



ADVOCACY BOOTCAMP

LEADERSHIP TRAINING PROGRAM

Registration for the next cohort of Advocacy Bootcamp, ISMA's advocacy leadership training program, is now open! The goal of this hybrid program is to support and develop active, effective health policy advocates from among ISMA's most engaged members.

Some of the topics that will be covered include how policy is made in Indiana, the anatomy of the federal and state legislatures, how to track bills, how to navigate the Indiana General Assembly website, the framework of policy analysis, aspects of strategy when lobbying, self-awareness and self-management when meeting with legislators, and how to prepare for meetings with policymakers.

Zoom or in-person sessions led by ISMA's Government Relations (GR) team and other subject-matter experts will take place one day each month from October 2024 through April 2025.

Registration is required and restricted to ISMA members only. Capacity is limited to the first 20 registrants.

Sign up now: www.ismanet.org/AdvocacyBootcamp

Tuesday, Oct. 15

Physician Advocacy Recruit Orientation

6 – 7 p.m. ET via Zoom

Presenter: John Ruckelshaus, Vice President of Government Relations, **Luke McNamee, JD**, ISMA Director of Government and Policy Affairs

Friday, Nov. 22

Physician Advocacy Basic Training

12 – 1 p.m. ET via Zoom

Presenter: John Ruckelshaus, Vice President of Government Relations, **Luke McNamee, JD**, ISMA Director of Government and Policy Affairs

Tuesday, Dec. 10

Physician Advocacy Standard Operating Procedures

6 – 7 p.m. ET via Zoom

Presenter: John Ruckelshaus, Vice President of Government Relations, **Luke McNamee, JD**, ISMA Director of Government and Policy Affairs

Friday, Jan. 10, 2025

The Importance of Emotional Intelligence on Leadership and Negotiations

12 – 1 p.m. ET via Zoom

Presenter: David Norris, MD, MBA, practice consultant and educator

February - TBD

Physician Advocacy Day at the Indiana Statehouse

Presenter: John Ruckelshaus, Vice President of Government Relations, **Luke McNamee, JD**, ISMA Director of Government and Policy Affairs

Friday, March 14

Physician Advocacy Special Operations - (PAC)

Presenter: John Ruckelshaus, Vice President of Government Relations, **Luke McNamee, JD**, ISMA Director of Government and Policy Affairs

Friday, April 18

Physician Advocacy Operational Readiness

1 – 4 p.m. ET live in person at ISMA Headquarters

*Reception to follow

Presenter: Pete Friedmann, Friedmann Communications, Inc.

CME INFORMATION:

Accreditation Statement: The ISMA is accredited by the ACCME to provide continuing medical education for physicians.

Designation Statement: The ISMA designates this live hybrid activity for a maximum of 9.0 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Disclosure Statement: There are no relevant financial relationships with an ineligible company to identify, mitigate or disclose because the content of this activity is non-clinical in nature.