



Impact Report

Thought Leadership to Drive Change

Driving change means elevating our voice and being heard by decision makers. HIA positions issues at the forefront of the national conversation on healthcare and technology through major news outlets such as Politico, Healthcare Dive, Inside Telehealth, EHR Intelligence, RollCall, Inside Health Policy, and Healthcare Policy Pop.

POLITICO PRO

'Shut it off Immediately': The Health Industry Responds to Data Crackdown

CQ ROLLCALL

Legislative Themes Emerge on Upcoming Pandemic Reauthorization

INSIDE HEALTH POLICY

HIA to E&C: Carve Health Care out of Privacy Legislation

EHR INTELLIGENCE

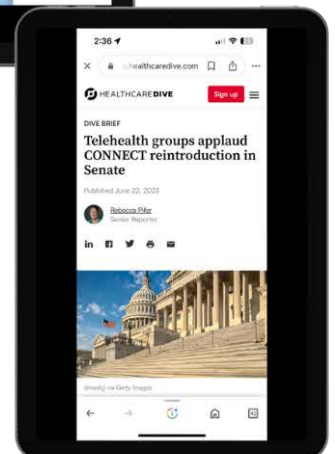
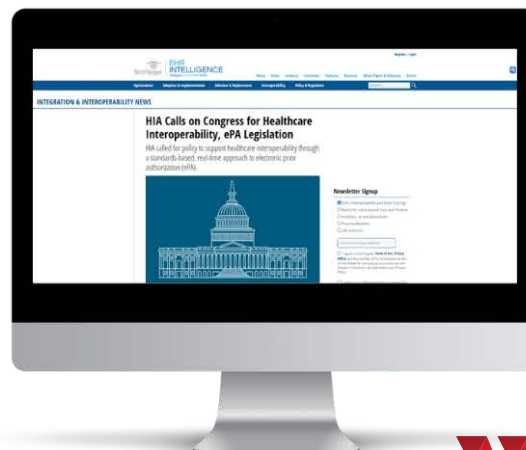
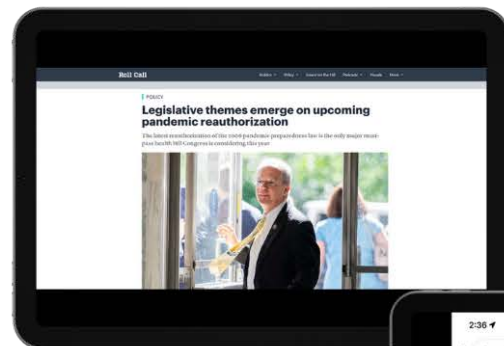
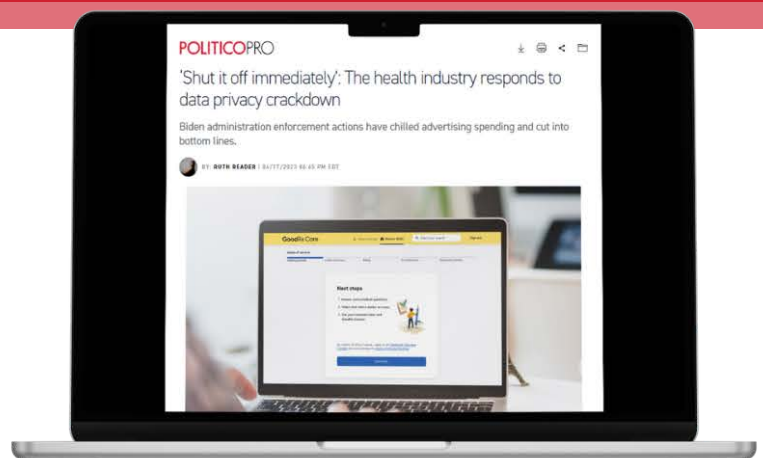
HIA Calls on Congress for Healthcare Interoperability

HEALTHCARE DIVE

Telehealth Groups Applaud CONNECT Reintroduction in Senate

HEALTHCARE POLICY POP

AI Privacy Concerns + Accelerated Approval Benefits



Elevating Members with Curated Events and Direct Connections to Key Decision Makers and Industry

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:

- Ongoing opportunities to join Biden Administration officials, Members of Congress, and their staff.
- Closed-door, invite-only meetings with high-profile government officials.
- Blockbuster events bringing together industry, policymakers, press, and the public.
- Curated, invite-only round-table discussions featuring key congressional 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 educate key constituencies while simultaneously advancing our advocacy agenda.
- Relationship building between coalition members with similar goals.
- Inside intelligence and breaking news updates when regulations are released 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

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 to modify draft language reauthorizing the Pandemic and All Hazards Preparedness Act (PAHPA) to require both the inclusion of private sector experts as participants of the Public Health Advisory Board and for public health information to be shared with healthcare providers on the front lines of treating patients.
- With input from our members, HIA guided both congressional staff and agencies within the Department of Health and Human Services (HHS) on public health issues, ranging from increased transparency and oversight of the Centers for Disease Control and Prevention (CDC) to encouraging additional transparency and engagement with stakeholders.
- Called on Congress to hold the CDC accountable for its failure to properly respond to the COVID-19 pandemic. HIA urged lawmakers to ensure money is not wasted, burdensome reporting requirements are not created, and/or private sector functions are not duplicated.
- Convened leaders from throughout the healthcare industry and congressional staff to discuss the ending of the COVID-19 Public Health Emergency (PHE), lessons learned, and policy solutions for the post-PHE era.



Promoting Digital Health

As leading advocates of connecting technology and health policy for more than a decade, HIA continues to lead the charge on key policy changes to promote accessibility, telehealth, and advances in digital health.

HIA has:

- Supported Congress' efforts to expand remote patient monitoring policies, leading to introduced legislation that will allow for expanded use of current and future technologies, and better patient outcomes at reduced costs.
- Hosted an HIA sponsored event at a national trade show that brought together diverse stakeholders made up of the health community, industry leaders, and health-focused media.
- Advocated for CMS to align the Transitional Coverage for Emerging Technologies (TCET) proposed rule with its original policy goals of improving access to breakthrough devices for Medicare beneficiaries; ensuring clear, transparent, and consistent processes between CMS and the FDA; and enhancing coordination and mission at HHS to provide Medicare beneficiaries with the best and most innovative care available.
- Successfully advocated for changes in proposed regulations by the Drug Enforcement Agency regarding the prescribing of certain controlled medications via telehealth encounters by providing industry insight and policy direction to the agency. Our focus encompassed expanding the 30-day prescribing limit, extending the current flexibilities available under the COVID-19 PHE until a final rule is released, and instituting common-sense policies that maintain access to care and medications without causing delays in patient care.



Creating a Modern Health Privacy Structure

While Encouraging Interoperability

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:

- *Monumental Win:* Secured model legislation at the National Conference of Insurance Legislators on the regulation of health data privacy.
- Providing guidance to the HHS Office of the National Coordinator of Health Information Technology's (ONC) proposed rule, Health Data, Technology, and Interoperability.
- Advocating for policy changes to the Centers for Medicare and Medicaid Services' proposed rule on Advancing Interoperability and Improving Prior Authorization Processes that would improve our health system and promote timely access to needed medications for patients.
- Promoting consistent and reliable privacy policies, improving the development of new treatments, and not conflicting with the Health Insurance Portability and Accountability Act (HIPAA) for the Federal Trade Commission's Health Breach Notification Rule.
- Working with HHS to enhance the proposed rule to update Confidentiality of Substance Use Disorder Treatment Records.

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 preventing unproductive policy in Congress and the executive branch. Our team are trusted allies of policymakers and staff.

Notable advocacy efforts include:

- Meeting with more than **75 individual offices and committees** to advance HIA priorities.
- Hosting and participating in policy events connecting HIA members directly with members of Congress, staff, and high-ranking officials in executive agencies, including **ONC**. Events included:
 - Convening staff from the Education & Workforce, Energy & Commerce, and Ways & Means Committees and healthcare leaders to discuss transparency legislation and its impacts.
 - Hosting a webinar with ONC's National Coordinator for Health Information Technology, Dr. Micky Tripathi, on information blocking regulations and the effects of HHS' final rule, led by HIA Executive Director Brett Meeks.
 - Connected public health stakeholders and congressional staff to discuss the end of the PHE and what it means for policies implemented as a response to COVID-19.
 - Hosting a fall policy breakfast, *Advancing Interoperability: Image Sharing & Remote Clinical Trials with Congressman John Joyce (R-PA)*. HIA members participating in the event included American Academy of Ophthalmology, Amazon Web Services, and Association of Clinical Research Organizations.
- Engaging HIA members in our advocacy outreach efforts to the Biden Administration and Congress.
- Convening HIA members and key staff at the CDC to help shape the public health data modernization initiative and detailing critical steps for the agency to take in implementing their data modernization work.





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