



STATE ADVOCACY SUMMIT

**SUCCESSFUL ADVOCACY IN
TURBULENT TIMES**

2019 AGENDA

**Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch
Scottsdale, Ariz.
Jan. 10–12**

THU
JAN 10



#StateAdvocacySummit

2 p.m. / Vaquero D–G

PRESIDENT'S WELCOME

Speaker

Barbara L. McAneny, MD

President, American Medical Association

2:15–5:15 p.m. / Vaquero D–G

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

Group facilitator



Tyese 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.

2:15–3:15 p.m.

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.

3:15–4:15 p.m.

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.

4:15–5:15 p.m.

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.

THU
JAN 10

5:15–5:30 p.m.

Break

5:30–7 p.m. / Vaquero A–C

KEYNOTE ADDRESS

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 of Global Health and
dean for global strategy, Harvard T.H.
Chan School of Public Health; professor of
medicine, Harvard Medical School

Cocktail reception immediately following in Palm Grove

FRI
JAN 11

8–8:45 a.m. / Vaquero A–C

NETWORKING BREAKFAST

8:45 a.m.–noon / Vaquero D–G

GENERAL SESSIONS

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

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.

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

10:45–11 a.m.

Break

11 a.m.—noon

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

Noon–1:30 p.m. / Vaquero A–C

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

1:30–5 p.m. / Vaquero D–G

GENERAL SESSIONS

Lead moderator

Jack Resneck Jr., MD

Chair, Board of Trustees, AMA

1:30–2:15 p.m.

Managing Medicaid priorities in 2019

Presenter

Matt Salo

Executive director, National Association of Medicaid Directors

Building on the state legislative efforts already achieved in 2018, state Medicaid expansion won important victories in the 2018 election. Yet, there are still 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, JD

Managing director, Manatt Health

Panelists

- **Alison Beam, JD**
Chief of staff, Pennsylvania Insurance Department
- **Michael Conway, JD**
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 and the Colorado and Pennsylvania medical societies, has been working closely with regulators to identify the most promising areas in which to take action. How might this approach apply in your state?

Question & answer session to follow

FRI
JAN 11

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

SAT
JAN 12

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

