



WASHINGTON STRATEGIC CONSULTING

A low-angle, upward-looking photograph of the massive, fluted columns of the Supreme Court building. The columns are made of light-colored stone and are topped with ornate Corinthian capitals. The sky is a vibrant blue with scattered white clouds. The text is overlaid on the right side of the image.

Trusted Federal Policy
Advisors and Advocates for
Health Care Executives

WSCDC.COM



WASHINGTON STRATEGIC CONSULTING

Our Practice

Washington Strategic Consulting is a full-service government and public affairs advocacy firm that specializes in federal health care policy.

We draw upon more than two decades of experience working with Congress and federal agencies to deliver policy guidance, intelligence and advocacy to a wide-array of innovative health care organizations.

Our clients are at the forefront of today's transformation in health care and rely on us to help them understand and influence federal policy decisions affecting coverage, access, payment, and care delivery changes.

We embed ourselves at each client organization, serving as a daily, real-time source of intelligence and advocacy while harnessing the collaborative power of stakeholders across the health care industry.

Our personalized approach, combined with a full-time Washington presence, fills the gap that often exists between the services provided by national trade organizations and in-house government relations departments.

"WSC offers the personal service available at a boutique company with the same advocacy firepower available at some of Washington's largest and most expensive lobbying firms."

—ADAM BEDER, VICE PRESIDENT OF GOVERNMENT AFFAIRS, JFK HEALTH SYSTEM



Our Services

ADVOCACY

Policy objectives obtained through insider know-how, bipartisan engagement.

We offer a full range of federal government affairs services – leveraging our decades-long relationships to amplify our clients' voices in Washington.

Our extensive work drafting legislation and regulatory proposals (and navigating them through the complex and cumbersome legislative and regulatory processes) has reshaped financial and competitive environments to the advantage of our clients and the health care provider industry as a whole.

Members of Congress and Executive Branch officials have come to rely on our experience and expertise, allowing our small team to have an outsized influence on public health care policy.

KEY FUNCTIONS

- **Lobbying:** Advancing client positions on federal legislative and regulatory proposals.
- **Policy Development:** Drafting client-specific legislative and regulatory proposals and then working for enactment.
- **Payment Policy:** Identifying solutions to client-specific federal reimbursement matters.
- **Stakeholder Engagement:** Serving as client liaison with stakeholder organizations and building coalitions of like-minded peer groups.
- **Reputation and Relationship Management:** Enhancing the image and standing of our clients at the federal level while maintaining long-term, meaningful relationships with decision makers.



FEDERAL FUNDING

Equipped with a full suite of proprietary federal funding procurement methods

We specialize in raising funds through the federal appropriations process, federal grant programs, private and community foundations, and corporate grants and gifts.

We excel in providing hands-on management for short-term, time-sensitive and highly technical projects, or, working on a long-term basis to build self-sustaining fundraising programs for organizations of any size and budget.

KEY FUNCTIONS

- **Federal Community Project Funding:** Developing project funding requests and aligning with federal priorities to secure funding through the annual appropriations process.
- **Grants Management & Procurement:** : Organizational assessments; identification, tracking & forecasting; process management and proposal development.



WRITING & RESEARCH

Exhaustively researched, smartly written, powerfully presented.

We harness our policy expertise and technical writing ability to craft client-specific white papers, reports, presentations, talking points, speeches, op-eds and other materials.

Our clients find our content development a critical resource for educating their senior managers, clinicians, and employees about the federal policy landscape and the implications for their ability to provide high-quality health care.

We provide written materials and often speak at executive staff and board meetings, state and national conferences and other events.

KEY FUNCTIONS

- **Speeches and Presentations:** Insightful and engaging presentations for conferences, board meetings and other special events.
- **Op-Eds:** Drafting compelling opinion pieces for health care executives to advance important health policy arguments or propose new ideas.
- **White Papers & Reports:** In-depth analyses of current and emerging federal health policy trends.



INTELLIGENCE

Vital news, personally selected, efficiently delivered.

Our team offers a comprehensive set of services designed to deliver real-time updates, in-depth research, and unparalleled perspectives on the key issues driving federal policy decisions. Our clients depend on this insight and analysis to make strategic decisions, allowing them to predict how those trends can affect their organization's future

As your full-service policy advisor inside the beltway, WSC offers more than just analysis of publicly available data; we give you a front row seat to what's happening in Washington. Our team monitors complex congressional legislative activity, attends relevant committee hearings, and provides the sort of reports and analyses that are simply unavailable to Washington outsiders.

KEY FUNCTIONS

- **Advice and Counsel:** An experienced and nuanced perspective on managing your organization's success in light of current developments in relevant public policy matters.
- **Research and Analysis:** In-depth, contextual, and data-driven analyses of complex public policy, legislative, and regulatory matters.
- **Policy Trend Monitoring:** Informed assessments of public policy trends and the factors that affect their directions and outcomes.
- **Real-Time Policy Updates:** Immediate insight from personal on-site monitoring of hearings, floor activity, and other events shaping policy in Washington.



EVENT MANAGEMENT

Impactful events, carefully planned, flawlessly executed.

Numerous organizations rely on WSC for their event management needs. Drawing on decades of experience, our team develops, coordinates, and executes meetings, conferences, and events on Capitol Hill and the surrounding area. Let us handle all the tedious/difficult parts of your event planning so that you can focus on the content.

Are you looking for presenters? Our team members are regular guest speakers at meetings, conferences, and industry gatherings. Tailoring our content to the audience, we offer insights on developing legislative and regulatory trends with just the right amount of levity to keep the crowd engaged and (importantly) awake.

Do you need to perform in front of an audience? We've got you covered there, too. We offer public speaking coaching and content development services for health care executives and government relations officers. Our personalized approach emphasizes our clients' strengths to develop presentations that are engaging and, when appropriate, humorous.

KEY FUNCTIONS

- **Audience Coordination:** Assembling guest lists that reflect optimal involvement of key stakeholders while satisfying the nuanced requirements of Washington etiquette.
- **Presentations and Education:** Delivering polished, educational presentations on general matters concerning policy making and fundraising, as well as specific topics of interest to the client's audience.
- **Venue Management:** Identifying the most appropriate environment for your meeting or conference, including comprehensive management of all onsite logistics.
- **Vendor Selection:** Coordinating and managing all local vendors necessary to execute a successful event, from catering and staffing to transportation and security.
- **Public Speaking:** Providing individual, in-person (or virtual public speaking coaching) and speechwriting services.

Our Team

KYLE MULROY, FOUNDER



Kyle Mulroy brings nearly 25 years of federal health policy and political experience to his work as an advisor, strategist and lobbyist to some of the nation's most innovative health care providers and trade organizations.

A Capitol Hill veteran, Kyle founded WSC in 2005 to help health care executives anticipate, interpret and respond to the fast-paced, complex federal legislative and regulatory decision-making processes. He is considered a trusted, results-driven member of his client's senior management teams, providing expert counsel and direct advocacy on a myriad of policy and political matters, including health care delivery and payment reform.

Kyle's prior experience includes five years working at an academic medical center in New Jersey. In 1996, he relocated to Washington, DC to serve as former Senator Robert Torricelli's (D-NJ) health policy advisor and principal liaison to the Senate Finance Committee, the U.S. Department of Health and Human Services, and the Centers for Medicare and Medicaid Services.

As a Capitol Hill staffer, Kyle helped achieve significant legislative victories, including a Medicare policy allowing for increased reimbursement to hospitals for uncompensated care and a law waiving the Social Security Disability Income waiting period for Americans diagnosed with Amyotrophic Lateral Sclerosis ("Lou Gehrig's Disease").

Kyle graduated from Rutgers University with a Bachelor of Arts degree in Political Science and from the George Washington University with a Master of Arts Degree in Legislative Affairs.

ROSS K. AIRINGTON, PRESIDENT



Ross K. Airington has over a decade of experience as a health care policy professional, writer, speaker, researcher, and educator. As President and Director of Health Policy, Ross is responsible for guiding clients through the complex and volatile world of federal health care politics and policy.

His areas of expertise include Medicare, Medicaid, and private payer reimbursement; health care finance and economics; prescription drug pricing and regulation; coverage expansion under the Affordable Care Act; post-acute and long-term care; mental health and behavioral health; and policies related to the COVID-19 pandemic.

Prior to joining WSC, Ross played a key policy role at VCU Health System, serving as the subject-matter expert for Affordable Care Act implementation. During his time as the “Obamacare Guru” for VCU Medical Center and VCU Health Sciences, he created a comprehensive health policy curriculum for VCU’s medical, nursing, pharmacy, and dentistry faculty. He also served as the Senior Health Policy Analyst for the Medical Society of Virginia.

In addition to his role as WSC’s policy chief, Ross is an adjunct professor at Virginia Commonwealth University, where he teaches graduate-level health care policy at the VCU Schools of Medicine and Business. His areas of academic interest include international comparison of health care delivery systems, interprofessional education and collaboration, and multidisciplinary coordinated care.

Ross holds an M.S. in Health Administration and a Master of Public Administration from Virginia Commonwealth University, and a B.A. in Political Science from James Madison University.



DEBORAH DUCEY, PROJECT DIRECTOR



Deborah assists with the firm's daily operations and client support needs, including event management, policy research, and other administrative and communication duties.

Deborah has 20 years of professional experience and joined WSC after spending a decade in New York City as a Senior Project Administrator for the management consulting firm Heidrick & Struggles International and as the Executive Assistant to the Chairman and CEO of Lehman Brothers Trust Company. Deborah received her bachelor's degree from University of California, Santa Cruz.



MIKE MEROLA, OF COUNSEL



Mike's health policy expertise includes Medicare, Medicaid, and hospital reimbursement policy. He also has significant experience managing a wide array of issues on behalf of clients ranging from appropriations to employee benefits and tax policy.

Mike spent two years as a Peace Corps Volunteer in the Dominican Republic and went on to serve as Deputy Chief of Staff for Sen. Robert Torricelli (D-NJ).

Mike has an impressive array of relationships on Capitol Hill, including Senate Democrat Leadership and professional staff of the Appropriations, Finance, HELP, and Foreign Relations Committees.

He also works closely with House Democrat Leadership and professional staff of the Appropriations, Energy & Commerce, and Ways & Means Committees. Clients also benefit from Mike's reach into agencies like CMS and the U.S. Department of State.



SEAN O'SHEA, OF COUNSEL



Sean has more than 15 years of policy, legislative and legal experience working with various federal, state, and local government entities, nonprofits, trade associations, universities, corporations, and unions.

Sean served in various capacities in Washington, D.C. from the White House to Capitol Hill, as well as in the private sector representing various clients. Most recently, Sean served as Deputy Chief of Staff to the Governor of Illinois overseeing significant capital investments throughout the State of Illinois.

As Projects Director & Legislative Assistant to then-Senator Hillary Rodham Clinton, Sean handled domestic appropriation bills, transportation and infrastructure issues, homeland security and health matters related to the aftermath of the September 11, 2001 terrorist attacks on New York City, and served as an adviser to Senator Clinton on the Northern Ireland peace process and other key pieces of legislation.

Sean previously served in the Office of Cabinet Affairs in the White House for President Bill Clinton overseeing several key agencies responding to crisis events, and helped coordinate policy and operations with the President's Cabinet for issues such as major disaster declarations.

Sean has represented clients in the private sector before Congress and the executive branch agencies on appropriations issues, regulatory matters, and assisted clients navigate Congressional investigations at a major lobbying firm and law firm.

Sean is a graduate of DePaul University and American University Washington College of Law. Sean is an attorney licensed to practice law in Illinois and the District of Columbia. He is admitted to the United States Supreme Court, United States District Court for the Northern District of Illinois, the Court of Appeals for the District of Columbia, and the Illinois Supreme Court.



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