



**HEALTH INNOVATION**  
**ALLIANCE**



**Impact Report**

# Thought Leadership to Drive Change

Driving change means elevating our voice and being heard by decisionmakers. HIA positions issues at the forefront of the national conversation on healthcare and technology through major news outlets such as The New York Times, CBS News, Fortune, Politico, Morning Consult, mHealthIntelligence, Fierce Healthcare, and many others.

**THE NEW YORK TIMES**  
*Likely Legal, 'Vaccine Passports' Emerge as the Next Coronavirus Divide*

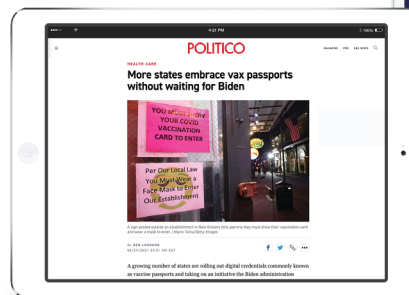
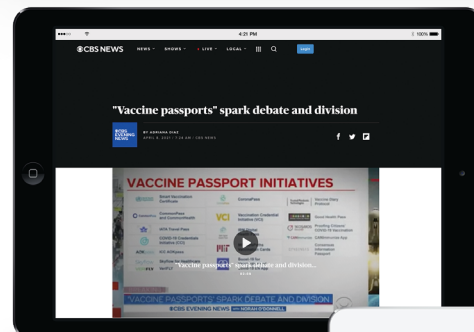
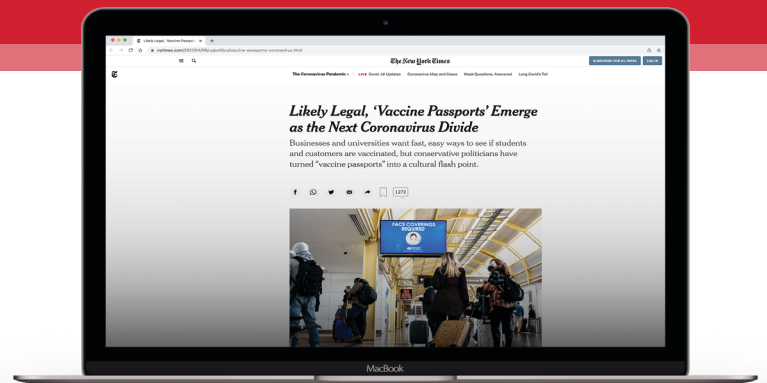
**CBS NEWS**  
*"Vaccine Passports" Spark Debate and Division*

**HEALTHLEADERS**  
*Stakeholders Urge Congress to Avert 'Telehealth Cliff'*

**HUFFPOST**  
*COVID-19 Vaccine Passports: What You Need To Know*

**mHEALTHINTELLIGENCE**  
*New Bill Targets In-Person Requirement for Telemental Health Treatment*

**POLITICO**  
*More States Embrace Vax Passports Without Waiting For Biden*





# Elevating Members with with Curated Events and Direct Connections to Key Decisionmakers and Industry

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HIA is not your average coalition. We bring the right people together at the right time to advance our mission and achieve our goals. Our approach elevates our members and our message.

## Exclusive member benefits include:

- Closed-door, invite-only meetings with high-profile government officials.
- Blockbuster events bringing together industry, policymakers, press and the public.
- Curated, invite-only roundtable discussions featuring key staff and select stakeholders to inform policy development on pressing issues such as privacy and interoperability.
- Partner events featuring HIA members and global companies to inform and educate key constituencies while simultaneously advancing our advocacy agenda.
- Relationship building between coalition members with similar goals.
- Ongoing opportunities to join Biden Administration officials, Members of Congress and their staff.
- Inside intelligence and breaking news updates when rules are dropped or legislation is introduced that impacts our membership.
- Access to our staff to clarify emerging or advancing policies, provide background on relevant political situations and happenings, and other information that helps our members stay on top of a rapidly shifting environment.

# Smart Content, Dynamic Issue Coverage & Cutting Edge Research

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We drive the conversation on the most pressing issues in healthcare because we know the policies and the politics. With our knowledge of historical and current issues, we shape the future of policy at the intersection of healthcare and technology.



# Leading the Charge on National Public Health Data Modernization Reforms

HIA continues to lead the campaign to make critically needed reforms to the government's approach to public health.

## Recently, HIA has:

- Successfully advocated for increased funding for public health data infrastructure, providing billions more for the effort.
- Convened HIA members and key staff at the Centers for Disease Control and Prevention to help shape the public health data modernization initiative.
- Worked with Member and Committee staff on priority legislation including legislation improving the quality of public health data at the state and federal levels.
- Engaged the Biden Administration to implement a modern, usable, public health framework.



# Advocating for Permanent Telehealth Reforms

As leading telehealth advocates for more than a decade, HIA continues to lead the charge on key policy changes to make telehealth more accessible.

## HIA has:

- Secured regulatory flexibility and extension of telehealth in Medicare for beneficiaries in their homes and in urban and rural areas.
- Helped enact new \$65 billion in funding for broadband investments, which are critical to quality telehealth services.
- Executive Director Joel White testified before the House Ways and Means Committee, Subcommittee on Health on the need to permanently extend telehealth waivers.
- Joel also testified to the FCC on the need to extend the Agency's telehealth programs to ensure continuity of care and access.
- Drafted and helped introduce legislation to expand payment for telehealth services in Medicare, such as at-home COVID tests, while creating incentives for telehealth in employer coverage.
- Helped develop and introduce legislation to ease flexibility for care by eliminating statutory requirements for in-person visits for telemental health, which is now law for 2022.
- Secured expanded MA coverage for audio-only telehealth services.





# Creating a Modern Health Privacy Structure

## While Encouraging Interoperability

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Inject a needed healthcare-specific perspective in the larger privacy discussion happening at the national and state levels while working to align and revise regulations for a workable interoperability framework.

### **HIA is leading a multi-year campaign including:**

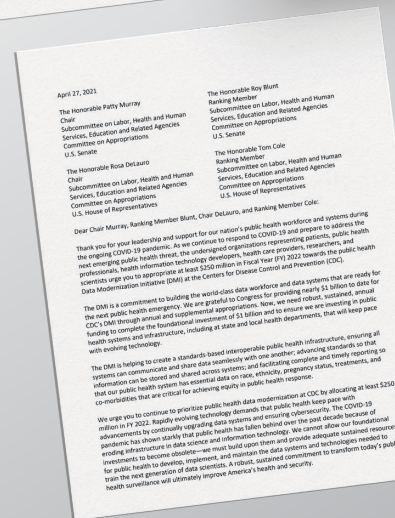
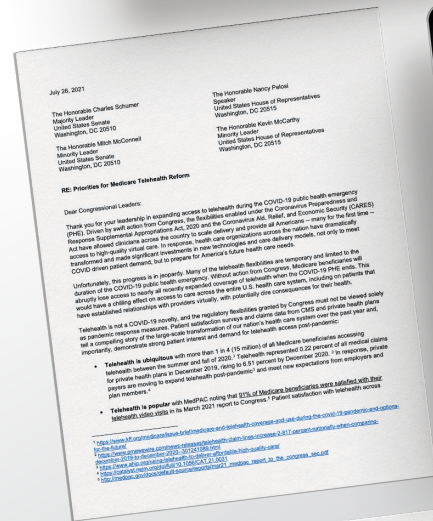
- Securing introduction of bipartisan legislation, the Health Data Use and Privacy Commission Act (S. 3620), for a Blue-Ribbon Commission to produce actionable recommendations on health data privacy for Congress.
- Working with the Biden Administration to reshape rules to improve data transparency, data sharing and use, and to modernize privacy rules.
- Informing and shaping the rules related to real-time, in-office and pharmacy counter price and benefit transparency and electronic prior authorization.
- Standing up a new Interoperability Working Group to develop policy recommendations and engage allies in next generation interoperability policy to expand data sharing and use.
- Advocating for the use of data-driven solutions, such as artificial intelligence and machine learning in federal programs.

# Driving the Policy Agenda in Congress and the Executive Branch

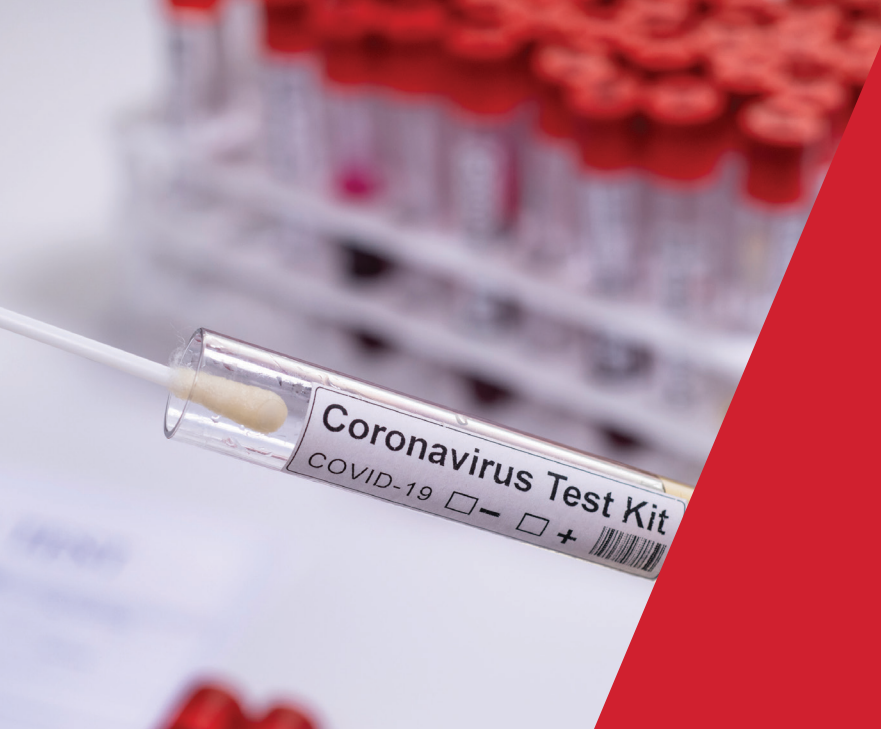
HIA draws on our team's extensive political and policy experience to solve problems and achieve meaningful change – by passing needed legislation and killing bad ideas in Congress and the executive branch. Our team are trusted allies of policymakers and staff.

## Recent advocacy efforts include:

- Meeting with more than **100 individual offices and committees** on Capitol Hill to advance HIA priorities.
- Hosting and participating in **8 virtual events** connecting HIA members directly with members of Congress, staff, and high-ranking officials in executive agencies, including CDC and ONC.
- Co-leading an effort of **430 groups** urging Congress to make telehealth flexibilities permanent.
- Coordinating **220 advocacy organizations** to join with HIA in endorsing the Telemental Health Care Access Act.
- Engaging HIA members in our Biden Administration and Congressional advocacy and providing timely intelligence.
- Drafting policy and securing introduction of the Health Data Use and Privacy Commission Act (S.3620).
- Secured dozens of additional co-sponsors for HIA-endorsed telehealth legislation, bringing the total to **104 new co-sponsors** in 2022 alone.
- Convening HIA members and key staff at the Centers for Disease Control and Prevention to help shape the public health data modernization initiative and writing a letter to CDC detailing critical steps for the agency to take in implementing their data modernization work.
- Proactively engaging the White House Coronavirus Response Coordinator stressing the need for secure and verified vaccine records.
- Laying out HIA's priorities and policy goals to HHS Secretary Xavier Becerra.







# HEALTH INNOVATION ALLIANCE

440 1st Street, NW, Suite 430, Washington, DC 20001 202.643.8645  
HEALTH-INNOVATION.ORG @HIA\_DC

