



General Track: How To Advocate For Your Telehealth Program

Tuesday, Dec. 5, from 3:15 – 4 p.m.

**Participants: Teesha Trapp, Mark
Sweatman, Lisa Sweatman, and Campbell
Mims**

Question for All

Lobbying, advocacy, and government relations can all have a negative connotation in the eyes of the general public. For the government relations professionals with us today, can you tell us in your own words what it truly means to be a lobbyist? For our legislative staff member, can you talk a little bit about how you work with government relations professionals and lobbyists in your role? What type of information do they provide to you that makes your job easier?



**Lisa Sweatman,
Senior Government Relations Advisor
Sweatman Strategies, LLC**

There's a Schoolhouse Rock video that we are all familiar with that describes how a bill becomes a law. Break that process down for us in South Carolina – is it the same as it is on the federal level as described in the video?

As a veteran government relations professional for nearly two decades and chief advisor for Palmetto Care Connections, can you talk to us a little bit about where PCC has come from and where the organization looks to go legislatively in 2024 and beyond?



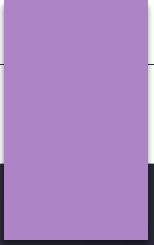
Mark Sweatman
Chief of Government Affairs and Senior Advisor to the
Board of Trustees
Medical University of South Carolina

The MUSC Center for Telehealth is one of only two National Telehealth Centers of Excellence in the country. The Center is also the headquarters of the South Carolina Telehealth Alliance. Can you speak on your advocacy efforts before the General Assembly to support a statewide telehealth program and recently to the designation of the Center becoming one of two national Centers of Excellence? With telehealth being a novel concept when it received its first allocation of state funding in 2013, what strategies and tactics did you utilize to effectively advocate for the funding of the Center?



**Teesha Trapp
Budget Analyst
Ways and Means Committee
South Carolina House of Representatives**

In your role as a budget and research analyst for the House Ways and Means Committee, you assist and support members of the House with various budget and policy issues on the healthcare front. Can you please touch on the budget process and how that process transpires over the course of the year?



**Campbell Mims
Government Relations Advisor and Director of
Communications
Sweatman Strategies, LLC**

We know how important legislative advocacy is when funding requests, policy changes, and grassroots organizing is involved – but what is your experience in working with PCC in other avenues to think outside of the box - for example, from a public relations and communications perspective?

Question for All

It's clear that advocacy at any level takes many forms and requires moving parts to all sync up almost simultaneously. Speaking from experience, what's the one piece of advice you would give an individual or organization on what **NOT TO DO** when advocating to public officials and government agencies?



Audience Q&A