

# State Chapter Crisis Response: The Colorado Experience

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# **Keys to Our Change and Success**

Intentionality

Relationships

Communication

Clear Strategy

# INTENTIONALITY

## Reorganizing Board of Directors

- Recruit based on practice and geography
- Set expectations clearly for BOD

## Executive Director

- New Exec Director who has background in policy and legislation as well as leading physician organization

## Legislators

- Specifically focus efforts on legislators who have major role in health care legislation.

## Engagement

- Focus on issues that are current and important to our membership
- Creation of Medical Directors/Asst Medical Directors Group

# Relationships

## Legislators

- Build New Relationships with Legislators
- Dinners
- Donations
- ED/ICU COVID Virtual Tours

## State Agencies

- Work with State Agencies on Policy Decisions
- Have Seat at Table for Major Health Care Initiatives.

## Media

- Build Relationships with Multiple Media Outlets
- Press Releases
- Facebook
- Open Letter to the Governor
- Clear Talking Points

# Communications

## Moving BOD Communications to Slack

- Allows for real time discussions
- Separates pain of emails
- Allows for us to silo of issue discussions to only those involved

## Clear Emails to ACEP Membership

- Decrease number to only important issues

## Public Release of Clear Talking Points on Issues at Hand

## Press Releases

- Leverage Media relationships for targeted press releases

# Implementation of Strategy

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Clear Plan of Action

Advocacy Background

Capitalizing on Relationships

- Legislators
- Governor's Staff
- Media

Invigorate Membership

- Higher visibility
- More Active and Involved

Organic Changes and Culture Change

**Thank You!**

**Questions and  
Discussion....**



COLORADO CHAPTER

**American College of Emergency Physicians**

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