

Health

Providing health associations, institutions, hospitals, and corporations strategic advice and practical assistance with federal decision-makers to develop solutions for today's health industry challenges.

Cornerstone Government Affairs has extensive expertise in the health arena, successfully representing a broad and diverse base of clients that include associations, hospitals and health systems, specialty care facilities, and industry. Our professionals' knowledge and experience cover a broad array of policy and budget issues including appropriations for public health programs, biomedical research and other capital needs as well as Medicare and Medicaid reimbursement issues.

HEALTH ASSOCIATIONS

We have extensive experience representing health associations individually and in cooperation with broad coalitions. Our professionals have successfully assisted associations increase federal funding for multiple programs within the federal government, including the Department of Health and Human Services. We maintain excellent relationships with relevant Congressional committees, Executive Branch agencies, and national health organizations involved in advocacy. We provide guidance to focus efforts on specific objectives, and design and implement a comprehensive strategy to achieve the specific goals. Our consultants work to brand the client on Capitol Hill as an invaluable resource to Members and staff in the client's area of expertise, and ensure that client perspectives are well known to key Congressional and Executive Branch decision makers.

HOSPITALS & OTHER HEALTH INSTITUTIONS

Our experience with private and not-for-profit hospitals and health systems as well as other institutions is significant. Hospitals and other health care providers are facing increased strains on their financial resources. Our professionals have assisted health care institutions in identifying federal funding opportunities to meet their needs for construction and renovation of facilities, acquisition of new technology and equipment, expansion of health care services and outreach, and critical investments in research programs. Additionally, our clients have relied on us to

assist in resolving Medicare and Medicaid reimbursement issues so that they may better serve their patients.

INDUSTRY

Corporations, including pharmaceutical companies and manufactures, have been assisted by our understanding of the federal government. We have worked with for-profit businesses to educate the federal government on the benefits of a particular product and have developed comprehensive legislative strategies to implement policy change that increase the availability of a product under federally funded programs. Our professionals have also worked with industry related clients to educate agency and congressional leaders on Medicare/Medicaid reimbursement policy that meets specific health care needs.

PRIMARY SERVICES OFFERED

- Strategic counsel and tactical advice;
- Intelligence gathering, issue monitoring, and policy analysis;
- Relationship building;
- Design and implementation of government relations and lobbying campaigns to secure measurable legislative and administrative results;
- Message and materials development; and
- State-related economic development activities.

HEALTH-RELATED CLIENTS

PUBLIC HEALTH

- 317 Coalition, Washington, DC
- Association of Schools of Public Health (ASPH), Washington, DC
- Association of State and Territorial Health Officials (ASTHO), Washington, DC
- Association of University Centers on Disabilities (AUCD), Washington, DC



Health

PUBLIC HEALTH (CONTINUED)

- California Dental Association, Sacramento, CA
- Catholic Health Association, Washington, DC
- Epilepsy Foundation, Landover, MD
- National Association of Chronic Disease Directors (NACDD), Atlanta, GA
- The Y, Washington, DC

HOSPITALS & HEALTH SYSTEMS

- Bridgeport Hospital, Bridgeport, CT
- Holy Name Medical Center, Teaneck, NJ
- Kennedy Health System, Voorhees, NJ
- Mary Bird Perkins Cancer Center, Baton Rouge, LA
- Newton Memorial Hospital, Newton, NJ
- North Mississippi Health Services, Tupelo, MS
- Owensboro Medical Health System, Owensboro, KY
- Phoebe Putney Health System, Albany, GA
- University of Chicago, Chicago, IL

CORPORATE

- Extend Health, San Mateo, CA
- Johnson & Johnson, New Brunswick, NJ
- sanofi-aventis, Paris, France
- Siemens Medical, Washington, DC
- SIGA Technologies, New York, NY
- Varian Medical Systems, Palo Alto, CA
- Vertex Pharmaceuticals, Cambridge, MA

SELECTED SUCCESSES

Cornerstone Government Affairs, working in collaboration with our health-related client, has assisted in securing:

- \$350 million in state and local pandemic influenza preparedness and response funds;
- \$5.8 billion contingency fund for national pandemic influenza activities to be used at the discretion of the Secretary of HHS;
- \$13,000,000 in increases for University Centers for Excellence in Developmental Disabilities;
- \$7,500,000 in increases for Leadership Education in Neurodevelopmental and Related Disabilities program;
- The restoration of the Preventive Health and Health Services Block Grant, which was an approximately \$131,000,000 program at CDC;
- Appropriations at CDC for cooperative agreements with selected clients and created new DOD peer-reviewed medical research grant authority for muscular dystrophy;
- \$300,000,000 in supplemental funds for the section 317 immunization program at CDC; and
- \$650,000,000 for prevention and wellness activities within the economic stimulus plan, the American Recovery and Reinvestment Act.

