

# CORE SERVICES

*Horizon's team of healthcare policy and political experts is second to none.*

We bring our decades of healthcare-specific expertise to guide our clients, interpret and translate complex policy, and relay political intelligence that impacts our clients' bottom line.



## STRATEGIC COUNSEL & INTELLIGENCE GATHERING

### Actions

- Counsel clients on policy and political issues that impact their business
- Convene with lawmakers, regulators, and the Administration to bolster relationships and create a feedback loop between Horizon, our clients, and government officials
- Regular engagement with allies and others to establish the policy and political landscape

### Results

- Key insights into policy and political activities that position clients for success and protect against bad ideas
- High-level information and analysis for clients
- Strategic, real-time intelligence on congressional activities and policies
- Expert guidance to help companies navigate complex policies and politics



## ISSUE CAMPAIGNS

### Actions

- Tailored strategy to maximize impact at state, local, and federal levels
- Full suite of government affairs tactics including targeted grasstops to engage local key influencers
- Full creative development for web, social, media
- Targeted message development at local level focus groups, voter surveys and polling
- Translate message into D.C. or election markets for action

### Results

- Outsized influence for resources spent
- Protect and advance core interests by engaging pivotal decisionmakers
- Coordinated, efficient operations to facilitate timely development and execution
- Nimble, dynamic campaigns that move the needle



## ADVOCACY & LOBBYING

### Actions

- Develop end-to-end advocacy campaigns
- Engage our extensive network of bipartisan allies on Capitol Hill and in the Executive Branch
- Advocate for our clients' interests and drive their objectives
- Orchestrate meetings between clients and policymakers

### Results

- Create opportunities to shape and inform policy
- Elevate clients' mission across political branches
- Policy wins for our clients

**HORIZON**  
GOVERNMENT AFFAIRS

[HORIZONDC.COM](http://HORIZONDC.COM)



## POLICY DEVELOPMENT & CUSTOM RESEARCH

### Actions

- Draft legislative and regulatory language for policymakers and clients
- Custom client research and analysis
- Conduct public opinion polls

### Results

- Develop, shape, and transform policy
- Provide personalized, thoughtful insight into complex policies and their direct impact on clients



## COALITION MANAGEMENT & ADMINISTRATION

### Actions

- Build best-in-class coalitions from the ground up and interact with 200+ groups monthly
- Work in tandem with lawmakers and regulators to create solutions
- Manage all functions of both large and small coalition efforts
- Develop forward-thinking commonsense solutions on complex healthcare policy issues
- Bring together diverse stakeholders and get to yes on policy

### Results

- Successfully influence policies related to each coalition's mission
- Secure legislative and regulatory wins for coalition members
- Establish our coalitions as trusted resources that are sought out by lawmakers and regulators to get the job done
- Convene members to provide networking opportunities while raising visibility among key stakeholders



COUNCIL FOR AFFORDABLE  
HEALTH COVERAGE

The Council for Affordable Health Coverage (CAHC) is a broad-based alliance with a singular focus: bringing down the cost of healthcare for all Americans. CAHC supports solutions that empower consumers to make better healthcare choices, leading to a more robust, competitive, and less costly healthcare system.



HEALTH INNOVATION  
ALLIANCE

The Health Innovation Alliance (HIA) is a coalition of the nation's most powerful names in technology and healthcare, working to create value for patients by transforming care, improving connectivity, enhancing patient access, and streamlining the regulatory process.



HEALTH  
BENEFITS  
INSTITUTE

The Health Benefits Institute (HBI) is a group of agents, brokers, insurers, employers, benefit platforms, associations, think tanks, and others seeking to protect the ability of consumers to make their own healthcare financing choices.



LAB  
LABORATORY ACCESS  
& BENEFITS COALITION

The Laboratory Access and Benefits (LAB) Coalition brings together payer, manufacturer, patient, consumer, provider, and laboratory professionals as well as other healthcare thought leaders to improve laboratory and testing policies.



A CAMPAIGN FOR  
Transformative  
Therapies

CAHC's Campaign for Transformative Therapies (CTT) brings together biopharmaceutical manufacturers, payers and patient groups to advance policies that enable outcomes-based arrangements (OBAs) for gene therapies.



tec  
telehealth  
equity  
coalition

The Telehealth Equity Coalition (TEC) is driven to improve access to quality and affordable healthcare by increasing adoption of telehealth, especially among those communities who have been left out or left behind.