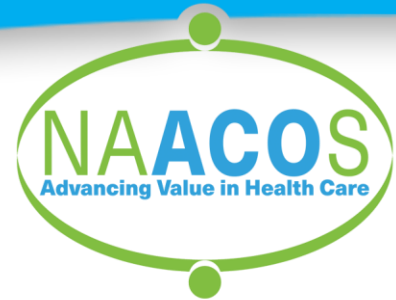




Advocacy Summit and Hill Day Social Media Toolkit

Tag NAACOS:

@NAACOSnews on Twitter/X
@National Association of ACOs on LinkedIn

Link to congressional priorities:

- <https://www.naacos.com/naacos-congressional-priorities>

Hill Day and conference hashtag: #NAACOSHillDay

Other general hashtags to use: #ValueBasedCare #AccountableCare #HealthcareInnovation
#PopulationHealth #HealthcareReform #HealthCareLeadership

What to post: Include a brief written post highlighting one of your key messages, alongside photos of you at the Summit or on the Hill. Tag other organizations, individuals, or Members of Congress, as appropriate, to extend the reach of your post. Posts can generalize Summit panels and/or focus on Hill Day meetings.

SAMPLE ADVOCACY SUMMIT POSTS

X/TWITTER POSTS:

Today's @NAACOSnews Advocacy Summit brought together providers, @CMSGov, and policymakers around a shared goal: strengthening accountable care. Now is the time to modernize accountable care to support better care that lowers costs and improves outcomes. #ValueBasedCare #AccountableCare #HealthPolicy #NAACOSHillDay

- I'm encouraged by the momentum behind accountable care and the conversations at the @NAACOSnews Fall Advocacy Summit. A sustainable future for value-based care depends on modernized accountable care models and stronger incentives for providers delivering value. See NAACOS' priorities: <https://www.naacos.com/naacos-congressional-priorities> #ValueBasedCare #Medicare #NAACOSHillDay

LINKEDIN POSTS:

- I was honored to join health care leaders from across the country at the @National Association of ACOs' Fall Advocacy Summit to discuss the future of accountable care and how our community can be stronger advocates in making this vision a reality. As accountable care continues to deliver better outcomes and lower costs, it is critical that payment policies and ACO models evolve to support long-term sustainability.

The conversations with CMS leaders and policymakers helped set a shared framework and collaborative space to work together to achieve this vision. I appreciate the opportunity to advocate alongside colleagues who are committed to transforming health care and ensuring patients continue to benefit from high-quality, coordinated care.

Learn more about NAACOS' policy priorities at: <https://www.naacos.com/naacos-congressional-priorities> #NAACOS #AccountableCare #ValueBasedCare #HealthPolicy #Medicare

- As momentum builds toward long-term physician payment reform, the NAACOS Fall Advocacy Summit provided an important opportunity to engage with policymakers and other health care leaders and advocate for policies that modernize accountable care models and strengthen incentives for providers that take responsibility for health care quality and cost outcomes.

I was proud to join these conversations and help advance policies that support sustainable future for value-based care. #NAACOS #Advocacy #ValueBasedCare #AccountableCare #MedicareReform #HealthPolicy

- Seeing the impact accountable care has in patients' lives, it is so important for each of us to stand and advocate for a sustainable future of accountable care models. I'm grateful to the @National Association of ACOs' for bringing policymakers, accountable care leaders, physicians and other clinicians to create space for furthering the future of accountable care together. Now, time to study our policy priorities before tomorrow's meetings with Members of Congress!

Check out NAACOS' policy priorities at: <https://www.naacos.com/naacos-congressional-priorities>

SAMPLE HILL DAY POSTS

X/TWITTER POSTS:

- I'm honored to join #NAACOSHillDay and speak with Congress about the future of value-based care. These conversations matter. Real change starts with listening. Check out @NAACOSnews congressional priorities <https://www.naacos.com/naacos-congressional-priorities> #HealthcareLeadership #ValueBasedCare
- Value-based care is the future. We need policy that supports sustainability, reduces burden, and embraces innovation in these models to ensure their continued success. I'm proud to advocate during #NAACOSHillDay for models that reduce costs and improve quality of care. Learn more about our priorities <https://www.naacos.com/naacos-congressional-priorities> #AdvocacyInAction #ValueBasedCare
- I met with [Member of Congress] as part of #NAACOSHillDay to discuss advancing value-based care and strengthening a system that rewards better health for America's seniors. <https://www.naacos.com/naacos-congressional-priorities> #HealthPolicy
- I am grateful for the chance to speak with [Member of Congress] as part of #NAACOSHillDay about value-based care. Let's keep pushing for a health care system that puts patients first. <https://www.naacos.com/naacos-congressional-priorities> #ValueBasedCare #Advocacy
- Did you know that ACOs have saved #Medicare over \$37.4 billion since 2013? I joined #NAACOSHillDay to continue this momentum by promoting #ValueBasedCare among members of Congress. Check out <https://www.naacos.com/naacos-congressional-priorities> to learn more!

SPECIFIC LEGISLATION POSTS:

- Medicare's physician payment system is broken. The #PatientsFirstAct (HR 9693) includes several reforms to establish a more sustainable physician payment system. The bill should be improved by addressing the incentive gap, ensuring practices in ACOs are not excluded from the primary care

bonus for independent practices, and exempting clinicians in ACOs from duplicative FFS quality reporting. @NAACOSnews

- It was great to speak with [Member of Congress Name or handle] at #NAACOSHillDay about H.R.5347 – Health Care Efficiency Through Flexibility Act to delay burdensome CMS reporting rules and pilot smarter digital solutions. Working together we can streamline health care, not strangle it in red tape. #HealthcareEfficiency #HR5347 <https://www.naacos.com/model-sustainability/>

GENERAL LINKEDIN POSTS:

- Yesterday, I had the privilege of meeting with [Member of Congress's Name] as part of @National Association of ACOs' #NAACOSHillDay to discuss the future of value-based care in our health care system. We discussed how aligning incentives around outcomes has driven better patient experiences, reduced costs, and improved health outcomes.

It's encouraging to see bipartisan support to advance models that prioritize seniors' health. I'm grateful for the opportunity to contribute to this important conversation.

Learn more about @National Association of ACOs' policy priorities:

<https://www.naacos.com/naacos-congressional-priorities>

#ValueBasedCare #HealthPolicy #HealthcareInnovation

- I walked away from today's meeting with [Member of Congress's Name] feeling energized and hopeful for the future of health care. As part of #NAACOSHillDay we talked about the real-world impact accountable care has had from empowering physicians and other clinicians to improving outcomes for America's seniors.

These conversations matter as we see policy shape practice, and practice shape lives. I'm proud to be part of the movement toward a stronger, outcomes-driven health care system.

Learn more about @National Association of ACOs' policy priorities:

<https://www.naacos.com/naacos-congressional-priorities>

#ValueBasedCare #PolicyMatters

- Accountable care is a blueprint for a better health care system. I was honored to discuss value-based care with [@Member of Congress's Name] as part of @National Association of ACOs' #NAACOSHillDay. We had a productive conversation that highlighted the need for continued investment and innovation in models that reward quality, care coordination, and patient-centered outcomes.

Let's keep building the momentum towards smarter spending together. Check out @National Association of ACOs' policy priorities at <https://www.naacos.com/naacos-congressional-priorities> #HealthCareTransformation #ValueBasedCare #AdvocacyInAction

SPECIFIC LEGISLATION POSTS:

The House Doctors Caucuses have begun to consider the future of physician payment reform in the Patients First Act (H.R. 9693). It's critical that Congress establish a strong foundation for long-term physician payment reform and build on what's working. We believe the bill could be improved to better support accountable care by:

1. Addressing the incentive gap. There is currently a stronger incentive to stay in MIPS until the early 2030s. This is one reason we are continuing to advocate for an extension of APM incentive payments.
2. Ensuring practices in ACOs are not excluded from the primary care bonus for independent practices. The bill as drafted has a very narrow definition that could exclude nearly 80% of primary care practices.
3. Exempting clinicians in ACOs from duplicative FFS quality reporting.

👉 Read our full comments to learn how NAACOS recommends strengthening accountable care for patients, clinicians, and taxpayers: <https://lnkd.in/ejNhrTJE> #HealthcarePolicy #MedicareInnovation

It was a pleasure connecting with [Representative Name] during #NAACOSHillDay to discuss H.R.5347 – **Health Care Efficiency Through Flexibility Act.**

This legislation is a vital step toward reducing regulatory burdens and allowing CMS to pilot more effective digital reporting solutions. By streamlining quality reporting, we can empower providers to focus on what matters most: delivering high-quality, patient-centered care.

We are grateful for the support this legislation has seen from [Representative Name] and encourage the Senate to take up H.R. 5347 before the end of the year.
#HealthcareEfficiency #ValueBasedCare #HR483 #HealthPolicy #DigitalHealth

Congress can help advance accountable care by supporting stronger incentives for clinicians who participate in voluntary, full-risk ACO arrangements.

At NAACOS Hill Day, I met with [Member of Congress Name] to discuss the approach outlined in H.R. 8129, that rewards clinicians willing to take on greater financial accountability for patient costs and outcomes.

Strengthening incentives that are aligned with accountability would help expand participation in value-based care and deliver better results for patients and taxpayers.

Read more about the bill: <https://www.congress.gov/bill/119th-congress/house-bill/8129>

#NAACOSHillDay #ValueBasedCare #ACOs #MedicareInnovation #HealthCareTransformation