State Advocacy Summit

SUCCESSFUL ADVOCACY IN TURBULENT TIMES

2019 Agenda

THURSDAY, JAN. 10

2–5 p.m. STATE ADVOCACY STRATEGY WORKSHOPS
Vaquero D-G

2–2:10 p.m. PRESIDENT’S WELCOME
Speaker: Barbara L. McAneny, MD, president, AMA

2:15–5:15 p.m. HARNESSING THE POWER OF THE PHYSICIAN VOICE
(WORKSHOPS)
Group facilitator: Tyeese L. Gaines, DO, MBA, MA, FACEP, CPE, owner and lead media strategist, Doctor Ty Media LLC

2:15-3:15 p.m. SOCIAL MEDIA 101
3:15-4:15 p.m. SOCIAL MEDIA 201
4:15-5:15 p.m. HOW TO CRAFT AN EFFECTIVE MESSAGE

5:15–5:30 p.m. BREAK

5:30–7 p.m. KEYNOTE ADDRESS
Vaquero A-C

Introduction: James L. Madara, MD, executive vice president and CEO, AMA

Keynote speaker: Ashish K. Jha, MD, MPH, director, Harvard Global Health Institute, K. T. Li Professor and Dean for Global Strategy, Harvard T.H. Chan School of Public Health and Professor of Medicine, Harvard Medical School
FRIDAY, JAN. 11

8–8:45 a.m. NETWORKING BREAKFAST
Vaquero A-C

8:45 a.m.–12 p.m. GENERAL SESSIONS
Vaquero D-G

Lead moderator: Jack Resneck Jr., MD, chair, Board of Trustees, AMA

8:45 - 9 a.m. WELCOME AND MEETING KICK-OFF
Speaker: Jack Resneck Jr., MD, chair, Board of Trustees, AMA

9 – 9:45 a.m. 2019 STATE HEALTH POLICY LANDSCAPE
Presenter: Len Nichols, PhD, director, Center for Health Policy Research and Ethics and professor of health policy, George Mason University

The prospect of partisan gridlock in Washington will drive the locus of health policy innovation, once again, to the states. This keynote will cover the Medicaid expansion and work requirement policies that are in the news, but increasingly creative waivers and more freedom for states to re-shape their insurance markets and to invest in social determinants of health activities are also likely to be impactful. Examples of state-led delivery system reforms, including payment reforms and state employee value based insurance design, will be highlighted. Finally, drug pricing restrictions and single payer or Medicare for all proposals at the state level may be harbingers of where the national debate is headed in 2021 and beyond, and so merit scrutiny as well.

9:45 – 10:45 a.m. A CONVERSATION WITH STATE REGULATORS: PROTECTING PATIENTS IN A CHANGING REGULATORY ENVIRONMENT
Moderator: Joel Ario, managing director, Manatt Health

Panelists:
- Alfred W. Redmer, Jr, Commissioner, Maryland Insurance Administration
- Mike Kreidler, Commissioner, Office of the Insurance Commissioner, Washington State (invited)
- Trinidad Navarro, Insurance Commissioner, Delaware Department of Insurance (invited)

Physician advocates will have an opportunity to ask insurance commissioners their burning questions about the individual markets,
mental health parity, enforcement of health insurance laws, and more. We will hear from these leaders about their 2019 regulatory priorities and explore how physicians can better engage with departments of insurance.

**Question & answer session to follow**

10:45–11 a.m. **BREAK**

11 -12 p.m. **A THOUSAND CUTS AND A THOUSAND OPPORTUNITIES – HOW STATES CAN RESTORE AND IMPROVE ACCESS TO CARE IN THE INDIVIDUAL MARKET**

Moderator: Sarah Lueck, senior policy analyst, Center for Budget and Policy Priorities

Panelists:
- Lucy Culp, campaign strategy director, American Heart Association
- Gene Ransom III, chief executive officer, MedChi, The Maryland State Medical Society

The federal government has taken steps to remove marketplace protections under the ACA including repealing the individual mandate penalty, increasing EHB flexibility, expanding availability of short-term plans, and reducing association health plan restrictions. This leaves much up to the states to establish policies that promote stability in the marketplaces and reinstate patient protections. There are opportunities for medical societies to engage with patients advocates and policymakers on these important efforts.

**Question & answer session to follow**

12– 1:30 p.m. **LUNCH AND FEDERAL UPDATE**

**Vaquero A-C**

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

Changes are coming to Washington in 2019. Hear from the AMA’s team in Washington about the prospects and challenges medicine can expect.

**Question & answer session to follow**
1:30 – 4:45 p.m.  GENERAL SESSIONS
Vaquero D-G

Lead moderator: Jack Resneck, chair, Board of Trustees, AMA

1:30 – 2:15 p.m.  MANAGING MEDICAID PRIORITIES IN 2019

Speaker: Matt Salo, executive director, National Association of Medicaid Directors

State Medicaid expansion won important victories in the 2018 election—building on the state legislative efforts already achieved in 2018. Yet, there are considerable challenges ahead, including state-based work requirements, increasing prescription drug costs, ever-tightening state budgets and the impacts of chronic disease. In this session, you’ll hear how states are responding to these challenges, including innovations that you can bring home to your state.

*Question & answer session to follow*

2:15 – 3:30 p.m.  THE LEADERSHIP OF REGULATORS IN ADDRESSING THE OPIOID EPIDEMIC

Introduction: Patrice A. Harris, MD, MA, president-elect, AMA and chair, AMA Opioid Task Force

Moderator: Joel Ario, managing director, Manatt Health

Panelists:
▪ Alison Beam, chief of staff, Pennsylvania Insurance Department
▪ Michael Conway, interim insurance commissioner, Division of Insurance, Department of Regulatory Agencies, Colorado

State regulators have multiple tools at their disposal to help patients access high-quality, evidence-based care for opioid use disorder as well as comprehensive care for pain, including non-opioid alternatives. The AMA, in partnership with Manatt Health Solutions and the Colorado and Pennsylvania Medical Societies, has been working closely with regulators to identify the most promising areas where action can be taken. How could this approach apply in your state?

*Question & answer session to follow*

3:30–3:45 p.m.  BREAK

3:45– 5:00 p.m.  OPIOIDS AND CORRECTIONAL SETTINGS

Introduction: Patrice A. Harris, MD, MA, president-elect, AMA and chair, AMA Opioid Task Force
Moderator: Elizabeth Salisbury-Afshar, MD, director, Center for Multi-System Solutions to the Opioid Epidemic, American Institutes for Research

Panelists:
- Ricky Bluthenthal, PhD, professor of preventive medicine, Institute for Health Promotion & Disease Prevention, Keck School of Medicine, University of Southern California
- Jessie Rosman, JD, staff attorney, ACLU Massachusetts
- Annie Ramniceanu, addiction and mental health systems director, Vermont Department of Corrections

This session will present the evidence base for providing treatment to those who are incarcerated, identify the challenges in implementing legislation designed to increase access to care for those incarcerated, and provide medical societies with strategies on how the Americans with Disabilities Act can help protect those with a substance use disorder if they become incarcerated.

*Question & answer session to follow*

*Cocktail reception immediately following*

**SATURDAY, JAN. 12**

7–8 a.m. **NETWORKING BREAKFAST**
Vaquero Ballroom Foyer

8 a.m.–12 p.m. **GENERAL SESSIONS**
Vaquero D-G

Lead moderator: Jack Resneck Jr., MD, chair, Board of Trustees, AMA

8 – 9:30 a.m. **HOW DO WE NAVIGATE THE POST CONSOLIDATION WORLD?**

Moderator: Deborah Haas-Wilson, PhD, Marilyn Carlson Nelson Professor of Economics and Visiting Scholar at the University of California, Berkeley

Panelists:
- Thomas (Tim) Greaney, JD, visiting professor, University of California Hastings College of Law
- H.E. (Ted) Frech, III, PhD, professor, Department of Economics and professor, Technology Management Program, University of California, Santa Barbara
- Diana L. Moss, PhD, president, American Antitrust Institute
Rapid consolidation best characterizes American healthcare today. What is the post-consolidation world likely to look like and what is at stake for physicians? Is antitrust up to the task of protecting consumers? What legislative or regulatory strategies should physicians pursue to protect their patients? How do physicians lead and thrive through the complexity of this change?

*Question & answer session to follow*

**9:30 – 10:45 a.m.**  
**PHARMACY BENEFIT MANAGERS: WHAT DO THEY DO?**  
Presenter: Neeraj Sood, PhD, vice dean for research and director of research, Schaeffer Center for Health Policy & Economics, University of Southern California  
Reactor panelists:  
▪ Diana L. Moss, PhD, president, American Antitrust Institute  
▪ Barbara L. McAneny, MD, president, American Medical Association  
Pharmacy benefit managers (PBMs) are used by nearly every major payer to manage their pharmacy benefits, including negotiating prices and controlling utilization. But PBM markets, which are dominated by just three firms, are not competitive. PBM customers may have scant information about the rebates negotiated on their behalf because contracts between PBMs and drug manufacturers are claimed as trade secrets. This session will provide a detailed primer on PBMs and their business practices to give you the foundation to engage on these issues.  
*Question & answer session to follow*

**10:45 – 11 a.m.**  
**BREAK**

**11 a.m. – Noon**  
**EARLY COMMUNICATION AND RESOLUTION – A PATIENT FOCUSED APPROACH TO MEDICAL LIABILITY REFORM**  
Moderator: Brian Atchison, president and CEO, Medical Professional Liability Association  
Panelists:  
▪ Leilani Schweitzer, assistant vice president, communication & resolution, PEARL Patient Liaison, The Risk Authority, Stanford  
▪ Cheryl M. De Kleine, Esq., senior director of claims management & litigation counsel, Ascension Care Management  
▪ Alan C. Woodward, MD, past president, Massachusetts Medical Society and founder, Massachusetts Alliance for Communication and Resolution following Medical Injury  
Despite the best professional training and intentions of healthcare professionals, things can and do go wrong during healthcare. In cases of serious injury or death, there is a constructive way forward. An open
conversation about what happened can move both patients and healthcare professionals towards resolution. Communication and resolution programs seek to identify medical injuries promptly; ensure that they are disclosed to patients compassionately; pursue timely resolution through patient engagement, explanation, and, where appropriate, apology and compensation; and use lessons learned to improve patient safety. Recent experiences suggest that the path to successful dissemination of these programs would be smoother if the legislative environment supported them. Learn about how state legislation can lay the groundwork for a successful communication and resolution program that benefits physicians and patients.

Question & answer session to follow

Noon

MEETING ADJOURNED

Boxed lunches will be provided