

Ambassador Briefing February 2019



Welcome & Introductions



Julie Eller Manager of Grassroots Advocacy jeller@arthritis.org

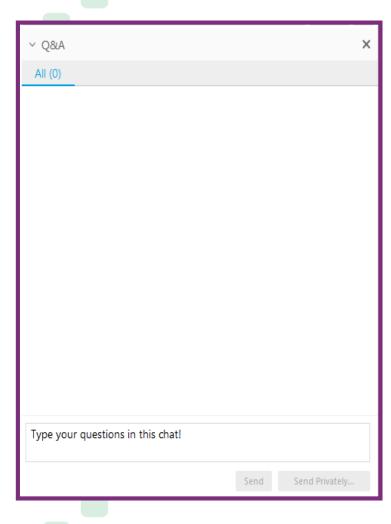
Stephanie Livingston
Consumer Health Specialist
slivingston@arthritis.org

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Throughout the Webinar, please use the chat or Q&A feature to send us your questions

At the end of the webinar we'll address them!





Today's Call





State & Federal Updates











EMPOWERED TO Live Yes!

2018 Platinum Ambassadors Live Yes! to be recognized at the Advocacy Summit





Tuesday, January 29 | Arthritis Foundation

Connecting | More than Ever Before! Celebrating the Record Breaking 70 Platinum Ambassadors

A record number of individuals achieved the Arthritis Foundation's highest advocacy honor in 2018 and became Platinum Ambassadors. At the 2019 Advocacy Summit, March 11-12, in Washington, DC, participants will be able to connect with the 2018 cohort of 70 Platinum Ambassadors who will be recognized for their outstanding advocacy achievements on behalf of the arthritis community. Registration for the Advocacy Summit closes on February 4 – register today!

Platinum Ambassadors are an elite group of Advocates who go above and beyond the call of duty by accomplishing a challenging list of ten ambassador assignments along with four bonus activities, all while raising at minimum \$1,000 to support the Foundation's mission to conquer and cure arthritis. To learn more about becoming a Platinum Ambassador, sign up for the Ambassador program.

Our 2018 Platinum Ambassadors hail from across the United States. This year, our Platinum Ambassadors represent nearly 30 states and will be the voice of the legislative priorities important to people with arthritis. We are pleased to welcome Platinum Ambassadors from East to West, like Barrie Lynch from Maine to Gerica Coad from California. This diverse group of leaders are Empowered to Live Yes! and includes three mother-daughter Platinum Ambassador duos like Marsha Clark & Staci Penner from Kansas, Amy & Jessica Poff from Utah, and Cathy & Taylor Guerrant from Ohio. Excitingly, of our 70 Platinum Ambassadors, 18 of them represent their state as the chair of their state Advocacy Committee.





'18 Platinum Ambassadors to be recognized at the Advocacy Summit

- Cindy Ducker
- Ronda Mack
- Lauren Aron
- Peter Fischer
- Gerica Coad
- Patrice Johnson
- Karen Anderson
- Jennifer Cox
 - MonicaJohnson
- Rebecca Gillett
- Rosann Winn
- Jessica Festa
- Mary Alice Landry
- Paula Haney
- Julianne Goodfellow

- Donna Cusack
- Jennifer Ross
- Andrea Abramowitz
- Heather Pruett
- Angie Brooker
- Jane Ridnour
- Cindy Copenhaver
- Katie Copenhaver
- Marsha Clark
- Staci Penner
- Maria Floyd
- Sammantha Dorazio
- Anna Legassie
- Kelby Peachey
- Barrie Lynch

- Kirsten Wilder
- Stephanie Kwiecien
- Janet O'Brien
- Angie Irvin
- Scott Rowbotham
- Wendy Rowbotham
- Christine Cicio
- Kathy Geller
- Susan Frost
- Tracy Augustine
- Amy McCormick
- April McCaslin
- Meredith Meyer
- Shannan Ohara Levi
- Kerry Wong

- Amy Barron
- Cathy Guerrant
- Carol Arbaczewski
- Taylor Guerrant
- Kerry Ferraro
- Jaime Jones
- Helen King
- Tory Aquino
- Lauren McAllister
- Keith Moschitta
- Sarah Cloud
- Chris Cloud
- Deborah McFarlane
- Amy Poff
- Jessica Poff

- Elizabeth Krempley
- Elizabeth Smith
- Kristin Joy Russo
- Heidi Barrett
- Courtney Bruce
- Laura Genoves
- Anna Sutton
- Deb Constien
- Deserge Constantineau
- Annmarie McMahill





Platinum Ambassador Requirements for 2019



10 Regular Ambassador Activities



Complete 4 Bonus Activities



Fundraise a minimum \$1,000 for the Arthritis Foundation











Legislative Updates The State and Federal Landscape



Legislative Updates State Updates

- State Legislative Days |
 - Georgia (Jan 23)
 - Maine (Jan 29)
 - Kansas (Feb 5)
 - Virginia (Feb 6)
- Upcoming State Legislative Days |
 - Washington (Feb 20)
 - Oklahoma (Feb 27)
 - Wisconsin (Mar 6)
 - Colorado (Mar 13)
 - Ohio (April 4),
 - New York (May 14)
 - California (May 20)









Live Yes!

Legislative Updates State Updates

- Legislative Victories to Date | Congratulations Ohio Advocates!!!!
- Call outs for engagement
 - Testimony, Tweets, Action Center, Oh My!
- Advocacy Committee Action Opportunities |
 - Did you read your state update email?
 - Have you storybanked with us?







Legislative Updates Federal Updates



Arthritis 101 Hill Briefing

Dedicated Research at the Department of Defense

Re-introducing Step Therapy Legislation



EMPOWERED TO Live Yes!

Ambassador Updates 2019 Advocacy Summit Information



The Arthritis Foundation
Welcomes the 116th Congress

arthritis.org/advocate



Spotlight on Step Therapy

Slep therapy, sometimes known as "fail first," is a practice employed by many insurers that requires patients to try lower-cost therapies before being approved for the therapy their doctor prescribed – even when doctors are certain that the cheaper option won't be effective. When inappropriately used, step therapy can undermine the clinical judgment of health care providers and put patients' health at unnecessary risk. Many arthrifts patients must try multiple drugs before finding one that works for them, so the ability to remain on a drug that works is critical.

A survey of more than 1,400 patients conducted in 2016 by the Arthritis Foundation revealed:

- Over 50% of all patients reported having to try two or more different drugs prior to getting the one their doctor had originally prescribed.
- Step therapy was stopped in 39% of cases because the drugs were ineffective, and 20% of the time due to worsening conditions.
- Nearly 25% of patients who switched insurance providers were required to repeat step therapy with their new carrier
- . A majority of respondents experienced negative health effects from delays in getting on the right treatment

There is a simple and straightforward way to reform the step therapy process: Congress can pass the Restoring the Patient's Voice Act. The legislation was first introduced in 2017 by Representatives Brad Wenstrup, DPM (R-OH) and Raul Ruiz, MD (D-CA) who have both encountered step therapy in their own practice of medicine. The bill streamlines step therapy for patients with employer-sponsored insurance by:

- Establishing a clear exceptions process for step therapy review by health insurance plans;
- · Establishing a reasonable and clear timeframe for override decisions; and
- Requiring insurers to consider the patient's medical history, the provider's expertise in partnership with their own
 patient, and respect the health care provider's prosisional judgment before a health plan can delay or outright
 deny a patient's ability to access a medically necessary treatment.

In addition, the Medicare program recently changed its policies around step therapy. Last year, Medicare Advantage plans were given permission to begin utilizing step therapy protocols for Medicare Part 8 drugs, which are typically physician-administered drugs. Applying the robust guardrails in the Restoring the Patient's Voice Act to the Medicare program would ensure these beneficiaries can similarly receive timely access to medications and freatments.









Ambassador Activities February 2019





Arthritis 101 Hill Briefing, Part 1



arthritis.org/advocacy

Arthritis 101 Capitol Hill Briefing

The Arthritis Foundation is pleased to host our biennial Arthritis 101 Capitol Hill Briefing again this year on February 13! Please use the sample message below to invite your members of Congress and their staff to join the event.

Step One | Draft Your Letter

Subject: Please Join the Arthritis 101 Briefing

Nessage Body:

My name is [name], I live in the great state of [home state], and I am an Arthritis Foundation Ambassador. One in three veterans and service members in the United States lives with arthritis, a serious, chronic and complex condition that affects one in four Americans in the general population. I want to invite you to a special lunch briefing to learn more about this cause that is so important to me.

Arthritis 101

Wednesday, February 13

12:00 p.m. - 1:00 p.m. Rayburn 2075

This special lunch briefing will provide lawmakers and their staff with an overview of arthrifis, the impact on arthrifis on the military, and potential federal policy solutions.

Speakers include:

- Steve Smith, CDR U.S. Navy retired and Arthritis Foundation Advocate
- Colin Edgerton, M.D., rheumatologist, U.S. Army combat veteran, former Army physician
- Bill Goulet, U.S. Navy veteran and Arthritis Foundation Advocate from Kentucky
- · Steve Sampson, D.O., osteopathic physician and clinical professor

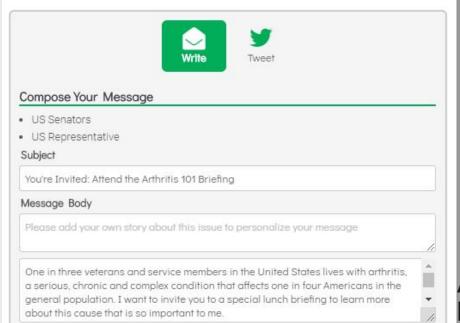
Please RSVP by Wednesday, February 6 to Stephanie Livingston at slivingston@arthritis.org *Lunch will be available*

You can view the full invitation here: http://bit.ly/Arthritis101Invite. Thank you for all you do.

#AdvocateforArthritis



The Arthritis Foundation is pleased to host our biennial Arthritis 101 Capitol Hill Briefing again this year on February 13! Encourage your members of Congress and their staff to join this important event by sending them this personal invitation.

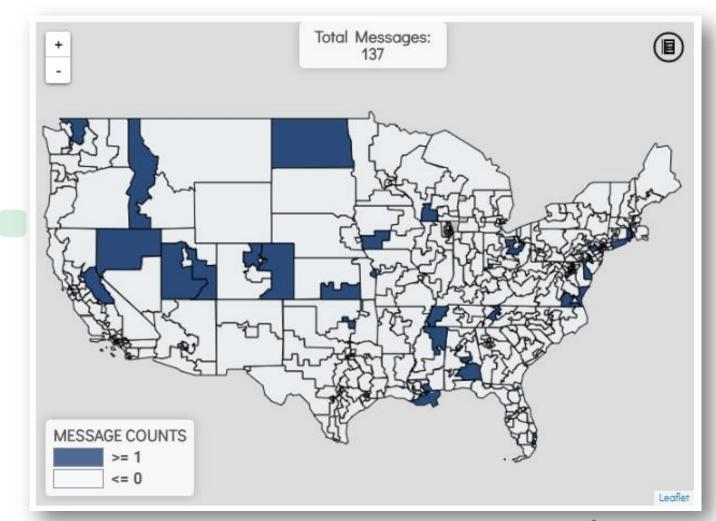


Arthritis Foundation



Arthritis 101 Hill Briefing, Metrics

- Thank you to all of you who took action and invited your friends and family to do the same.
- Many Ambassadors sent personal notes to Congress, then sent our quick action alert link to their communities.
- That secondary outreach resulted in 137 invitations to Congress, congratulations!







Arthritis 101 Hill Briefing, Results

16 Offices attended this year's event including:

- Senator Roger Wicker (R-MS)
- Senator John Barrasso (R-WY)
- Senator Cory Gardner (R-CO)
- Senator Joni Ernst (R-IA)
- Senator Tammy Duckworth (D-IL)
- Senator Michael Bennet (D-CO)
- Senator Bob Casey (D-PA)
- Senator Sherrod Brown (D-OH)
- Senator Sheldon Whitehouse (D-RI)
- Representative Kevin Hern (R-OK)
- Representative Andy Barr (R-KY)
- Representative Steve Chabot (R-OH)
- Representative Lisa Blunt Rochester (D-DE)
- Representative Jim Langevin (D-RI)
- Representative Ron Kind (D-WI)
- Representative Chellie Pingree (D-ME)

What can we do next to amplify our message?

- If you are a constituent of one of these offices, please follow up with a thank you!
- If no one was able to attend from your member of Congress's office, let's send them a thank you note any way, along with the important resources from the event.
- The Ambassador Guide for this outreach is available online now!



Arthritis 101 | Follow Up Assingment





arthritis.org/advocacy

Arthritis 101 | Follow Up Assignment

On February 13th, the Arthritis Foundation hosted a briefing on Capitol Hill to educate congressional staff about priorities important to Americans with arthritis.

We need your help to follow up with your member of Congress and their staff to make sure they receive important information about dedicated research funding at the Department of Defense.

Step One | Understand the Problem – Prevalence of Arthritis in the Military

Arthritis is the number one cause of disability among our military veterans and is the second leading cause of medical discharge from the U.S. Army. We know that 1 in 3 veterans lives with arthritis, a serious, chronic and complex disease that affects 1 in 4 Americans in the general population. Arthritis carries with it enormous physical, financial, and societal costs, but for veterans and service members, the costs are multiplied. Research supporting better prevention strategies, interventions and treatments is critical to reducing the number of service members and veterans suffering from arthritis.

WHY SERVICE MEMBERS ARE MORE PRONE TO ARTHRITIS

- Service members regularly carry 60- to 100-pound packs that can injure and weaken their joints
- Shock waves from blasts can cause early joint damage, leading to post-traumatic osteoarthritis (OA)
- Service members injured by roadside bombs and other blasts are often diagnosed with arthritis within 2-4 years of being injured, versus civilian injuries where onset usually occurs 7-10 years later
- Service members are often injured at a young age, which translates to more years of jointrelated symptoms, activity limitations, and risks associated with medical procedures

CONSEQUENCES OF ARTHRITIS FOR VETERANS AND SERVICE MEMBERS

- In FY 2017, more than 8.4 million veterans received disability compensation for musculoskeletal conditions such as degenerative arthritis, post-traumatic OA, or limited range of joint motion – a nearly 50 percent increase over FY 2013 (5.7 million)
- A 2016 Arthritis Foundation analysis estimates lifetime health care and disability costs of nearly \$1 million for a U.S. Army soldier diagnosed with post-traumatic OA at age 24 (two years after a traumatic injury), who is discharged and requires knee replacement surgery in his or her thirties

Ask Lawmakers to Support Arthritis

Research at the Department of

Defense

CREATE A STANDALONE ARTHRITIS MEDICAL RESEARCH PROGRAM AT THE DEPARTMENT OF DEFENSE

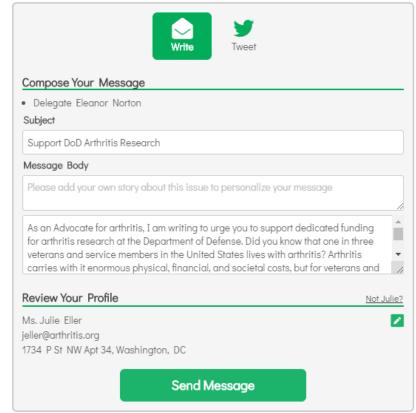
They protect our freedom. Let's protect then

Arthritis is the number one cause of disability a veterans and is the second leading cause of m from the U.S. Army.

The Department of Defense's Congressionally Research Program (CDMRP) is designed to fun for the benefit of American service members, yeaffects 1 in 3 veterans (versus 1 in 4 civilians) a leading causes of medical discharge from the a research topic with specific dedicated CDMR

Congress can address the impact of arthritis or members by creating a line item in the CDMRP at \$20 million from existing Department of Def research funds. Such a program would meet th active duty personnel and veterans. Moreover that helps our military and veteran populations with arthritis, which is the number one cause o United States.

Ask federal policymakers to support funding fo million DoD arthritis research program so all p from arthritis can benefit from groundbreaking



#AdvocateforArthritis

Virtu

I #AdvocateforArthritis Because













Walk to Cure Arthritis Advocacy Booth

If you're interested, please reach out to your State Director and your local staff contact to volunteer.







A petition on Step Therapy
Reform

An Action Alert on Step Therapy Reform An Opportunity to invite your legislator to attend and speak





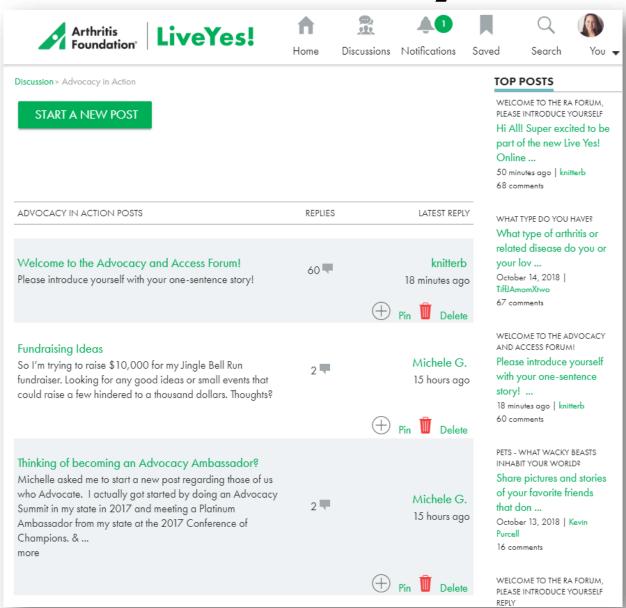
Advocacy in Action Online Community

Step 1: Sign up for the Online Forum

Step 2: Participate in the Advocacy in Action Forum

Start a thread, contribute to a discussion, make a new friend!

3 posts = one Ambassador activity!





Briefing Schedule



All briefings will take place at 3:00 pm eastern time:

March 27

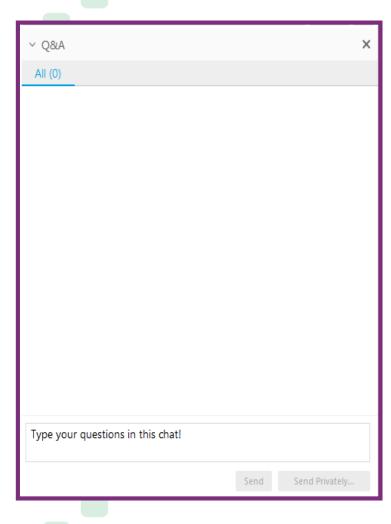
April 24

June 26

August 21







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At the end of the webinar we'll address them!



Thank you!



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New Ambassador Orientation February 2019





Here to listen when people are experiencing a barrier to care

> Access Team

Here to work
with you to
ensure your new
protections are
implemented
fully

The Advocacy and

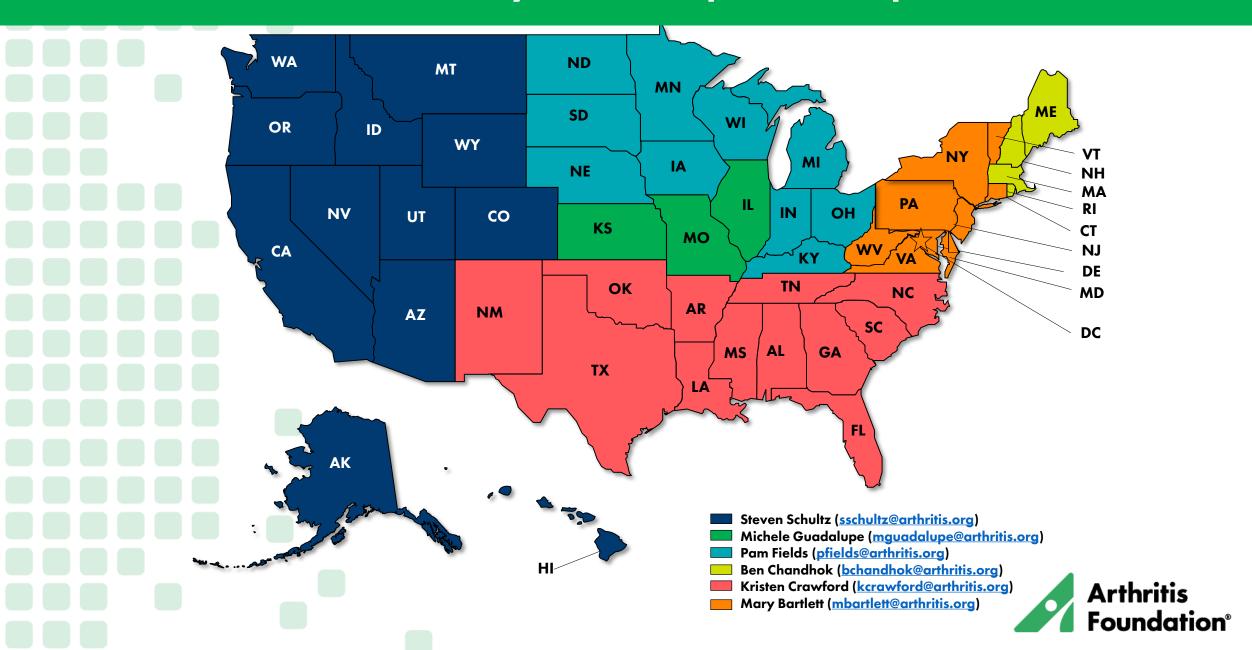
Here to connect you with an opportunity to act

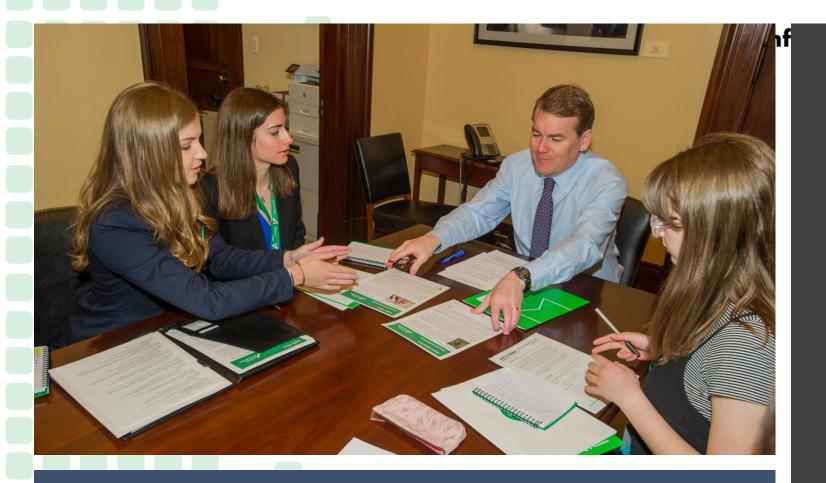
Here to celebrate with you when a bill becomes a law

Here to strategize with you when we fail



Advocacy Leadership Team Map





Core Components of our Program



Federal



State



Grassroots

What is the Ambassador Program?



"You can actually make a difference! It's a learning experience and brings you out of your box and expands your horizon. It's not just about helping the Arthritis Foundation, but your family, too, and finding a cure for everyone with arthritis."

- Keith Moschitta, Platinum Ambassador, Atoka, TN



"The Ambassador program gives people an opportunity to channel passion into action and make a difference on the state and federal levels for everyone with arthritis."

- Margo Deihl, Ambassador, Fredericksburg, VA





Mission of the Ambassador Program

- Ambassadors serve as liaisons between the Arthritis Foundation and their Congressional District's Representative and state representatives
- Ambassadors are asked to work with the Foundation's Advocacy and Access staff on special assignments to advance the Foundation's advocacy efforts and to share their story with important decision makers.

What does an Ambassador do?

- Participate in webinars every other month with an update, speakers, and a monthly activity
- Perform a variety of tasks that build towards creating a relationship with your legislators

Tasks can take less than 15 minutes

Cornerstone assignment:
 August Recess in-district visits



Your Story Matters.



Your voice is important – only you can tell your story and understand how arthritis impacts your life



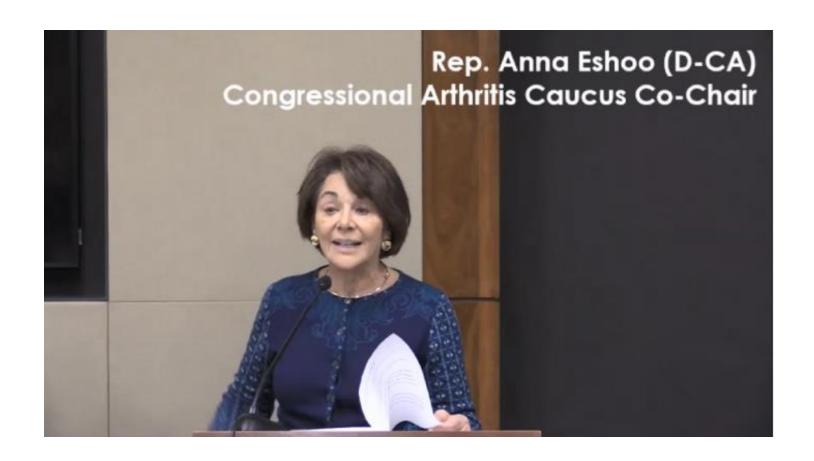
YOU are the experts. As an Ambassador, you'll have a platform to share your experience and make positive changes for people with arthritis



We advocate every day by talking to our friends, family, and neighbors. If we don't talk about arthritis with Congress and in the states, who will?



"Advocates have enormous power"



Members of Congress rely on their constituents to share their story so that they know what is important to their community.

Its our job to share the arthritis story with Congress to make sure that they understand the people impacted by the health policy decisions they make.



Advocacy 101: Remembering High School Government



There are 435
Representatives and 100
Senators in Congress



Elected officials at all levels of government represent the members of their community called constituents.

Constituents have specific elected officials based on where they live.

Each constituent has:



One Representative





From a Bill

To a Law

We have the power to inform every step of this process as **Ambassadors willing to share** our stories.



THE BILL IS DRAFTED.

A senator or representative drafts a bill or a joint resolution with the goal of passing it into law.









THE BILL IS INTRODUCED.

The bill is introduced in the U.S. Senate or in the U.S. House (or both) and receives a number.





House or Senate floor.

In the U.S. House, the bill passes with a simple majority (218 of 435) as well as in the U.S. Senate (51 of 100).







THE BILL IS REPORTED.

The committee must approve the bill and send it to the House or Senate floor for debate.



THE BILL IS DEBATED.



If the House and Senate versions of the bill differ, a conference committee must work out those differences and draft a final bill for a vote.

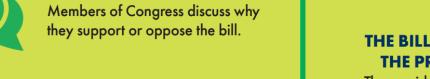




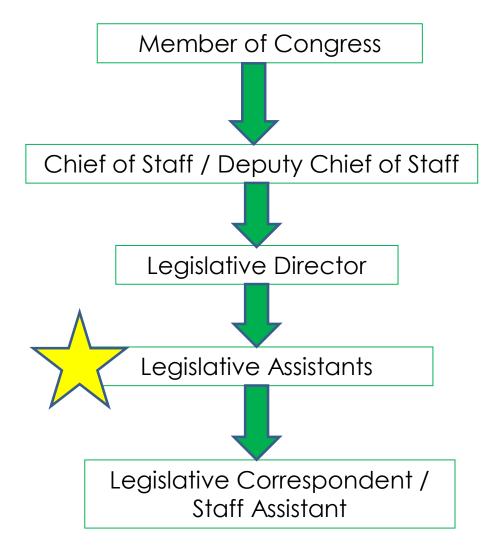
THE BILL GOES TO THE PRESIDENT.

The president must sign the bill into law.





How is a typical Congressional office structured?



Pro Tip: To get started as an Ambassador, use the Action Center to introduce yourself to your member of Congress.

In your letter, ask for the contact information of the Legislative Assistant that covers health issues.

After that you'll be able to contact them directly when we have an assignment.





Our Federal Priorities

- Reforming burdensome Step Therapy practices, nationwide
- Establishing research opportunities to find a cure for arthritis at the Department of Defense, the Centers for Disease Control and Prevention, and the National Institutes of Health
- Congressional Arthritis Caucus
- Ensuring Patient Centered Health Care Reform
- Addressing the Pediatric Rheumatology Shortage

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Our State Priorities

All states are different but we work on:

- Step therapy Reform
- Prior authorization
- Formulary transparency
- Biosimilar substitution
- Narrow provider networks
- Out-of-pocket medication costs

Your One Sentence Story

You are an expert when it comes to your arthritis story!

- ✓ Be Honest.
- ✓ Be Concise.
- ✓ Be You.

Remember: Polite Persistence Persuades People!



"Each month my medications cost \$1,200 per month out of pocket. Sometimes that means that I can't afford to pay my rent."



"Without access to my medicines,
I wouldn't be able to work,
let alone walk."



"I have to take a day off to just to manage my family's health care... Managing my care should not feel like a full time job."



mpions





Arthritis Resource Finder

Kids Get Arthritis Too Español

About Arthritis

Living With Arthritis

Fighting for You

Get Involved

About Us

search

DONATE



Imagine a world free from arthritis pain. **HELP US END ARTHRITIS.**

\$50

DONATE NOW!

I'm Looking for More Information About...

YOUR MONEY AT WORK

52Million people impacted by 77 state legislative wins since 2014

major research projects worth >\$30 MILLION to

pursue a cure

>1,800 campers at 42 camps around the country

137 local programs offering

personalized help & support across 45 states

BIOFREEZE **Pain Toolkit**

Action Center ALLES AND DESCRIPTION OF THE PARTY OF THE PA **Contact Your Elected Officials**

THE LATEST FROM OUR BLOG

Ambassador Spotlight - Stephanie

Advocating for the arthritis community, says 27year-old Stephanie Kwiecien, has restored the oice that bullying shut down. "Advocacy is really

Anyone can make their voices <u>heard</u> when they make use of our Action Center.

Come to our Action Center, we have tools inspired by you & built for you.



Make Use of the Left
Hand Navigation to
quickly get to our tools
and resources.



Home > Advocacy > Action Center

Advocate Program Advocate Tools & Resources

Ambassador Program

Advocacy Summit

Action Center

Find Your Legislators

Track Legislation

Federal Policy Priorities

Position Statements

Our Results

News and Regulatory Letters

JOIN THE FIGHT

Let your voice be heard

SIGN UP TO BE AN ADVOCATE





Action Center

Take action today - use the resources below to learn who your elected officials are, what opportunities we have to advocate from the comfort of your own home, federal and state legislation, and more! For a mobile friendly experience, please download the VoterVoice app on iTunes and Goagle Play and use the key words "Arthritis Foundation" to find our page.



Federal Campaigns

Campaigns

Surveys

t Like



A Step in the Right Direction: Patient Centered Reforms to Step Therapy

Have you heard the news? The first ever federal bill to reform step therapy was introduced in the United States House of Representatives this year. This bipartisan bill is called the Restoring the Patient's Voice Act (H.R. 2077). The legislation was introduced by...



Jingle for a Cure | Ask Congress to Support Arthritis Research!

The Race Doesn't Stop at the Jingle Bell Run Finish Line! 'Tis the season to live it up and be jolly for a reason! The Arthritis Foundation's Jingle Bell Run is the longest-standing, holiday-themed 5K race series anywhere - participants are racing to raise funds and...



Click into any of our Action Alerts to share your story in 5 minutes or less.





Mastering the Art of the Action Alert

A Step in the Right Direction: Patient Centered Reforms to Step Therapy



Federal Campaigns









Congress is considering a new measure that can help address workforce shortages for pediatric subspecialties like pediatric rheumatologists.

Children with arthritis have complex medical needs and require long-term, coordinated care for chronic illnesses...



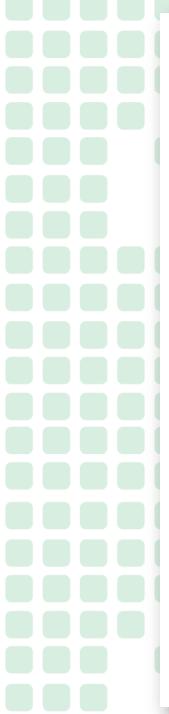
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When you come to our Action Center, we have pre-formatted messages that you can send.

Ambassadors can make their voices <u>heard</u> and have their messages <u>read</u> by <u>modifying</u> their message!





	3
Write	Τv



Compose Your Message

. Officials who did not sponsor/co-sponsor the bill H.R. 2999 (U.S.-115th Congress (2017-2018))

Ensure Patient Access | Cap the Co-Pay on Specialty Drugs

Personalize your message with opening comments (optional)

Message Body

On behalf of the 54 million adults and nearly 300,000 children in the United States with doctor-diagnosed arthritis. I urge you to support H.R. 2999, the Patients' Access to Treatment Act (PATA), which would limit burdensome patient cost-sharing for expensive specialty tier drugs.

Arthritis is a complex, chronic condition. For many in the arthritis community, access to bealth care can mean the difference between a life of chronic pain and disability and

Add any closing remarks here (optional)

Remaining: 8,907

Customize Your Signature (optional)

Enter Your Info

Privacy Policy

Your Information

Prefix * First Name * Last Name * Email* Phone *

Home Information

Street Address *

ZIP Code *

- I want to receive future email alerts
- Remember me (Uncheck on shared computers)

Send Message



Putting the PERSON behind the POLICY

How much time do you have?

5 minutes | Change the Subject Line

8 minutes | Provide opening comments that introduce your patient experience

10 minutes | Add a personal thank you and closing

15 minutes | Integrate your story into the message body





When you scroll of the bottom of the Action Center, you'll see two great tools.

Find Legislation	
View and search for legislation.	
Enter Keywords	
Find Officials	
Look up and contact your officials.	
ZIP Code	

The Find Legislation Tool allows you to look up and learn about important legislation.

The Find Officials Tool will help you identify your elected officials & learn about them!



SB 11

SB 11: Health care coverage: mental health parity.

Senator Jim Beall Jr. (D-CA-015)

2019-2020 Regular Sessions

SB 11, as introduced, Beall. Health care coverage: mental health parity. Existing law, the Knox-Keene Health Care Service Plan Act of 1975, provides for the licensure and regulation of health care service plans by the Department of Managed Health Care and makes a willful violation of th ...

Show More...

Sponsors

House of Representatives this ye: Displc

2077). The legislation was introd. SB 11:

both physicians and have seen fir SB 73:

Have you heard the news? The fir

relationship.

Actions

12/4/2018 From printer. May be acted upon on or after January 3.

12/3/2018 Introduced. Read first time. To Com. on RLS. for assignment. To print.

Step therapy, also known as 'fail first protocol:

expensive treatment, or series of treatments, b

physician. Overly burdensome step therapy car

prolong ineffective treatment, preventing paties

access the most appropriate treatment recom

AB 190

More Information

https://leginfo.legislature.ca.gov/faces/billStatusClient.xhtml?bill_id=201920200SB11

Close

TAKE ACTION

'ive Yes!

Step Therapy

×

alize your message

ng to thank you for your
Act, a bipartisan bill that seeks
Inthritis, a complex disease that
Iren, requires specialized care

Not Julie?

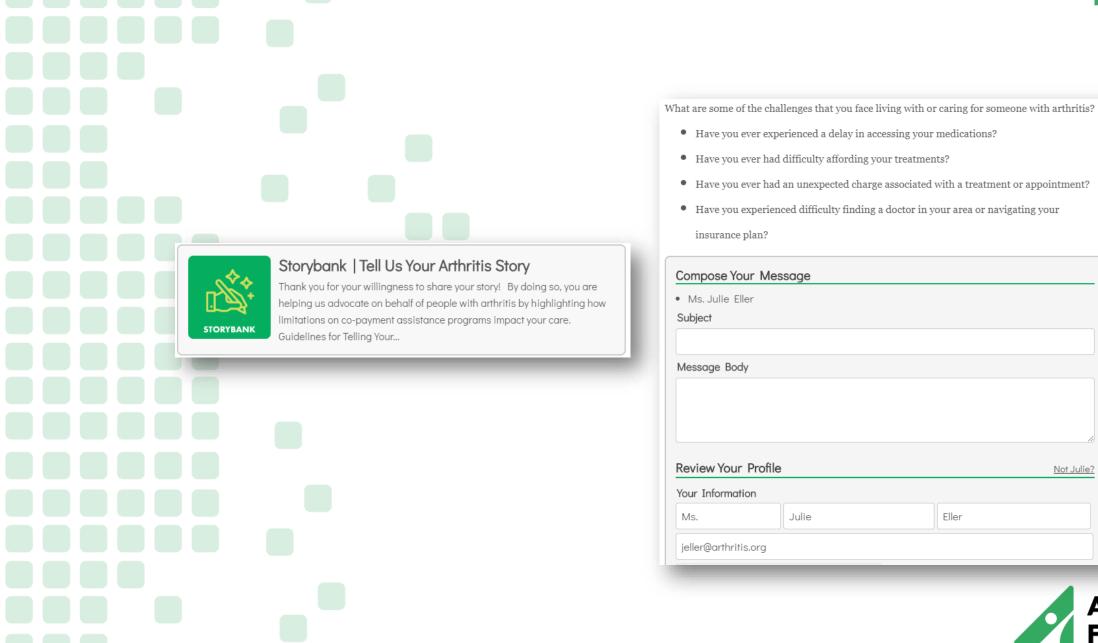
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 Have you ever experienced a delay in accessing your medications? 						
Have you ever had difficulty affording your treatments?						
Have you ever had an unexpected charge associated with a treatment or appointment?						
Have you experienced difficulty finding a doctor in your area or navigating your						
insurance plan?						
Compose Your Message						
Ms. Julie Eller						
Subject						
Message Body						
	//					
Review Your Profile						
	Not Julie?					
Your Information						
Ms. Julie	Eller					
jeller@arthritis.org						







Together, we ensure people with arthritis are heard.



Thank you!



Julie Eller Manager of Grassroots Advocacy jeller@arthritis.org

Stephanie Livingston Consumer Health Specialist slivingston@arthritis.org

