

STRONGER TOGETHER

HOW UNIFIED CROSS-ASSOCIATION ADVOCACY IS INFLUENCING
LABORATORY REIMBURSEMENT, REGULATORY FRAMEWORKS,
AND FEDERAL HEALTH POLICY OUTCOMES

Speakers



Clarisa Blattner

Sr. Director of Revenue and Payor Optimization
XiFin, Inc.

Clarisa Blattner is Sr. Director of Revenue and Payor Optimization at XiFin, where she drives strategic payor engagement with MACs, commercial payors, and industry groups. Her work spans coverage, prior authorization, coding, and denials. She serves on AMP's Economic Affairs Committee.



Jane Pine Wood

President
New York State Clinical Laboratory Association (NYSCLA)

Jane Pine Wood is President of the New York State Clinical Laboratory Association (NYSCLA) and a nationally recognized healthcare attorney and executive. With nearly 40 years of experience, she advises laboratories, hospitals, health systems, and providers on corporate, regulatory, reimbursement, and compliance matters.



Matthew Schulze

Senior Director
Center for Public Policy, American Society for Clinical Pathology (ASCP)

Matthew Schulze is Senior Director of ASCP's Center for Public Policy, where he leads public policy and advocacy initiatives for the pathology and clinical laboratory industry. With more than 20 years of experience, his expertise includes CLIA, Medicare fee schedules, laboratory oversight, scope of practice, and lab policy.



Erin Morton

Partner
CRD Associates

Erin Morton is a Partner at CRD Associates, where she represents the National Independent Laboratory Association (NILA). With 20 years of experience in health policy, advocacy, and strategy, she works with Congress and the executive branch to address complex policy challenges and advance laboratory priorities.

What We'll Cover



Why Advocacy Has Never Mattered More

The Voices Behind Advocacy

The Power of Coalition Advocacy

How Change Actually Happens

When Advocacy Changes Outcomes

The Risk of Staying on the Sidelines

How Laboratories and Professionals Can Get Involved

Stay Connected & Learn More

Q&A

Why Unified Advocacy Matters More Than Ever



Laboratories continue to face:

Reimbursement pressure

Regulatory uncertainty

Federal policy shifts

Operational strain

Growing complexity



No single organization can solve every challenge alone.



**Collaboration can
create stronger
influence and better
outcomes.**

The Voices Behind Advocacy



Can each of you briefly share who you represent, and where your organization has the most impact in shaping policy or advocacy?

The Power of Coalition Advocacy



Why do coalitions like the Clinical Laboratory Coalition matter, and how can collaboration create greater impact than organizations working independently?

How Change Actually Happens

How does advocacy actually work, what turns an issue into policy action, and what separates meaningful influence from simply adding more noise?



When Advocacy Changes Outcomes

Can you share a real-world example where association or coalition advocacy influenced a laboratory policy, regulatory, reimbursement, or legal outcome, and what would have happened without that collective effort?



The Risk of Staying on the Sidelines

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What are the risks to laboratories that are not actively engaged in advocacy today?

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How Laboratories and Professionals Can Get Involved



For laboratories and professionals who want to engage in advocacy but are unsure where to begin, what are the most practical ways to get involved, and what does meaningful participation look like for organizations of all sizes?

Stay Connected & Learn More



**American Society
for Clinical
Pathology (ASCP)**



**New York State
Clinical Laboratory
Association (NYSCLA)**



**The National
Independent Laboratory
Association (NILA)**



**XiFin,
Inc.**



QUESTIONS?

THANK YOU