

# AMA PHYSICIAN ENTREPRENEUR FORUM

## Agenda

### Day 1: Landscape, strategy and ownership pathways

Time	Topic
9–10 a.m.	<b>Registration, breakfast and opening networking</b>
10–10:10 a.m.	<b>Welcome, disclosures and program overview</b>
10:10–10:55 a.m.	<p><b>Opening keynote: The modern physician entrepreneur</b></p> <p>An overview of the major physician entrepreneurship pathways and the forces reshaping physician ownership and innovation.</p>
10:55–11:40 a.m.	<p><b>Moderated panel – Venture-backed entrepreneurship: Reality vs. narrative</b></p> <p>A candid discussion of when venture-backed models make sense; what founders often misunderstand; and the realities of raising capital.</p>
11:40 a.m.–12:25 p.m.	<p><b>Framework presentation: How to evaluate entrepreneurial opportunities as a physician</b></p> <p>A practical framework for assessing whether a business idea or opportunity is worth pursuing.</p>
12:25–1:25 p.m.	<b>Lunch</b>
1:25–2:10 p.m.	<p><b>Moderated dialogue: Practice ownership and independent models</b></p> <p>A comparison of employed, independent and hybrid practice models and what it takes to build and sustain them.</p>
2:10–2:15 p.m.	<b>Transition</b>
2:15–3:05 p.m.	<p><b>BREAKOUT: ROUND 1</b></p> <p><b>Structured dialogue – Capital conversations: VC, PE and alternative financing</b></p> <p>A discussion of the major financing options available to physician entrepreneurs and how they affect ownership and control.</p> <p><b>Small-group strategic roundtable: Scaling and platform strategy</b></p> <p>An exploration of the operational, governance and leadership challenges that arise when growing a healthcare business.</p> <p><b>Small-group facilitated discussion: Bootstrapped and capital-light business models</b></p> <p>A discussion of how physicians can build successful businesses without outside capital.</p> <p><b>Structured dialogue: From clinical idea to commercial adoption</b></p> <p>An examination of how clinical ideas become viable products, companies or partnerships.</p>
3:05–3:20 p.m.	<b>Break</b>

Time	Topic
3:20–4:20 p.m.	<b>BREAKOUT: ROUND 2</b>
	<b>Small-group facilitated discussion: Early-stage startup realities</b> A practical discussion of the most common mistakes, surprises and challenges faced by early-stage physician founders.
	<b>Small-group facilitated discussion: Starting and growing a practice</b> A conversation about the operational, financial and strategic decisions involved in launching and expanding a practice.
	<b>Pitch feedback lab: Session A (pre-selected participants)</b> Selected participants present their ideas and receive real-time feedback from experienced physician entrepreneurs and investors.
	<b>Facilitated discussion: Strategic career positioning for physician leaders</b> A discussion of how entrepreneurial choices can shape long-term career trajectory and leadership opportunities.
4:10–4:25 p.m.	<b>Break</b>
4:25–5:10 p.m.	<b>Featured presentation: Lessons from building and scaling physician-led ventures</b> A featured presentation on the challenges, setbacks and lessons learned in building a physician-led company.
5:10–5:15 p.m.	<b>Wrap and announcements</b>
5:45–7:15 p.m.	<b>Networking reception: MATTER, 222 W. Merchandise Mart Plaza, Suite 228</b>

## Day 2: Execution, risk and future positioning

Time	Topic
8–9 a.m.	<b>Breakfast and optional “Ask me anything” office hours</b>
9–9:05 a.m.	<b>Welcome back/Day 2 overview</b>
9:05–9:50 a.m.	<b>Faculty presentation: Regulatory and risk realities in physician-led ventures</b> A review of the legal, operational and compliance risks that physician entrepreneurs must anticipate and manage as they grow.
9:50–9:55 a.m.	<b>Transition</b>
9:55–10:45 a.m.	<b>BREAKOUT: ROUND 3</b>
	<b>Small-group facilitated discussion: Practice economics and expansion strategy</b> A discussion of the financial metrics, operational decisions and timing considerations that drive sustainable practice growth.
	<b>Case-based dialogue: Building a technical product as a clinician</b> A case-based discussion of how physicians can translate a clinical idea into a viable technology product and work effectively with technical partners.

Time	Topic
9:55–10:45 a.m. (continued)	<p><b>Pitch feedback lab: Session B</b> Selected participants present their ideas and receive structured feedback from experienced physician entrepreneurs and investors.</p> <p><b>Interactive group session – Capital strategy deep dive: Structuring growth</b> An interactive session exploring how equity, debt and hybrid financing structures influence growth, governance and ownership.</p>
10:45–11 a.m.	<b>Break</b>
11–11:45 a.m.	<p><b>Structured faculty dialogue: Governance and incentive alignment in growing enterprises</b> A discussion of how to align governance, incentives and ownership structures as ventures become more complex.</p>
11:45 a.m.–12:45 p.m.	<b>Networking lunch (faculty seated at various tables)</b>
12:45–1:30 p.m.	<p><b>Structured faculty dialogue – Physician-industry partnerships: Structure, risk and opportunity</b> An exploration of the different ways physicians can work with industry and how to evaluate the opportunities and risks of those relationships.</p>
1:30–1:35 p.m.	<b>Transition</b>
1:35–2:25 p.m.	<p><b>BREAKOUT: ROUND 4</b></p> <p><b>Facilitated scenario discussion: Advanced ownership and partnership decisions</b> A scenario-based discussion of the tradeoffs involved in different ownership, partnership and equity arrangements.</p> <p><b>Structured framework session: Venture readiness self-assessment</b> A practical framework for determining whether a business or idea is truly ready to seek outside investment.</p> <p><b>Pitch feedback lab: Final session</b> Selected participants present refined versions of their ideas and receive final feedback focused on clarity, scalability and investor readiness.</p> <p><b>Interactive workshop: Live opportunity evaluation workshop</b> A hands-on workshop in which participants apply a structured framework to evaluate a real physician-led opportunity.</p>
2:25–2:40 p.m.	<b>Break</b>
2:40–3:25 p.m.	<p><b>Moderated closing roundtable: Where physician entrepreneurship is headed next</b> A closing discussion of the major trends likely to shape physician entrepreneurship, physician ownership and healthcare innovation over the next five years.</p>
3:25–3:30 p.m.	<b>Forum wrap-up, CME instructions and thank you</b>
3:30 p.m.	<b>Adjourn</b>