

HOW TO CHANGE SOMEONE'S MIND



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eHealth Exchange
ANNUAL
NOV **18** **MEETING**
2025 **NASHVILLE** ★ **TN**

eHealth Exchange™

Feelings are not facts.

And facts do not change feelings.

Or....
**LEARNING TO
MAKE BAGELS**

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**People care about things
they UNDERSTAND**

It's your job to package and sell your initiative.



HOW TO CHANGE SOMEONE'S MIND

Message

Target

Understand

Sell

Think Small

1. WHAT EVEN IS YOUR MESSAGE?



2. WHO IS YOUR TARGET?

- Know your audience
- Know where they go for information
- Know how they like to receive information



3. FIND COMMON GROUND



4.

Accept that you are selling.

- Know it's your job to sell.
- It always was.



Keeping women in the healthcare workforce.

[Support Us](#)

[See Our Impact](#)



We make a direct impact.

Zorya Foundation provides childcare grants to women working in healthcare roles. We support a strong, resilient American healthcare workforce.

SELLING ISN'T ICKY. IT'S A NECESSITY.

- To sell, you have to **ENGAGE**.
- It requires empathy, the ability to relate and understand, and find common ground.
- **MORE CONVERSATION IS BETTER.**

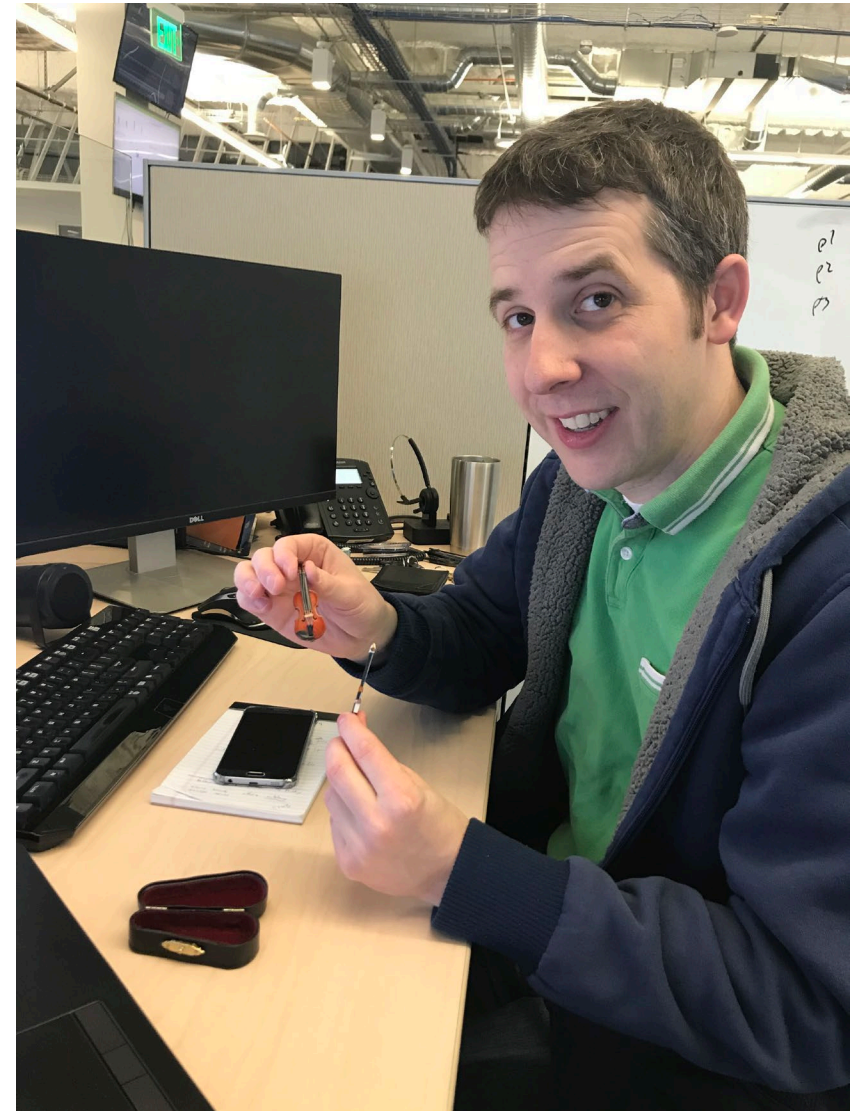
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REMEMBER

5. THINK SMALL.

- Or rather, think big to think small.
 - Ruthlessly prioritize
 - Then take the first small step



A dark, atmospheric night photograph of the Chicago skyline, featuring the Willis Tower and other skyscrapers reflected in the water. The image serves as a background for the text.

DO NOT MAKE YOUR AUDIENCE DO YOUR THINKING FOR YOU.

If your audience doesn't
understand your message
... it's **your** fault.



POLITICO PRO

AROUND THE AGENCIES

NIOSH CUTS ‘POLITICALLY MOTIVATED’ — Employees of the Centers for Disease Control and Prevention’s worker-safety institute — which was nearly eliminated by the Trump administration’s reduction in force in April — gathered outside the Health and Human Services headquarters in Washington today to protest the cuts.

“What we’ve observed is that it was purely political,” **Micah Niemeier-Walsh**, a NIOSH employee and vice president of a local union affiliate that represents workers in the agency’s Cincinnati office, told reporters. “The programs that were brought back were the ones that have been in the media, the ones that have gotten the most attention,” like the National Firefighter Cancer Registry.

A background image of the Chicago skyline at sunset. The sky is a mix of orange, red, and purple. The Willis Tower is prominent in the center. Other skyscrapers are visible on the right. The foreground shows some lower buildings and trees, partially obscured by a dark blue overlay.

What NOT to do

**"You are
not a horse.
You are
not a cow."**

Boyden Gray PLLC: FDA Agrees to Remove "You Are Not A Horse"
Posts In First-of-its-Kind Win for Doctors

An example of the “correct side” justifying “**no conversation**”

Spoiler alert, this swayed no one who needed to be persuaded.

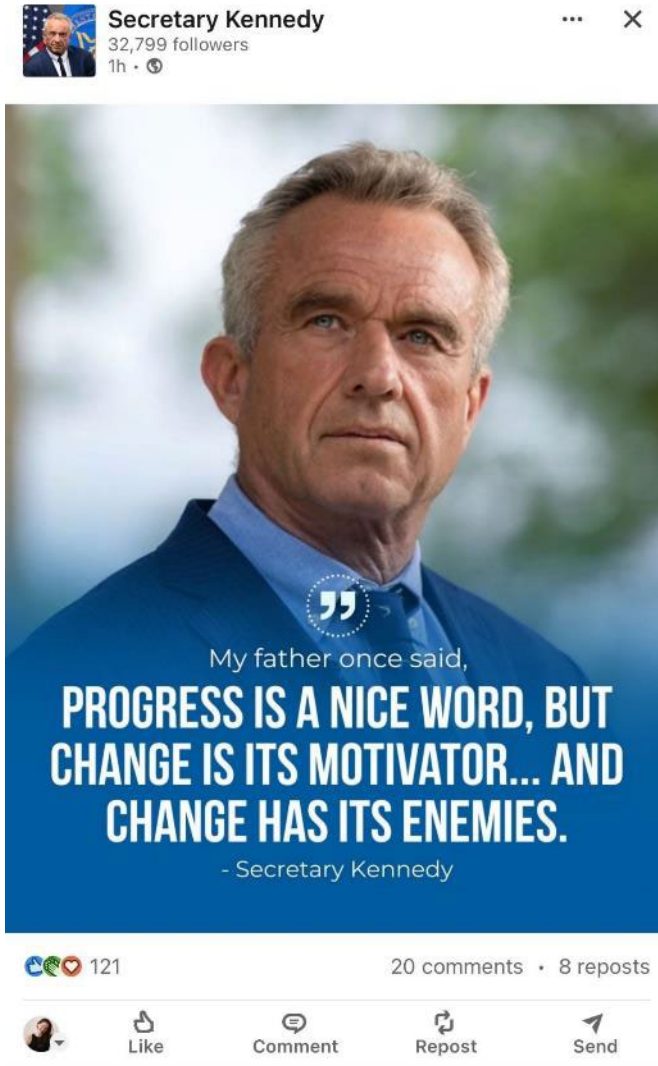
The New York Times

OPINION
GUEST ESSAY

Larry David: My Dinner With Adolf

April 21, 2025





An example of the “fear-based” and “exclusion” messaging.

Spoiler alert, this one also swayed no one who needed to be persuaded.



Megan Ranney • 1st

Dean, Yale School of Public Health; emergenc...
4w • Edited •

Two weeks ago, a group of us - public health professionals and grassroots MAHA organizers from Ohio - came together for a bold and brave conversation about how and why we care about health, convened by [Brinda Adhikari](#).

And on Monday, I had the privilege of extending that conversation with the [Why Should I Trust You?](#) team, and Elizabeth Frost (who for some reason I can't tag - sorry!!).



Jennifer Houlihan MA, CPM • 2nd

Design | Product | Facilitation | Instruction. Di...

4w ...

Why are you legitimizing this group?

Like · 1 | Reply · 2 replies

See previous replies



Angus Campbell • 3rd+

Data Consultant and Bioinformatician

2w ...

[Jennifer Houlihan MA, CPM](#) This group of people has already been legitimized in the public eye for decades. Refusing to talk to them has been a major flaw of public health for a long time, if for no other reason ...more

Like | Reply





Kat Kovalchik McDavitt • You

President of Innsena; CEO of the Zorya Foundation; Host of the Health Tech Ta...

6mo • Edited •

...

Public health is pro-America, pro-freedom and most importantly (to me), PRO-BUSINESS.

(nod to [Matthew Christiansen MD MPH](#) for saying this on last week's [Health Tech Talk Show](#))

Did you enjoy my red neck public health series? It was my attempt to show public health communicators "what good looks like."

My first post actually started off as a mega rant bashing [Centers for Disease Control and Prevention](#) communicators for not listening and getting DOGE'd as a result.



It's also true that I had just consumed at least three glasses of wine on a transatlantic flight. Luckily I read it again before posting and thought - well, maybe I should write the stories I'm angry they didn't tell.



 **Kat Kovalchik McDavitt** • You
President of Innsena; CEO of the Zor...
1mo • Edited • 



I've never accidentally poisoned people I love with a biotoxin...
and it's because of [#publichealth](#). ...more



 **Kat Kovalchik McDavitt** • You
President of Innsena; CEO of the Zor...
1mo • Edited • 



Well, y'all. Now that we've fired most of the comms people at [Centers for Disease Control and Prevention](#), guess what? ...more



 **Kat Kovalchik McDavitt** • You
President of Innsena; CEO of the Zor...
1mo • Edited • 

I do not have chronic pain and it's because of [#publichealth](#) - ...more



 **Kat Kovalchik McDavitt** • You
President of Innsena; CEO of the Zor...
1mo • Edited • 

I AM NOT A ZOMBIE, and it's because of [#publichealth](#). ...more



Would I have been a victim of lead poisoning? Arsenic? Would I have developed any of the childhood cancers prevalent in the area? Who knows. And thanks to public health, I never have to find out.

Public health is more than vaccines. Being [#republican](#) doesn't mean you hate public health. I don't.

It's the last day of [#NPHW](#). [American Public Health Association](#)



**Kat Kovalchik McDavitt** • You

President of Innsena; CEO of the Zorya Foundation; Host of the Healt...

2w •

I walk through an old southern cemetery every morning when I'm home in Atlanta. Isn't it curious how so many newborns and young mothers are buried here, before vaccines and so many medical advancements?

Pregnancy is still dangerous for women, but we've made a lot of progress as a country. Let's build on this progress, not burn it down. Education is important. Agency is important. The ability to make decisions for ourselves and our families is a value on which America is built.

Being a Republican doesn't mean you hate public health, and it doesn't mean you hate vaccines. What it means is that, like me, you value agency -- that you know what's best for you and your family and have the ability to make those decisions.

Forward not backward, y'all.



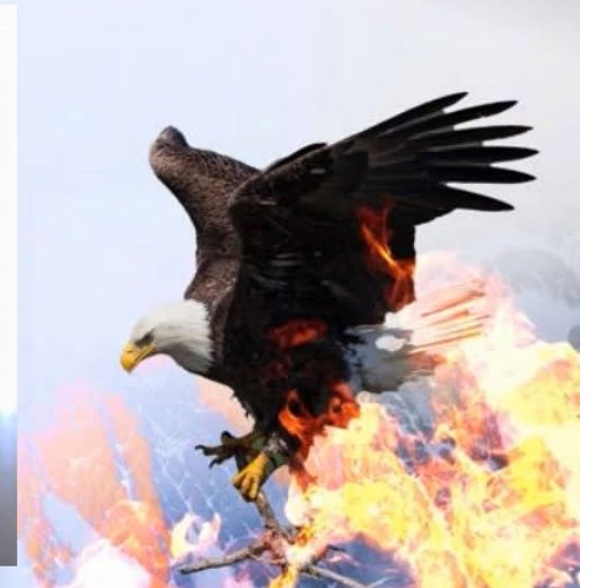
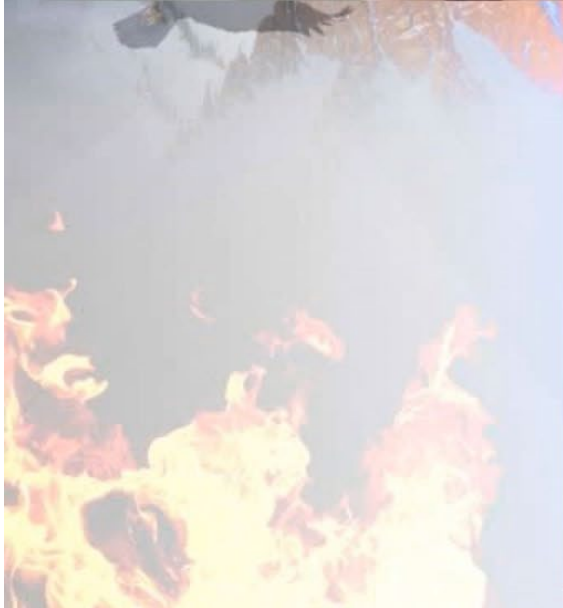
I believe the ability to start a business with relatively low barriers is key to American prosperity and innovation. I'm not mad if the government helps keeps those barriers to building low in the form of health insurance subsidies for the exchanges.

Do we really want to roll back those subsidies and drive more Americans from their own 1099 hustle back to the cold, soulless clutches of the blue chips? I don't.

Being a Republican doesn't mean you hate everything the Democrats have ever done. I don't.

God bless America.





CHILDREN'S HEALTH

Are Infants Who Sleep in Parents' Bed at Risk?

AUGUST 6, 2007 · 4:00 PM ET

HEARD ON ALL THINGS CONSIDERED



Listen

+ PLAYLIST

≡ TRANSCRIPT

...

A recent story about a string of five infant deaths in Detroit prompted a flood of e-mails from parents who sleep with their infants.

HOW TO CHANGE SOMEONE'S MIND

REMEMBER



Message



Target



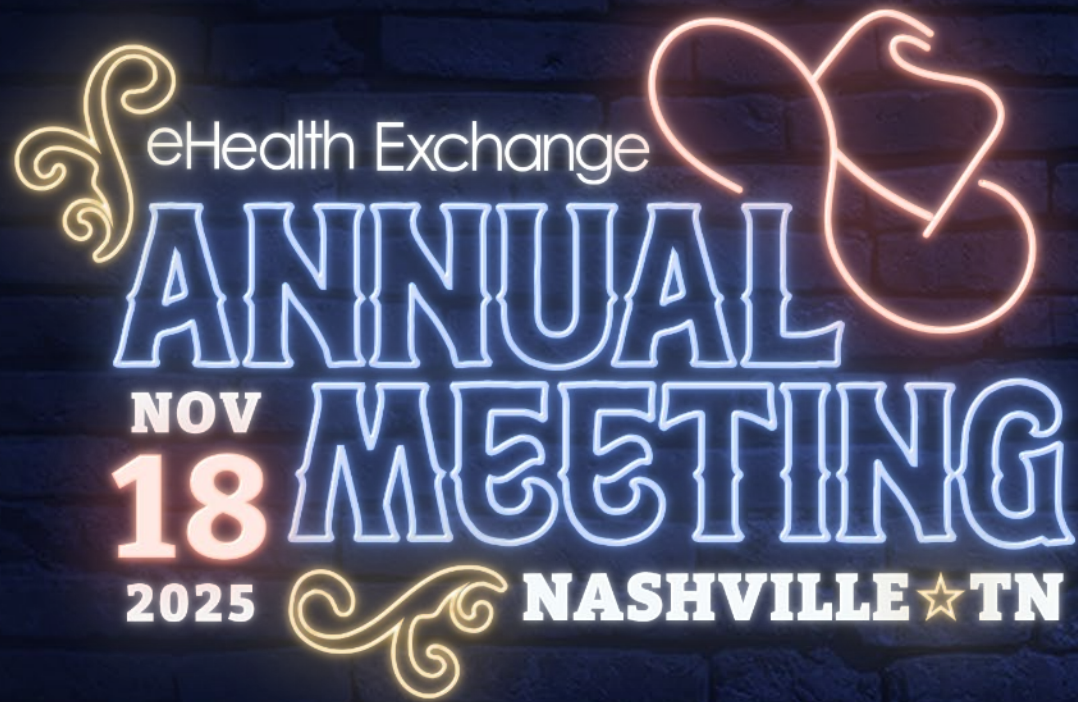
Understand



Sell



Think Small



eHealth Exchange™

Q&A

Thank you for your participation.