



**Step-by-Step Guide to Doing an Education Event
with
Doctors and Medical Students (and Other Health Professionals)**

Interested in helping your colleagues understand health reform? Here's a step-by-step guide. We are here to be your resource, sounding board, and helpers. Please feel free to contact us even as you're considering doing an event and want advice!

If you're not already in touch with us, contact Samantha at samantha.galing@drsforamerica.org to get updates on what's happening in your area and who else in your area has joined the One Million Campaign in case someone can do the event with you!

EVENT GOALS

- **Educate 20 physicians and medical students about the ACA.**
- **Recruit people to be educators.**

SET UP THE EDUCATION EVENT

1. Brainstorm local connections you already have to groups that already meet. Examples:
 - a. Your clinic colleagues/staff (all-staff meeting or providers meeting)
 - b. Your inpatient team (on rounds, didactics)
 - c. Hospital department (staff meeting, grand rounds)
 - d. Residency programs (noon conference)
 - e. Medical schools
 - f. Medical student interest groups
 - g. Free clinic or community health center
 - h. Local medical society
 - i. Any other location where doctors and medical students meet
2. Email our top pick(s). (See sample email below.) Follow up with a call or talk to them in person.
3. Set a date, time, and location.
4. Find out whether this will be a projected PowerPoint presentation or a talk with handouts.
5. Find out whether it is a CME presentation and whether there are particular requirements.

RECRUIT PEOPLE TO COME

If it is a regularly scheduled meeting with regular attendees, double check that they are reminding people to attend.

If it's a meeting being scheduled specifically for this talk, either you or the organizers (ideally both) will be responsible for recruiting people. See below for tips.



PREPARE TO ENGAGE, EDUCATE, AND EMPOWER

1. Download your presenter's toolkit and review the materials. Decide what your "ask" will be (what you ask people to do once they are educated). Examples:
 - a. Join the campaign today by signing up on our site at www.1millioncampaign.org
 - b. Share our fact sheet with 3 people in the coming week.
 - c. Share one ACA fact with 3 people in the coming week.
 - d. Come to the next DFA meeting (if you have one scheduled).
 - e. Sign the Declaration of Support
 - f. Share a story about how the ACA has helped a patient
 - g. Be an educator / give an ACA presentation
 - h. Host a house meeting
 - i. Join your state team
 - j. Make a contribution to DFA
2. Attend an educator training if there's one available. Otherwise, practice the 20-minute PowerPoint at least a couple of times so you're comfortable with the flow.
3. If it's a talk using a printed presentation, print out the presentation the day before.
4. If it's a talk using a projector, put the presentation on a USB the day before.
5. Print the myths/facts handout, declaration of support (if you're using it), and your bio sheet (if applicable).

THE EVENT!

1. Arrive early enough to set up technology and handouts (if applicable).
2. Give the presentation.
3. Make your ask!

DOCUMENT IT AND FOLLOW UP

1. If you don't document it, we can't give your state credit and tell the world how amazing you are! We also want to hear from you what worked and what didn't.
2. Right after your event, go to <http://www.drsvforamerica.org/take-action/learning-library> to fill out the form.
3. 1-2 days after the event, follow up with people who were interested in getting more involved (get feedback on what they thought of the meeting, follow-up on the commitments they made, get them engaged in your state team, ask if they can host a house meeting, etc.)

Note on Branding

While we strongly prefer that you to use our branded materials and talk about Doctors for America and the One Million Campaign, we understand that that may not be feasible at every institution. *Please let us know if that is the situation for your institution.* Doctors for America is a non-partisan, non-profit organization, so it should not be a problem legally.



If you choose to unbrand our materials or create your own, the important thing is that you are engaging, educating, and empowering colleagues on health reform and documenting it when you do!

Sample Email to Hospitals/Clinics/Etc.

SUBJECT: Interested in a talk on the Affordable Care Act?

Dear X:

My name is [name], and I am [a cardiologist; a medical student; etc] at [institution]. Would you be interested in having me give a talk on the Affordable Care Act for [grand rounds, staff meeting, student didactics, etc.]?

I am volunteering as an educator with Doctors for America, a group that is spearheading a One Million Campaign - organizing physicians and medical students to get educated and educate our communities and colleagues about the facts on health reform and how it impacts physicians and our patients.

If you are interested, please contact me at this email or by phone [#].

Thank you,
[Name]

How to Recruit People to Educate (if it's not a regularly scheduled event)

Who Should I Invite

The simplest way to create your invite list is to go through your contact list on your phone, email account, Facebook, etc. Each physician or medical student connection you have should be invited. Don't worry about inviting too many people. Less than half of those you invite will say yes, and only about half of those who say yes will actually show up on the day of.

Invites

Generally, multiple layers of invites often work best. You can send an email to those you have email addresses for, print a flier for the clinic/school/hospital, post an event on Facebook, and then follow-up with phone calls. You can designate someone to help you with the invite process. However, since you are inviting your personal network, you will likely find that the invite process is easy and doesn't take as much time as you imagined.

Attendance Goal

You should aim to have 20 people actually attend. Remember to keep in mind that less than half of those you invite will say yes, and only about half of those yeses will actually attend.



Toolkit (download on our site)

- One Million Campaign Powerpoint
- One-page Myths and Facts sheet to hand out
- Tips and strategies to talk to audiences
- “Prep material” sheet on how to get your message across
- Contact/bio sheet for audience members from presenter
- Declaration of Support (or computer) to sign up for the campaign

Doctors have a trusted voice – LET’S USE IT!
Information is out there – LET’S CONNECT!
Every bit helps – GET INVOLVED!