

# Ed Homan, MD

Re-elect for State House District 60

P.O.Box 16829

Tampa, Florida 33687

Ph. 813-984-1549 Voice-mail & fax 813-354-2358

E-mail: [mail@edhoman.com](mailto:mail@edhoman.com)

*Diplomat American Board  
of Orthopedic Surgery*

*Fellow American Academy  
of Orthopedic Surgeons*

Carrie Gilbert  
PO Box 951450  
Lake Mary, FL 32795-1450

## **CONFIDENTIAL**

Dear Carrie,

### **ONE LAST RACE**

This campaign will be for my 4th and final term (2008-10) in the Florida House of Representatives. I hate sending out these letters asking for campaign contributions, but I have to do it to raise the money to run the race. I wouldn't keep doing this every two years except I do feel good about the political contributions I have made representing our profession, especially on the medical issues against the lawyers and insurance companies. That being said, I still need to win this election to finish out my term and **I need your help** one **LAST** time to pay for the TV ads, mail pieces, etc.

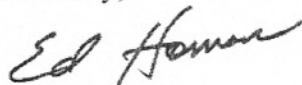
The FMA and our specialty societies work hard to protect our interests in Tallahassee and it is the membership who do the work and pay the dues that make it happen. I have never seen a doctor in Tallahassee as an individual lobbying for an issue who is not a member of a medical society. I and organized medicine have been successful in passing legislation to protect our practices from the lawyers and insurance companies. Other 'wannabe' doctors are beaten back every year on their 'scope of practice' issues. As bad as things seem to be, they would be a whole lot worse without our professional organizations and the few friends we have in the legislature.

I have enclosed an article that I wrote for the HCMA Bulletin, "Politics is not a Spectator Sport" that you can use in your CMS newsletter if you think it would be appropriate. I have tried to make **Politics**, the game, as simple to understand as possible. For doctors to do better each session I need your help for my campaign **and** for the campaigns of the Representatives and Senators in your own Districts. We need more 'Friends' in the legislature and they are easy to make with just a little effort and some financial assistance.

For my race, candidates for state office can accept personal, business & PAC checks up to \$500.00. **You have been there to help win three prior campaigns and I need your help to win this race also.** Any amount you write to the **Ed Homan Campaign** will be greatly appreciated and put to good use.

I look forward to seeing you this weekend in Orlando at the FMA Annual Meeting.

Sincerely,



Ed Homan, MD

# POLITICS 101: POLITICS IS NOT A SPECTATOR SPORT

## HCMA Bulletin

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Every game has its set of rules; the size of the field or racquet, the number of players or cards, etc., and how you keep score. What is common to all games is that *the object of the game is to win*. The players do not represent right/wrong or 'good/bad', they are just players playing to win. In *Politics*, the game of '*Getting Your Ideas Into Laws*', you have to first be a 'player' to ever be a 'winner, just like in all the other games.

**Spectators never have their name on the scoreboard.**

If you haven't noticed, almost all that you do in your job is governed by the *Politics* that you had little to say about; OSHA, EMTALA, HMO's, 3 Strikes & You're Out, etc., etc. Years ago doctors were captain of the healthcare team, but they have given up that position (and control of their lives) because of a lack of persistence to play in the *Politics* game. It's time for doctors to quit whining about their lack of political power. Doctors already have teams (the FMA, specialty societies, medical staffs), but **all** doctors need to join a team and get in the game. "*Let someone else do it*" is not heard in the professions and industries with political power.

The rules are simple in the *Politics* game. A college degree is not needed.

**Rule # 1. Everyone plays.** Healthcare is by far the largest industry in the state (and country) and approximately 15% of the healthcare dollar goes for physician services. With 18M Floridians and \$7K annually per capita for healthcare, that comes to over \$18 billion divided between 34K practicing physicians in Florida. If all doctors would contribute just 0.1% of their gross income for political action, then the doctors by themselves could have totally financed all contested winning legislative campaigns in the 2006 election cycle. If just 50% of the doctors got in the game we would still have by far the largest and best financed lobby in Tallahassee. Unfortunately, only 5% of the doctors are players and they are carrying the rest of our profession on their shoulders.

**To win the Politics game, everyone must play.**

**Rule # 2. Friends help friends,** just like in the real life non-political world. To become a friend is simple, help someone get a job. In this case, help someone get elected. Political races are expensive and time consuming. The average Florida House race costs \$200K (Senate races \$400K) and volunteers are harder to get than money. Every 2 years this creates an open door opportunity to make or renew a friendship with someone seeking office.

Getting elected is not a solo sport like golf. Michael Jordan needed good teammates to have a winning season. Legislators need their campaign team to come together every two/four years, so when a bill comes up that has two opposite, but arguably 'right' and no 'wrong' sides to an issue, the vote usually goes to his/her 'friends'. Why vote with the opposition and lose your friends?

**It's 'friends' that win in the Politics game.**

**Rule # 3. Once elected > get re-elected.** It is so hard to get elected the first time you don't want to fumble the ball and get defeated as an incumbent. To be effective you have to keep your job and to keep your job you have to **keep your friends** that helped you get the job in the first place. They will be needed in the next campaign to raise the money, go door to door, put up signs, etc. Since I am a doctor, most of my support comes from physicians and I am sympathetic to their issues to improve the healthcare of all Floridians. I also look for their help each election cycle. (Rule # 2)

**Politics 101.** You can like the *Politics* game or not. That's not the issue. The game is the game. There is no second place, no red ribbon, only winners and losers. It is a simple game, not rocket science, and most definitely **not** a spectator sport. To win the game, you have to first be **in** the game and **on** a team to help your candidate win so that after the election you can be represented at the table. The steadfast rule in politics – *friends help friends* – is no different than in life. Contributions should be given at a fundraiser or delivered together by a PAC team member until you reach your 0.1% mark. The job of supporting a candidate is not one to leave to the next person. **Everyone needs to play.** Your medical PAC team will pick the candidates friendly to medicine and likely to win.

Also, set aside two Saturday mornings this fall to help your candidate with their "grass roots" campaign. It will be an experience you won't forget and hopefully you will do it again every 2 years to renew your friendship.

**Volunteers are 'forever' friends.**

In my lifetime I have played a lot of different sports, but I have found that **Politics** is the ultimate adult sport. All of the other games are for kids. The 'ante' and the 'stakes' in the *Politics* game are beyond huge, and to not personally be in the game is to consign your lot to someone who is likely not your friend.

Quit watching the game and play.

**Politics is NOT a spectator sport.**

Rep. Ed Homan, MD  
Florida State House '02-'08  
Tampa, Florida