



NATIONAL ASSOCIATION OF  
HEALTH DATA ORGANIZATIONS

**What is your elevator speech?**  
*Tips & Insights for Communicating With  
Your Legislators*

NAHDO Webinar Series  
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# Webinar Presenters

## **Richard Cauchi**

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National Conference of State Legislatures (NCSL)

## **Norman Thurston**

Director, Utah Office of Health Care Statistics

Representative, Utah House of Representatives

# Data Agencies Face Unique Challenges

- ▶ Data systems involve a myriad of complex technical and political issues
- ▶ Return on Investment (ROI) is not immediate and it is difficult to correlate improvements/uses directly to the data
- ▶ Privacy and confidentiality discussions can be politically charged and are not issues easy to explain in sound bites
- ▶ Funding for data competes with other state priorities

# Explaining Importance of Data in Non-technical terms: An Example

- ▶ *A member of the Utah Health Data Committee commented yesterday that to eliminate the \$300,000 general fund support of the OHCS would be akin to buying a luxury automobile but trying to save money by eliminating the speedometer. We spend billions of dollars on healthcare each year in this state. I hope we are willing to spend \$300,000 to monitor how we are doing.*

*Testimony of Clark B. Hinckley, Vice Chair of Health Data Committee,  
Large Business Representative to The Health and Human Services  
Appropriate Committee's Pubic Hearing/Sunset Review, January 10, 2002*

# Are You Prepared?

It's not easy...but, like getting old, consider the alternative.  
The cost of doing nothing is about \$765 billion per year.

*<http://www.iom.edu/Reports/2012/Best-Care-at-Lower-Cost-The-Path-to-Continuously-Learning-Health-Care-in-America.aspx>*

*(IOM - 2009).*



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**Comments? Questions?  
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