The Importance of the Surgeon's Voice in Advocacy

Timothy Wm. Mullett, MD, MBA, FACS
Thoracic Surgeon
Chair, Commission on Cancer
University of Kentucky Markey Cancer Center
Lexington, KY





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Disclosures

No relevant disclosures

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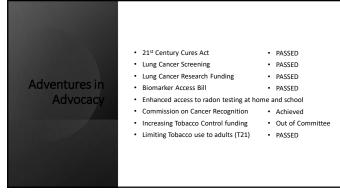
entucky is a top 5 state in cidence or mortality	Kentucky-focused exposures and other risk factors	d Disparities in cancer burden
ung	Tobacco	Geographic disparities
Colorectal	Obesity	Racial / ethnic disparities
Head & Neck	Environmental exposures	Access to screening
Cervical	Viral infections (HPV, HCV)	Poverty
Melanoma		

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Who I/You Represent

- Faculty/Staff at the largest employer in the region
- Highly trained...likely more than everyone else in the room Be prepared
 Know your legislators
 Look for relevant experiences
- Respected subject matter expert
- We have the evidence on our side
- Retired Army Surgeon with deployment experience
- Many roles in the Commission on Cancer
- Author and Investigator
- 30 years of surgical experience
 but you can stand on the experience of others
 Parent/Grandparent
 Cancer Survivor

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Don't Go It Alone...

Find a handler!

- American College of Surgeons
- American Cancer Society
- Go2 Foundation for Lung Cancer
- Institutional Legislative Liaison

Bring a Friend!

- Students/Residents
- A relevant patient
- Other experts

- These have experience accessing legislators
- Know the landscape and history of voting records, politics, willingness to hear our side
- Can coordinate the schedule that is convenient for you
- Have talking points (read them)

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Our Legislators will be educated...

The question is, who will they hear?

- Industry?
- Hospitals?
- Insurance Companies?
- Other Medical Specialties?
- Surgeons have a unique role in advocacy
- Patient stories (bring a patient along with you!)
- Highly trained, subject matter expert
 Respected educator in your field
- You are relatively unusual in the halls of justice
- Your perspective is not likely to be diluted

How do I	justif	y the	time	to	partici	pate?
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- Align your interests with the goals of your institution
 - Your program has a legislative liaison be on the same page
 - Do not get 'over your skis' with your institution
 - Cancer Center Director
 Department leadership
- Each of these efforts has been highlighted in our NCI Site Visit
 - Community Impact
 - Policy Impact
- Visibility has value
 - Institution should recognize that

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Thank you

Tim Mullett

e-mail: timothy.mullet@uky.edu

Cell: 859-229-7665