

## Health Care Capabilities Profile

### Advancing Your Interests in Washington

As one of Washington's leading bipartisan government relations firms, ML Strategies understands complex policy issues and the politics that surround them.

Keen insight into the risks and opportunities associated with legislative and regulatory initiatives has enabled us to build a stellar reputation for providing health care clients with creative and results-oriented strategic advisory services that support their goals and bottom lines.

Combining our passion for sound public policy with our networks and sector experience, we ensure that our clients' voices are heard by Democrats and Republicans on Capitol Hill – and within the Obama administration. Working with a range of health care stakeholders – including payors, providers, pharmaceutical and device companies, bio-agriculture, employers, nonprofit and industry organizations, and health technology companies – we provide effective strategies for success within health care in the following areas:

- Affordable Care Act Implementation
- Medicare & Medicaid Policy
- Biopharmaceuticals & Biosimilars
- Delivery System Innovation
- Medical Devices/Technology
- Health IT and Telehealth
- Tricare and Veterans Health
- Science Technology and Policy
- Business-to-Business Relationships
- Food Science
- Federal Grants and Contracting
- Strategic Project Consulting

ML Strategies maintains strong relationships that enable us to effectively advocate on behalf of our clients to elected officials in the Senate, House of Representatives, and to the various Congressional committees with jurisdiction over health care and life science matters. ML Strategies also leverages strong relationships with key decision makers within the Executive Branch, including the Dept. of Health and Human Services (HHS), Centers for Medicare and Medicaid Services (CMS), the Food and Drug Administration (FDA), National Institutes of Health (NIH), Dept. of Agriculture (USDA), Veterans Administration (VA) and the White House.

#### • **Leading professionals:**

- Former senior director of science policy for a major pharmaceutical company
  - Former Massachusetts U.S. Senator
  - Former chief of staff to a member of the Senate Commerce and Finance committees
  - Former chief of staff to a senior member of the House Energy and Commerce Committee
  - Former chief counsel to a member of the Senate Commerce and Finance committees
  - Former director of stakeholder engagement at the Centers for Medicaid and Medicare Services
- Added advantage of collaboration with legal counsel, available through Mintz Levin

### Who We Serve

- Fortune 100 Companies
- Mid-size companies
- Start-ups
- Health Systems
- Clinical Professional Societies
- Trade associations
- Colleges and universities
- Multi-stakeholder Coalitions
- Nonprofits

## Health Care Policy Areas

### Affordable Care Act Implementation

ML Strategies works with clients to monitor and capitalize on the implementation of the Affordable Care Act. We assist clients to navigate and make the most of the constantly fluid health care environment.

### Medicare, Medicaid, Military Health

From Medicare hospital reimbursement to Tricare Prime, our relationships and experience run deep with the federal agencies that administer the federal health care programs and with all the committees of jurisdiction in Congress. ML Strategies has a track record of leveraging the Executive Branch, Congressional leaders and other stakeholders to shape federal health care programs to better work for patients, providers, plans and suppliers.

### Life Sciences

ML Strategies works with leading biopharmaceutical, medical technology companies, and other life sciences companies, including their major trade organizations, on key policy areas as well as developing broader issues-based public affairs campaigns that redefine the existing narrative. ML Strategies has expertise throughout the life sciences industry from agricultural biologicals to personalized diagnostics and food science/safety.

### Business-to-Business Relationships

With significant industry relationships, ML Strategies supplements strategic policy solutions with robust opportunities within various business units for our clients. We maintain strong strategic relationships and partnerships with other leading industry stakeholders that support the bottom line while also advancing their important policy objectives.

### Delivery System Innovation

As payers, providers, suppliers, and consumers demand higher quality health care at lower costs, ML Strategies can help navigate the complex web of opportunities and obstacles to innovation. Our team leverages broad experience in delivery system innovation from Accountable Care Organizations, bundled payments and breakthrough technologies and therapies.

### Federal Grants & Contracting

ML Strategies works with clients to strategically target specific federal grants and contract opportunities that will not only help clients' bottom lines, but also assist with their key public affairs objectives. ML Strategies can assist with the entire process, from the identification of opportunities through the securing of funding.

### Health IT & Telehealth

We support innovative technology providers to promote a legislative and regulatory environment conducive to the widespread adoption of cutting-edge technologies while showcasing the unique advantages of our clients' technologies to the broader policy and health care community.

### Public Health and Wellness

ML Strategies assists employers, local and state governments, and others whose mission is to effect change in the public health arena. From producing public affairs campaigns to building strategic relationships with stakeholders throughout Congress and the Administration, we advance the policy objectives for those engaged in improving the health of communities.

*Prior results do not guarantee a similar outcome.*

## Representative Clients

- AbbVie
- Alliance for Traumatic Brain Injury Providers of New York
- Amedisys
- American Well
- Astellas Pharma, Inc.
- AstraZeneca
- Biotechnology Industry Organization (BIO)
- Blue Cross Blue Shield of Michigan
- HealthWell Foundation
- International Stem Cell Corporation
- McDonald's Corp.
- Personalized Medicine Coalition

## For More Information

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