STATE ADVOCACY SUMMIT

SUCCESSFUL ADVOCACY IN TURBULENT TIMES

2019 AGENDA
Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch
Scottsdale, Ariz.
Jan. 10–12
PRESIDENT’S WELCOME

Speaker
Barbara L. McAneny, MD
President, American Medical Association

STATE ADVOCACY STRATEGY WORKSHOPS: HARNESING THE POWER OF THE PHYSICIAN VOICE

Group facilitator
Tyees L. Gaines, DO, MBA, MA
Owner and lead media strategist, Doctor Ty Media LLC

Join Dr. Gaines for a series of hands-on sessions where you will learn to craft an effective message to use on social media and in conversations with legislators.

Social media 101
If you don’t have a social media account, or, if you don’t use your accounts for professional purposes, this session is for you. Learn why you should use social media in your advocacy and how you can expand your reach. You’ll also get tips for avoiding common pitfalls that keep some away from social media.

Social media 201
How can you attract followers? What kinds of conversations should you start? How do you use hashtags, videos and memes to help spread your message? Learn these tactics and more in this “201” session.

How to craft an effective message
Now that you’ve learned the basics, put your skills to work! In this hands-on session you’ll practice developing your “elevator pitch” and get feedback on it from your colleagues. Dr. Gaines will show you how to use a formula for your messaging—and how to use it in a way that your messages don’t sound formulaic.
2019 State Advocacy Summit agenda

**FRI JAN 11**

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, once again, drive the locus of health policy innovation to the states. This presentation will cover Medicaid expansion and work requirement policies that are in the news. Also hear how creative waivers and states having more freedom to re-shape insurance markets and invest in social determinants of health are likely to have a significant impact on our health care system. 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 the national debate in 2021 and beyond, and so merit scrutiny as well.

**FRI JAN 11**

9:45–10:45 a.m.

**A conversation with state regulators: Protecting patients in a changing regulatory environment**

**Moderator**

Joel Ario, JD
Managing director, Manatt Health

**Panelists**

- Alfred W. Redmer Jr.
  Commissioner, Maryland Insurance Administration
- Mike Kreidler
  Commissioner, Office of the Insurance Commissioner, Washington state
- Trinidad Navarro
  Insurance commissioner, Delaware Department of Insurance

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. 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**

**FRI JAN 11**

10:45–11 a.m.

**Break**
**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 Affordable Care Act, including repealing the individual mandate penalty, expanding the scope of Section 1332 waivers, increasing the availability of short-term plans and reducing association health plan restrictions. States now have the opportunity to establish policies that promote stability in the marketplaces and reinstate patient protections. There are also multiple ways medical societies can engage with patients, advocates and policymakers on these important efforts.

*Question & answer session to follow*

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**LUNCH AND 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

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

*Question & answer session to follow*
3:30−3:45 p.m.

Break

3:45−5 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 Rossman, JD**  
  Staff attorney, ACLU Massachusetts

- **Annie Ramniceanu, LCMHC, LADC**  
  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 to implementing legislation to increase access to care for those who are 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 in Lawn Court*

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7−8 a.m. / Vaquero Ballroom Foyer

**NETWORKING BREAKFAST**

8 a.m.–noon / Vaquero D–G

**GENERAL SESSIONS**

*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, Smith University, and visiting scholar, 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

American health care today is perhaps best characterized by rapid consolidation. What will the post-consolidation world 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 and how should we regulate them?

**Presenter**

**Neeraj Sood, PhD**
Vice dean for research and director of research, Schaeffer Center for Health Policy and Economics, University of Southern California

**Reactor panelists**

- **Diana L. Moss, PhD**
  President, American Antitrust Institute
- **Barbara L. McAneny, MD**
  President, AMA
- **State Sen. Jason Rapert (Arkansas)**
  President, National Council of Insurance Legislators
- **H. Scott Smith, JD**
  Director, government affairs, Arkansas Medical Society

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, including 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 Atchinson**
President and CEO, Medical Professional Liability Association

**Panelists**

- **Leilani Schweitzer**
  Assistant vice president, communication and resolution, PEARL patient liaison, The Risk Authority at Stanford Healthcare
- **Cheryl M. De Kleine, Esq.**
  Senior director, claims management and 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 health care professionals, things can and do go wrong during health care. In cases of serious injury or death, there is a constructive way forward. An open conversation about what happened can move both patients and health care professionals toward resolution. Communication and resolution programs seek to identify medical injuries promptly; ensure 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 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_