* Evaluate a current or upcoming change to a health care policy. Based on your evaluation, create a 3–5-page executive summary recommending a health care policy change initiative to add to an organization's lobbying agenda.

*Note*: The assessments in this course are designed to be completed in sequence. You must complete Assessment 1 before beginning this assessment.

* For this assessment, evaluate the effectiveness of a current U.S. health care policy and propose adding this topic to the organization's health care policy initiatives advocacy agenda. You will need to present data in a convincing and strategic manner in support of your recommendations.

If you have not done so yet, make sure to complete the media activity Vila Health: Health Policy Agenda (linked in the Resources) before completing this assessment. The presentation will walk you through the process needed for this assessment, and is critical to your success.

Scenario

Continuing your role as an intern for your selected organization, as a relative newcomer to the group, your work supervisor is interested in your observations and insights regarding the group's advocacy position and the effectiveness of its political process to take on a new health care policy initiative.

You will present your case to your supervisor in the form of an executive summary that is intended to convince senior leadership to financially support a health policy change initiative.

Include the following elements in your executive summary:

* + The health policy focus.
	+ Value proposition.
	+ The supporting evidence.
	+ Proposed solutions.

Preparation

Use the Capella University Library, the Policy and Legislative Resources (found in Resources), and the Internet to ensure you are familiar with the structure, strategies, and resources related to health care policy development. Once you are comfortable with the resources available, identify a specific health care policy important to the organization that is in need of change.

Health Policy Analysis

Organize Your Ideas

*Note*: Executive summaries do not spring fully formed from anyone's mind. If there is ever a time to be reminded about the need for developing habits and practices of a skilled writer, it is when you are tasked with creating a concise executive summary. The most effective way to synthesize your research, impressions, and ideas is to break your task down to smaller, workable steps.

Each of the following sections should be "pre-written" so that you can look at them a second time and then summarize each section for your final deliverable.

The Health Policy Focus

* + Describe a health care policy issue where one or more changes in a specific health care policy are needed.
	+ Identify the driving forces behind why the policy should be changed.
	+ Explain who the proposal would impact and how retaining the status quo has a negative impact on this population.

Value Proposition

* + Describe why the special interest group should support this proposal and how changing the policy would serve to advance the mission, vision, values, and goals of the organization.

Supporting Evidence

* + Describe the provisions of the current law the proposal would change or, if no law exists, explain and analyze the problems this causes. Cite your sources.
	+ Determine the strategic impact of the health policy issue (enacted or possible), projecting the strategic influence on population health and impact on the health industry over the next 3–5 years and beyond, and future needs for the policy. Support your determination with authoritative sources.

Proposed Solutions

Suggest improvements to the community health and national health care policy identified:

* + Outline a specific vision for the change and how the change would impact those affected.
	+ Describe the legislative process to accomplish the change.
	+ Cite studies supporting the proposed action.

Executive Summary

Create a 3–5-page executive summary of your analysis. Your summary should challenge the status quo by comparing the existing policy to an ideal vision. Your summary must contain the following elements:

* + A description of the problems and how the health policy change initiative would resolve them.
	+ Summary of the evidence that supports the reasons the organization should fund a health policy change initiative.
	+ A recommendation for a strategy to deliver the message or vision for change to those affected. Include methods for influencing the legislative process to achieve change.

Additional Requirements

* + Written communication: Written communication is free of errors that detract from the overall message.
	+ APA formatting: Resources and citations are formatted according to current APA guidelines for style and formatting.
	+ Number of resources: Minimum of 2–4 resources (one must be from the Capella University Library).
	+ Length: 3–5 pages.
	+ Font and font size: Times New Roman, 12-point.
* Required Resources

The following resources are required to complete the assessment.

This media piece is foundational for this assessment.

* + [Vila Health: Health Policy Agenda](http://media.capella.edu/CourseMedia/VilaHealth/MHA5032/healthPolicyAgenda/wrapper.asp) | [Transcript](http://media.capella.edu/CourseMedia/VilaHealth/MHA5032/healthPolicyAgenda/transcript.html).

Suggested Resources

The resources provided here are optional and support the assessment. They provide helpful information about the topics. You may use other resources of your choice to prepare for this assessment; however, you will need to ensure that they are appropriate, credible, and valid. The [MHA-FP5032 – Policy and Legislative Development Processes](http://capellauniversity.libguides.com/MHAFP5032) library guide can help direct your research. The Supplemental Resources and Research Resources, both linked from the left navigation menu in your courseroom, provide additional resources to help support you.

* + [Health Administration Masters Research Guide](https://capellauniversity.libguides.com/mha)
	+ Longest, B. B., Jr. (2016). [*Health policymaking in the United States*](http://library.capella.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=9163&site=ehost-live&scope=site) (6th ed.). Chicago, IL: Health Administration Press.
		- Chapter 2, "The Process of Health Policymaking," pages 83–102.
		- Chapter 5, "Policy Formulation: Agenda Setting," pages 135–160.

Executive Summaries and Business Writing

These resources may be helpful in understanding the elements involved in writing a good executive summary for your policy statement.

* + [Writing in the Business Environment](https://campustools.capella.edu/redirect.aspx?linkid=2170).
	+ [CDC Sample Evaluation Outline [DOC]](https://courserooma.capella.edu/bbcswebdav/institution/MHA-FP/MHA-FP5032/200100/Course_Files/cf_cdc_sample_evaluation_plan_outline.doc).
	+ James, G. (2015). [How to write a compelling executive summary](https://www.inc.com/geoffrey-james/how-to-write-a-compelling-executive-summary.html). Retrieved from https://www.inc.com/geoffrey-james/how-to-write-a-compelling-executive-summary.html

Additional Resources for Further Exploration

The following optional resources explore examples of health policy initiatives.

Leading Health Initiatives

* + [Health Care Costs and Outcomes](http://media.capella.edu/CourseMedia/MHA5030/HealthCareCostsOutcomes/wrapper.asp) | [Transcript](http://media.capella.edu/CourseMedia/MHA5030/HealthCareCostsOutcomes/ts.html).
	+ Begun, J. W., & Malcolm, J. (2014). [*Leading public health: A competency framework*](http://ebookcentral.proquest.com.library.capella.edu/lib/capella/detail.action?docID=1709151)*.* New York, NY: Springer.
	+ World Health Organization. (2016). [Strategizing national health in the 21st century: A handbook](http://www.who.int/healthsystems/publications/nhpsp-handbook/en/). Retrieved from http://www.who.int/healthsystems/publications/nhpsp-handbook/en/
	+ Zangerle, C. M., Harris, D. A., Rimmasch, H., & Randazzo, G. (2016). [From volume- to value-based care: Leading population health initiatives](http://www.sciencedirect.com.library.capella.edu/science/article/pii/S154146121630101X). *Nurse Leader*, *14*(5), 318–322.
		- "Chapter 5: Invigorate Bold(er) Pursuit of Population Health."

Health Care Initiative Examples

* + Brewin, D., & Nannini, A. (2013). [Health reform policy initiatives to promote older women's health](http://search.proquest.com.library.capella.edu/docview/1313149011?accountid=27965). *Journal of Gerontological Nursing*, *39*(3), 16–21.
	+ Health Affairs. (2016). [Conversations](https://itunes.apple.com/us/podcast/health-affairs-conversations/id499251115?mt=2). Retrieved from https://itunes.apple.com/us/podcast/health-affairs-conversations/id499251115?mt=2

Policy and Legislative Development Resources

These links may be helpful in setting the framework for personal research expected of MHA-FP5032 learners. A number of the links in this document are “bookmarked” by professionals in the field of policy development as “go to” resources used repeatedly on the job.

Advocacy Strategies

These readings provide information in how to advocate for health policy, and the policy process.

* + Lusting, S. L. (2012). [*Advocacy strategies for health and mental health professionals: From patients to policies*](https://ebookcentral-proquest-com.library.capella.edu/lib/capella/detail.action?docID=981508)*.* New York, NY: Springer.
	+ CARE International. (n.d.). [Southern voices advocacy toolkit](https://careclimatechange.org/tool-kits/advocacy-toolkit-sv/). Retrieved from http://careclimatechange.org/toolkits/advocacytoolkitsv/
	+ Centers for Disease Control and Prevention. (2015). [CDC policy process](https://www.cdc.gov/policy/analysis/process/index.html). Retrieved from https://www.cdc.gov/policy/analysis/process/index.html
	+ American Hospital Association. (n.d.). [Advocacy issues](https://www.aha.org/aha-search?search_api_fulltext=advocacy+issues&created=All&sort_by=search_api_relevance). Retrieved from https://www.aha.org/aha-search?search\_api\_fulltext=advocacy+issues&created=All&sort\_by=search\_api\_relevance
	+ American Public Health Association. (n.d.). [Advocacy for public health](https://www.apha.org/policies-and-advocacy/advocacy-for-public-health). Retrieved from https://www.apha.org/policies-and-advocacy/advocacy-for-public-health
	+ SOPHE. (n.d.). [Advocating for public health](https://www.sophe.org/advocacy/). Retrieved from https://www.sophe.org/advocacy/

Policy Evaluation

This website from the CDC provides information on the evaluation process using the CDC framework.

* + Centers for Disease Control and Prevention. (2016). [Practical evaluation using the CDC evaluation framework—A webinar series for asthma and other public health programs](https://www.cdc.gov/asthma/program_eval/evaluation_webinar.htm). Retrieved from https://www.cdc.gov/asthma/program\_eval/evaluation\_webinar.htm

American Government – History

* + USHistory.org. (n.d.). [How a bill becomes a law](http://www.ushistory.org/gov/6e.asp). Retrieved from http://www.ushistory.org/gov/6e.asp
	+ Anonymous. (1993). [How a bill becomes a law](http://search.proquest.com.library.capella.edu/docview/234202882?accountid=27965). *Transportation & Distribution, 34*(9), 54. [Note: You must be logged into the Capella courseroom to access this reading via the Capella University Library.]
	+ USHistory.org. (n.d.). [Policy making: Political interactions](http://www.ushistory.org/gov/11.asp). Retrieved from http://www.ushistory.org/gov/11.asp
	+ University of Virginia Miller Center. (n.d.). [U.S. presidents](http://millercenter.org/president). Retrieved from http://millercenter.org/president
	+ University of Texas Austin. (n.d.). [Congress](http://www.laits.utexas.edu/gov310/CO/index.html). Retrieved from http://www.laits.utexas.edu/gov310/CO/index.html

Government Resources – General

* + [U.S. Library of Congress](https://www.loc.gov/). (n.d.). Retrieved from https://www.loc.gov/
	+ United States Copyright Office. (2016). [Podcasts](https://www.loc.gov/podcasts/). Retrieved from https://www.loc.gov/podcasts/

Health Care Research, Data and Statistics

* + American Public Health Association. (n.d.). [State fact sheets](https://www.apha.org/policies-and-advocacy/advocacy-for-public-health/speak-for-health/state-fact-sheets). Retrieved from https://www.apha.org/policies-and-advocacy/advocacy-for-public-health/phact-campaign/state-fact-sheets
	+ American Hospital Association. (n.d.). [Research and trends](http://www.aha.org/research/index.shtml). Retrieved from http://www.aha.org/research/index.shtml
	+ Centers for Medicaid and Medicare Services (n.d.). [National health expenditure data](https://www.cms.gov/Research-Statistics-Data-and-Systems/Statistics-Trends-and-Reports/NationalHealthExpendData/index.html?redirect=/NationalHealthExpendData/).Retrieved from https://www.cms.gov/Research-Statistics-Data-and-Systems/Statistics-Trends-and-Reports/NationalHealthExpendData/index.html?redirect=/NationalHealthExpendData/
	+ Centers for Disease Control and Prevention. (n.d.). [National Center for Health Statistics](http://www.cdc.gov/nchs/). Retrieved from http://www.cdc.gov/nchs/
	+ U.S. Department of Labor Bureau of Labor Statistics. (n.d.). [Databases, tables & calculators by subject](http://www.bls.gov/data/). Retrieved from http://www.bls.gov/data/

Laws and Regulations

* + U.S. Department of Health and Human Services. (n.d.). [Laws & regulations](http://www.hhs.gov/regulations/index.html). Retrieved from http://www.hhs.gov/regulations/index.html
	+ Social Security. (2010). [Patient protection and affordable care act of 2010](https://www.ssa.gov/OP_Home/comp2/F111-148.html).  Retrieved from https://www.ssa.gov/OP\_Home/comp2/F111-148.html
	+ National Conference of State Legislators. (2016). [Tracking state laws for health care transformations, 2015–2016](http://www.ncsl.org/research/health/health-innovations-database.aspx). Retrieved from http://www.ncsl.org/research/health/health-innovations-database.aspx

Lobbying

* + CBS News (Producer). (2011). [*Jack Abramoff: The lobbyist's playbook*](https://www.youtube.com/watch?v=CHiicN0Kg10)[Video]. Retrieved from https://www.youtube.com/watch?v=CHiicN0Kg10
	+ Gerald R. Ford Presidential Library and Museum. (1975). [Regulation of lobbying [PDF]](https://www.fordlibrarymuseum.gov/library/document/0014/1075869.pdf). Retrieved from https://www.fordlibrarymuseum.gov/library/document/0014/1075869.pdf
	+ [The National Institute for Lobbying and Ethics.](https://lobbyinginstitute.com/) (n.d.). Retrieved from https://lobbyinginstitute.com/
	+ National Conference of State Legislatures. (n.d.). [Lobbyist regulation](http://www.ncsl.org/research/ethics/lobbyist-regulation.aspx). Retrieved from http://www.ncsl.org/research/ethics/lobbyist-regulation.aspx

Policy Statements

* + American College of Healthcare Executives. (n.d.). [ACHE's policy statements](https://www.ache.org/policy/policy.cfm). Retrieved from https://www.ache.org/policy/policy.cfm
	+ American Medical Association (n.d.). [PolicyFinder](https://policysearch.ama-assn.org/policyfinder). Retrieved from https://policysearch.ama-assn.org/policyfinder
	+ American Nurses Association. (n.d.). [ANA official position statements](https://www.nursingworld.org/practice-policy/nursing-excellence/official-position-statements/). Retrieved from https://www.nursingworld.org/practice-policy/nursing-excellence/official-position-statements/
	+ American Public Health Association. (n.d.). [Policy statement database](https://www.apha.org/policies-and-advocacy/public-health-policy-statements/policy-database). Retrieved from https://www.apha.org/policies-and-advocacy/public-health-policy-statements/policy-database