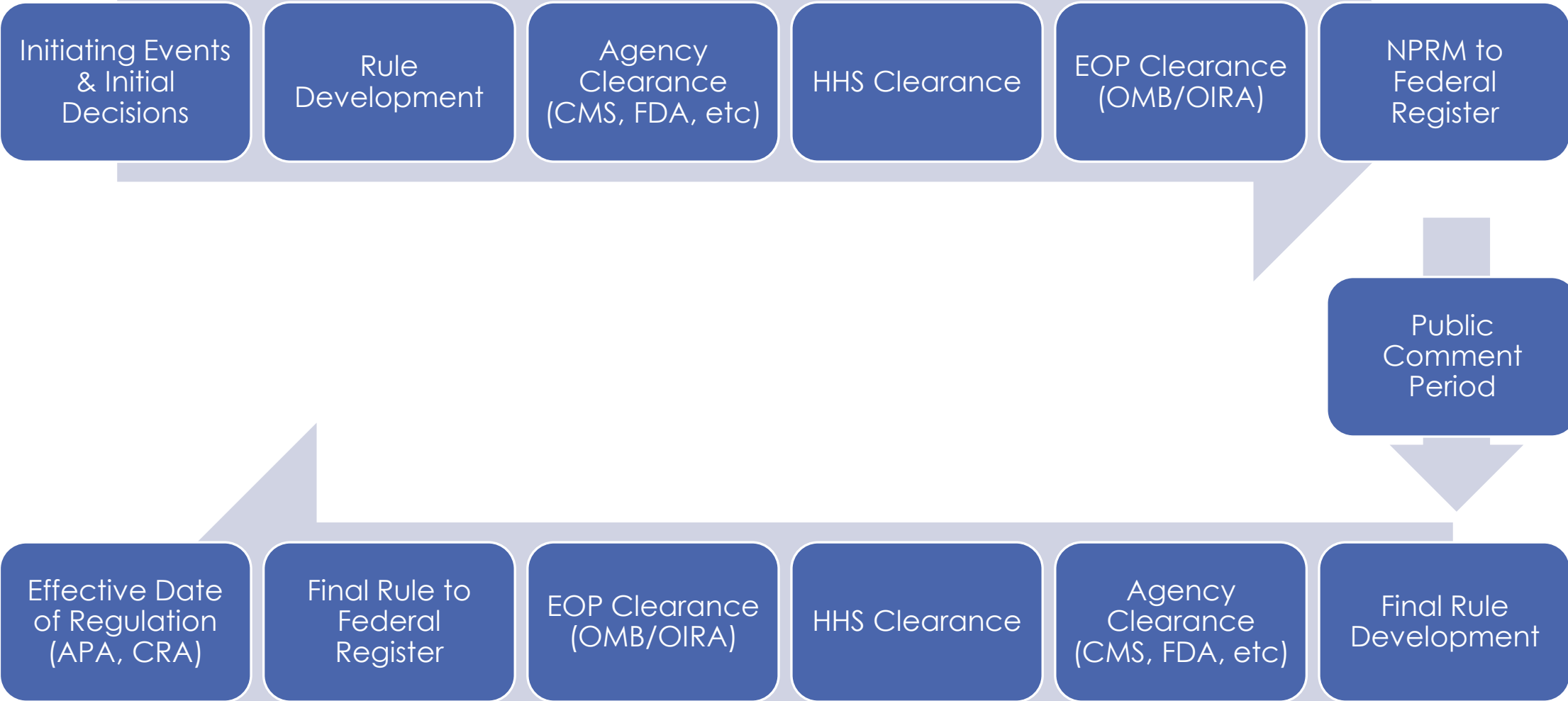
Structure



**Process**



# The Road to the Federal Register



Questions?



## **Ann Agnew**

Former Executive Secretary  
U.S. Department of Health and  
Human Services





**John Kalavritinos, J.D.**

Senior Advisor

APCO Worldwide



# **THE POWER OF EFFECTIVE ENGAGEMENT WITH HHS**

**BUILDING RELATIONSHIPS AT HHS/AGENCIES**

**LOOKING FOR NEW POLICY CUES**

**CREATING OPPS TO WORK WITH HHS TO  
AMPLIFY YOUR PRIORITIES AND CONSTITUENTS**

**Jack Kalavritinos**  
JK Strategies, Principal  
APCO IAC, Member

# About Jack



# External Affairs at HHS

- HHS
  - Intergov and External
  - Public Affairs
  - Legislative Affairs
  - Frankly, going straight to policy officials
- HHS Agencies/Operating Divisions
  - All have their own external affairs offices – sometimes with consolidated functions
- Know the backgrounds of HHS appointees – many have recent Hill experience – could be helpful



# How HHS and its agencies communicate their upcoming priorities

- Formal ways that are pre-vetted:
  - ✓ speeches, proposed rules, interviews, Tweets, press releases
- Look for informal cues of what is to come
- Where?
  - ✓ Sometimes the intel will come from the sub-agency officials and other times from “the 6<sup>th</sup> floor”

# STAKEHOLDER ENGAGEMENT

**Pressure points abound – assess the following:**

- Which relevant: HHS, agency (front office or Center directors')
- Whether to go with targeted approach?
- How does your issue connect to Admin's key priorities
- Do you have an upcoming speaking opportunity OR a venue to recommend to HHS officials that helps HHS "tell their story" and to help promote your position or constituent company/organization.

# Advantages to Regular Engagement with the Agencies

- Intel about future policies, events, personnel
- Opportunity to influence future policies
- Stakeholder engagement with constituents
- Impact on message development
- Inviting HHS policymakers to your District / State.
- Impact on future appointments (staff and for constituents)

# We value your input!

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Please fill out the evaluation survey you will receive immediately after this presentation, or via email this afternoon!



[www.allhealthpolicy.org](http://www.allhealthpolicy.org)



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# Upcoming Events

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June  
9-10

## 2021 Signature Series: Health and the Economy Summit

A detailed agenda will be available on our website soon.

*Coming Soon...*

### Alliance's Health Policy Handbook

This Handbook features a collection of six chapters, each offering a basic introduction to core health policy topics such as provider rates, coverage, drug pricing, and more.





**ALLIANCE**  
FOR HEALTH POLICY

Thank you for attending.