2018 AMA STATE LEGISLATIVE STRATEGY CONFERENCE: MOVING MEDICINE FORWARD IN A CHALLENGING ENVIRONMENT

AGENDA

THURSDAY, JAN. 4

2:00 – 5:00 p.m. STATE ADVOCACY STRATEGY WORKSHOPS: DEVELOPING CUTTING-EDGE ADVOCACY TOOLS AND THE STRATEGY AND TACTICS TO APPLY THEM

2:00 – 2:15 p.m. PRESIDENT’S WELCOME

2:15 – 4:15 p.m. DEPLOYING INNOVATIVE TOOLS TO POWER YOUR MESSAGE: A TWO-PART PRIMER ON NEW AMA ADVOCACY RESOURCES AND HOW TO USE THEM

Speaker: Jeffrey Sadosky, partner, Forbes Tate Partners

PART I: 2018 AMA ECONOMIC IMPACT STUDY

The AMA Economic Impact Study is a powerful advocacy tool that demonstrates the tremendous economic impact physicians have at the state and national level. Learn how you can put the study to use in your state, position physicians as indispensable economic drivers and employ impactful data to sway policymakers

PART II: USING THE VISUAL APPEAL OF SOCIAL MEDIA TO ENHANCE YOUR ADVOCACY EFFORTS

Is your communications strategy feeling #old? Craft a modern approach to advocacy with new social media tools that will get more likes than your avocado toast. Take advantage of the visual nature of Twitter, Facebook, and other social media platforms to ensure that your messages on scope of practice and the health care workforce catch the attention of physicians, patients, and policymakers, driving advocacy and ensuring success.

1 Subject to change.
4:15 – 5:00 p.m. RT IF YOU AGREE: A CASE STUDY IN MOBILIZING AND ENGAGING GRASSROOTS THROUGH SOCIAL MEDIA PLATFORMS

Speaker: Rob Jordan, director, political and legislative grassroots, AMA

Now that you’re armed with new tools and developed a communications strategy, how do you make sure your message gets the attention it deserves? Learn how to optimize content for clicks and post engagement. Hear about new social media platform tools and tricks that can expand outreach and revolutionize your audience’s interaction with your advocacy campaign.

5:30 – 7:00 p.m. KEYNOTE ADDRESS

Keynote speaker: Bruce P. Mehlman, JD, founder, Mehlman, Castagnetti, Rosen & Thomas

Cocktail reception immediately following

FRIDAY, JAN. 5

8:00 – 9:00 a.m. NETWORKING BREAKFAST

8:30-9:00 a.m. AMA PHYSICIAN ENGAGEMENT UPDATE

Speaker: Todd Unger, senior vice president & chief experience officer, Physician Engagement, AMA

Todd Unger has led digital-change initiatives at AOL, Time Inc. and the Daily Racing Form. Now he’s taking that expertise to the AMA. Hear about his approach and how it’s become his playbook for igniting digital transformation in any organization.

Question & answer session to follow

9:00 a.m. – Noon GENERAL SESSIONS

9:00 – 9:15 a.m. WELCOME AND MEETING KICK-OFF

9:15 – 10:15 a.m. A CONVERSATION WITH STATE REGULATORS: WHAT’S IN STORE FOR 2018?

Moderator: Joel Ario, JD, managing director, Manatt Health

Between the work of the National Association of Insurance Commissioners (NAIC) and individual state departments of insurance, insurance commissioners are front and center in health insurance debates. What do these three leaders see on the horizon for 2018 in terms of
health care regulation? What issues do they hear most about from consumers and industry? How can medical societies effectively engage with departments of insurance?

Question & answer session to follow

10:15 – 10:30 a.m. NETWORKING BREAK

10:30 – 11:30 a.m. PHARMACY BENEFIT MANAGEMENT: OVERCOMING BARRIERS TO CARE

Panelists:

- Ronna Hauser, PharmD, vice president, Pharmacy Affairs, National Community Pharmacists Association
- Ann Palmer, president and CEO, Arthritis Foundation (invited)

The barriers to care that health insurers and pharmacy benefit managers (PBMs) have put into place around pharmacy benefits are wreaking havoc on patients’ health and physicians’ practice. Such barriers range from prior authorization and step-therapy requirements to mid-year formulary changes to narrow pharmacy networks to mail order incentives. Uncovering how these decisions are made, who is willing to take responsibility, and how to hit the moving benefit targets for patients has proven difficult. Is there opportunity in the states to meaningfully regulate these barriers and ensure that these middlemen are not delaying or denying patients’ access to covered care? What can we do to address the impact of prior authorization and other utilization management programs, so that drug benefits are not being managed at a cost to patients’ health? And how do we build coalitions to show the widespread impact of these barriers to care?

Question & answer session to follow

11:30 a.m. – 12:30 p.m. ROOM FOR DEBATE: WILL SAFEGUARDING THE QUALITY OF HEALTH CARE YIELD TO COMPETITION CONCERNS?

Moderator: Rich Feinstein, JD, partner, Boies, Schiller & Flexner

Panelists:

- Sarah Oxenham Allen, JD, senior assistant attorney general and unit manager, Antitrust Unit, Office of the Virginia Attorney General
- Rebecca Haw Allensworth, JD, professor of law, Vanderbilt University

The Supreme Court recently held that state licensing boards may be subject to antitrust liability unless they are actively supervised by state officials to ensure faithfulness to the state’s licensure policy. In response
to this new antitrust liability concern, many states are re-examining their policies on occupational licensure. Opponents of licensure seek to enact competition and efficiency standards that supervising state officials would have to apply across the full range of occupational licensing, from medicine to hair shampooing and falconering. One such proposed test asks whether the licensing action is the least restrictive of competition necessary to protect the public. Is this competition test desirable and workable for a medical licensing board? Learn about new AMA resources that will help you advance legislation that reaffirms the protection of the health and safety of the public—not competition—as state licensure policy. Through this debate-style presentation, hear how you can strike the right balance in complying with the Supreme Court’s opinion while not undermining important patient protections.

Question & answer session to follow

12:30 – 1:30 p.m. LUNCH & FEDERAL UPDATE

Moderator: Rich Deem, senior vice president, Advocacy, AMA

Panelists:
- Cynthia Brown, vice president, Government Affairs, AMA
- Margaret Garikes, JD, vice president, Federal Affairs, AMA
- Todd Askew, director, Congressional Affairs, AMA
- George Cox, JD, director, Division of Legislative Counsel, AMA

Question & answer session to follow

1:30 – 2:00 p.m. NETWORKING BREAK

2:00 – 4:00 p.m. GENERAL SESSIONS

2:00 – 2:30 p.m. HOT TOPIC: APRN COMPACT

While the Advanced Practice Registered Nurses’ (APRN) quest for independence isn’t new, their latest tactic is. The APRN Compact would allow APRNs with a new multi-state license to practice independently, overriding state laws or regulations that require APRNs to practice pursuant to physician supervision or collaboration. Learn more about the APRN Compact during this Hot Topic session, and take advantage of the opportunity to strategize with your colleagues about how to approach this development and ensure your legislators aren’t tricked into passing a massive scope expansion under a disguise of license portability.

Question & answer session to follow
2:30 – 3:30 p.m.  MEDICAID WAIVERS: KEY SAFEGUARDS AND STATE FLEXIBILITY

*Moderator:* Cindy Mann, JD, partner, Manatt Health

*Panelists:*

- Jane Perkins, JD, legal director, National Health Law Program
- Matt Salo, executive director, National Association of Medicaid Directors
- Hemi Tewarson, JD, director, Health Division, National Governors Association Center for Best Practices

A growing number of states are seeking federal waivers to implement new, added requirements on Medicaid patients, such as work requirements, time limits, restricted drug formularies, and changes to the enrollment process. States contend that these elements are needed to address individualized state needs and ballooning state Medicaid budgets. Critics argue that states are attempting to limit enrollment and that the results will harm patients. In this session, learn about the changes underway in Medicaid and what they mean for your patients and your practice.

*Question & answer session to follow*

3:30 – 4:30 p.m.  TELEMEDICINE: FINE-TUNING YOUR STRATEGY TO DRIVE FUTURE SUCCESS

*Moderator:* Alexis S. Gilroy, JD, partner, Jones Day

*Panelists:*

- Nathaniel M. Lacktman, JD, partner, Foley & Lardner
- Mei Wa Kwong, JD, policy advisor and project director, Center for Connected Health Policy
- Jon Thomas, MD, immediate past chair, Interstate Medical Licensure Compact Commission

A pause in the breakneck pace of state telemedicine legislation presents the opportunity to take stock of the progress of the last 3 years, refine your strategy in the areas of telemedicine and license portability, and apply lessons learned to ensure success in moving medicine forward.

*Question & answer session to follow*

*Cocktail reception immediately following*
SATURDAY, JAN. 6

7:30 – 8:30 a.m. BREAKFAST

8:30 – Noon GENERAL SESSIONS

8:30 – 9:30 a.m. KEYNOTE ADDRESS: HOW COMMUNITIES CAN RECOVER AND LEAD THE WAY IN REVERSING THE NATION’S OPIOID EPIDEMIC

*Speaker*: Sam Quinones, journalist and author, *Dreamland: The True Tale of America’s Opiate Epidemic*

This session will highlight the ways in which *Dreamland* came to be and use that experience to emphasize what communities can do moving forward. Ending the opioid epidemic will not be easy, and it will not occur overnight, but there are specific things that can be done to begin the nation on the path to recovery. This session will provide a perspective not always considered in the medical or policy worlds, but one that is essential to ensure that solutions meet the needs of those directly affected.

*Question & answer session to follow*

9:30 – 10:45 a.m. THE NATION’S OPIOID EPIDEMIC: IMPLEMENTING SUCCESSFUL TREATMENT POLICY AND PRACTICE IS HAPPENING TODAY

*Panelists:*

- Sharon Levy, MD, MPH, Medical Director, Adolescent Substance Abuse Program, Boston Children’s Hospital (invited)
- Leo Beletsky, JD, associate professor of law and health sciences, Northeastern University School of Law
- Sean Mackey, MD, PhD, chief, Division of Pain Medicine and Redlich Professor of Anesthesiology, Perioperative and Pain Medicine, Neurosciences and Neurology, Stanford University (invited)
- Kate Neuhausen, MD, chief medical officer, Virginia Department of Medical Assistance Services

There is widespread agreement that reversing the nation’s opioid epidemic requires a public health focus that emphasizes comprehensive treatment for pain and for substance use disorders. Yet, despite the increasing mortality toll from opioid-related causes, increasing access to multimodal pain care and evidence-based care for substance use disorders remains an elusive target for many state and federal policymakers. This session will identify the specific barriers that impede access to care and provide tangible strategies to overcome them.
MENTAL HEALTH AND SUBSTANCE USE DISORDER: WHAT WE CAN DO NOW TO IMPROVE ACCESS TO AND COVERAGE FOR CARE

Panelists:

- Ellen Weber, JD, vice president for health initiatives, Legal Action Center
- Lisa Landau, JD, Bureau Chief, Health Care Bureau, New York State Office of the Attorney General (invited)
- Miriam Komaromy, MD, Associate Director, Associate Professor of Medicine, ECHO Institute™, University of New Mexico Health Sciences Center

Mental health and substance use disorder parity laws exist in state and federal law, but there are questions as to whether such care is being covered in the same way as other services. Meanwhile, studies are showing that patients may not have adequate access to in-network psychiatrists and other mental health care providers. This session will highlight the legal responsibilities of payers to provide access to and coverage of mental health care and treatment for substance use disorder. This session also will detail innovations in delivering care where providers and expertise may not be readily available.

Question & answer session to follow

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MEETING ADJOURNED