



2012 National Advocacy Conference



February 13–15
Grand Hyatt Washington
Washington, D.C.

Keynote speakers include:



David Gergen
Senior political analyst,
CNN



Bob Schieffer
Moderator, *Face the Nation*
with Bob Schieffer, CBS News
chief Washington correspondent



Major Garrett
Congressional correspondent,
National Journal



Monday, February 13

Capitol Hill briefing

1:15–2:15 p.m. • Independence Ballroom A

Senior advocacy staff from the American Medical Association (AMA) will deliver an overview of the organization's priority issues and things to keep in mind if you are meeting with members of Congress.

Richard A. Deem, senior vice president, Advocacy, AMA

Cindy Brown, vice president, Government Affairs, AMA

Todd Askew, director, Congressional Affairs, AMA

AMA leadership on the issues

2:15–3:15 p.m. • Independence Ballroom A

The AMA president, president-elect, and the chair of the Board of Trustees share their perspectives on the issues they address daily when discussing the AMA's efforts and advocacy agenda with members of Congress, the administration and the media.

Peter W. Carmel, MD, president, AMA

Jeremy A. Lazarus, MD, president-elect, AMA

Robert M. Wah, MD, chair, AMA

Inside the Beltway

3:15–4:45 p.m. • Independence Ballroom A



David Gergen is a senior political analyst for CNN and has served as an adviser to four U.S. presidents. He is a professor of public service at the Harvard Kennedy School and the director of its Center for Public Leadership. In 2000, he published the best-selling book, *Eyewitness to Power: The Essence of Leadership, Nixon to Clinton*. He

will offer his insights on Beltway politics, campaigns and the latest in political news.

Welcome reception

6–7 p.m. • Independence Ballroom B–E

Tuesday, February 14

Breakfast

7:15–8 a.m. • Constitution Ballroom

Congressional perspectives

8–8:30 a.m. • Independence Ballroom A

Sen. Jon Kyl, R-AZ

Keynote address

8:30–9:30 a.m. • Independence Ballroom A

Hear from the Centers for Medicare & Medicaid Services (CMS) acting administrator and COO on a multitude of issues including the Medicare Shared Savings Program (which will be getting off the ground in early 2012), plans for payment bundling in 2013, and the work of the CMS Center for Medicare and Medicaid Innovation.

Marilyn Tavenner, acting administrator and COO, Centers for Medicare & Medicaid Services, Department of Health and Human Services

Perspectives on delivery and innovation from the private and public sectors

9:30–10:45 a.m. • Independence Ballroom A

Congress and the administration are working to test and implement a number of new payment and delivery models as an alternative to the current fee-for-service system. At the same time, private insurers are working toward similar goals. Hear perspectives from both the public and private sectors regarding their efforts and goals.

Chris Dawe, director, Delivery System Reform, Department of Health and Human Services – Health Reform

Frank Coyne, vice president, Operations and National Programs, BlueCross BlueShield Association

Francis J. Crosson, MD, senior advisor, Health Policy, Permanente Medical Group; senior fellow, Kaiser Permanente Institute for Health Policy

Break

10:45–11 a.m. • Independence Foyer

Addressing national fiscal responsibility related to health care

11 a.m.–12:30 p.m. • Independence Ballroom A

First the National Commission on Fiscal Responsibility was unsuccessful and then the “Super Committee” failed, but our fiscal problems have not gone away. This session will review the urgency of addressing health care costs and the difficult choices that still need to be made.

Sheila Burke, JD, faculty, John F. Kennedy School of Government, Harvard University; senior public policy advisor, Baker Donelson

G. William Hoagland, vice president, Federal Affairs, Cigna

Lunch

12:30–1:30 p.m. • Constitution Ballroom

New federal antitrust rules for accountable care organizations

1:30–2:30 p.m. • Independence Ballroom A

In October 2011 the Federal Trade Commission (FTC) and the Department of Justice (DOJ) released a new joint antitrust enforcement policy for Medicare ACOs that adopts important changes for physician networks contemplating participation. FTC and DOJ senior officials will outline the new policy, discuss the implications for physician networks and answer your questions.

Gail Kursh, deputy chief, Antitrust Division, U.S. Department of Justice

Susan S. DeSanti, director, Office of Policy Planning, Federal Trade Commission

Break

2:30–2:45 p.m. • Independence Foyer

Breakout sessions

2:45–3:45 p.m.

Meeting with Congress: How to turn a five-minute meeting into a lifelong relationship

Independence Ballroom B–E

Session participants will learn what congressional staff believe are the most effective communication tactics for influencing undecided members of Congress; if and how the Internet has made legislators more responsive and accountable to constituents; the differences in impact between alternative forms of communication (email, postal mail, in-person, social media); how to conduct

effective in-person meetings, influence legislators at town hall meetings and affect advocacy at the state/district level; and the “dos” and “don’ts” of effective communication with Congress, and how to establish and leverage long-term relationships.

Brad Fitch, CEO, Congressional Management Foundation

The critical and increasing importance of data Independence Ballroom F–I

It is often said that knowledge is power. In medicine’s increasingly technologically-based world, data is a prime source for acquiring that knowledge. As the collection of medical data proliferates, it is becoming apparent that to remain relevant in the changing health care market, physician survival will be tied to owning, mining and understanding that data, and to ensuring that the data are used responsibly by other parties and effectively by physician practices. This session will explore the opportunities and challenges this data explosion presents to physicians, and offer ways physicians can use data to benefit their patients and practice.

Howard Beckman, MD, chief medical officer, Focused Medical Analytics

Heather McComas, PharmD, senior policy analyst, Private Sector Advocacy, AMA

Nathan Davis Awards reception

6–7 p.m. • Constitution Ballroom

This reception is open to all National Advocacy Conference attendees.

Nathan Davis Awards dinner

7–9:30 p.m. • Independence Ballroom A

Inaugurated in 1989, the Dr. Nathan Davis Awards for Outstanding Government Service, named for the founder of the AMA, are recognized nationally as one of the most prestigious honors extended to elected officials and career government employees for outstanding endeavors that advance public health.



Master of Ceremonies: Bob Schieffer

Bob Schieffer has received virtually every award in broadcast journalism. The moderator of CBS News’ *Face the Nation* since 1991 and the network’s chief Washington correspondent,

Continued on back

Continued from page 3

Schieffer is a member of the Broadcasting/Cable Hall of Fame, has received an Emmy for lifetime achievement, and has been named a "Living Legend" by the Library of Congress. He is one of the few broadcast or print journalists to have covered all four major beats in the nation's capital—the White House, the Pentagon, the State Department and Capitol Hill. A talented raconteur, Schieffer tells the stories behind the stories, as few can, by drawing on his deep knowledge of the players and institutions that shape and make the news.

Wednesday, February 15

Breakfast

7:30–8:30 a.m. • Constitution Ballroom

Joining Forces

8:30–9 a.m. • Independence Ballroom A

Joining Forces is a comprehensive national initiative to mobilize all sectors of society to give our service members and their families the opportunities and support they have earned. Joining Forces is turning attention toward helping service members with post-traumatic stress, traumatic brain injury and post-combat depression. The AMA is supporting this initiative and will ask other medical societies to make this a priority. This session will provide you with information on how you and the organizations you work with can get involved in this initiative.

Navy Capt. Paul S. Hammer, MD, director, Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury

Congressional perspectives

9–9:30 a.m. • Independence Ballroom A

To be announced

Break

9:30–9:45 a.m. • Independence Foyer

Addressing rising health care costs

9:45–10:45 a.m. • Independence Ballroom A

Health care spending in the United States, while contributing to improved quality, continues to rise faster than the overall economy, wages and inflation. Health care costs cannot be reduced by making changes in only one part of the health care system. All stakeholders must be willing to pursue opportunities to better manage health care resources. During this session, meeting attendees will hear about promoting a culture of shared responsibility, and about shifting expectations related to individual and collective responsibilities in ways that can improve value and use health care resources more wisely.

Wendy Everett, president, NEHI

Linda E. Fishman, senior vice president, Public Policy, American Hospital Association

Justine Handelman, vice president, Legislative and Regulatory Policy, BlueCross BlueShield Association

Political perspectives

10:45 a.m.–noon • Independence Ballroom A



Major Garrett, a respected congressional correspondent for *National Journal*, has been at the forefront of our nation's most important issues of the last decade. Garrett's experience as a journalist, reporter and congressional correspondent gives him expertise and insights into today's political climate and the inner workings of Congress,

which he will share during this session.

Lunch

Noon–1:30 p.m. • Independence Ballroom F–G

Breakout sessions

1:30–2:30 p.m.

Meeting with Congress: How to turn a five-minute meeting into a lifelong relationship

Independence Ballroom B–E

The critical and increasing importance of data

Independence Ballroom F–I