

LEADERSHIP AND ADVOCACY SUMMIT 2022 DAILY SCHEDULE

Thursday, September 29, 2022

7:30 a.m. – 1 p.m.

REGISTRATION OPEN

GRAND BALLROOM FOYER

7:30 – 8:30 a.m.

BREAKFAST

GRAND BALLROOM FOYER

8:30 – 10 a.m.

WELCOME AND GENERAL SESSION

GRAND BALLROOM

Welcome

Lisa M. Gables, CPA, Chief Executive Officer, AAPA

Jennifer M. Orozco, DMSc, PA-C, DFAAPA, President and Chair, AAPA Board of Directors

Congressional Outlook*

Heather Meade, JD, Principal, University of Washington School of Law; Western Washington University; Member of the bar of New York and DC

This presentation provides an overview of the outlook for health care legislation in 2022 and beyond and includes a behind the scenes look into the political dynamics on Capitol Hill.

10 – 10:15 a.m.

NETWORKING BREAK

GRAND BALLROOM FOYER

10:15 a.m. – 12 p.m.

PREPARING FOR CAPITOL HILL VISITS

GRAND BALLROOM

You Got This: Preparing for Capitol Hill Visits*

Kristin Butterfield, MA, Director, Grassroots and Political Advocacy, AAPA

Meghan O'Brien, MA, Director, Federal Advocacy, AAPA

Tate Heuer, Vice President, Federal Advocacy, AAPA

Heather Meade, JD, Principal, University of Washington School of Law; Western Washington University; Member of the bar of New York and DC

Tara Bradshaw, Managing Director, Washington Council Ernst & Young

Learn the steps to a successful meeting on Capitol Hill and review the materials and messages to share during your visits.

Review the materials and messages for the two policy priorities you will be discussing in your Hill meetings. Come away from the session with a clear grasp of AAPA's legislative priorities and how to talk about them with legislators and staff.

12 p.m.

Depart for Capitol Hill. Metro fare cards and restaurant suggestions provided.

1 – 5 p.m.

APPOINTMENTS ON CAPITOL HILL*

Join forces with your fellow PAs and PA students from across the country as you meet face-to-face with Members of Congress and staff. Discuss direct pay and home health and their impact on you, your patients, and the profession.

5:30 – 7 p.m.

PLAZA BALLROOM

WELCOME RECEPTION

Finish the day at a welcome reception to share stories about your Hill meetings, network with other PA advocates, and get to know your AAPA leaders and staff.

Friday, September 30, 2022

7:30 a.m. – 5 p.m.

GRAND BALLROOM FOYER

REGISTRATION OPEN

7:30 – 8:30 a.m.

GRAND BALLROOM FOYER

BREAKFAST

8:30 – 9 a.m.

GRAND BALLROOM

CAPITOL HILL DEBRIEF

Kristin Butterfield, MA, Director, Grassroots and Political Advocacy, AAPA

Share your experiences meeting with Hill offices the previous day during this open-mic general session. Learn best practices for following up with staff and getting them to “yes”!

9 – 10:30 a.m.

GRAND BALLROOM

GENERAL SESSION

The Key Components for Building Power to Change Public Policy*

Daniel E. Smith, President, AdvocacySmiths, Inc.

The session will cover the key components of building successful advocacy campaigns, including the importance of messaging, strategy, relationship building and persistence. The session will also cover the need to make wise investments in staff and campaign resources for the long haul and highlight the fact that it takes years to make policy change.

10:30 – 10:45 a.m.

GRAND BALLROOM FOYER

NETWORKING BREAK

10:45 – 11:45 a.m.

GRAND BALLROOM

GENERAL SESSION

How to Enhance Advocacy with Research*

Daniel Pace, CHCP, Chief Strategy Officer and Vice President, Education and Research, AAPA

As PAs you know how important appraising the best available evidence is to clinical decision making. Are you using the best available evidence to support your advocacy efforts? This session will make the case that research can play a critical role in supporting your advocacy efforts. Learn about existing AAPA research supports, how to get involved in research, how to critically appraise research, and how to effectively integrate research into your advocacy efforts.

11:45 a.m. – 12:15 p.m.

GRAND BALLROOM FOYER

LUNCH

12:15 – 1:15 p.m.

GRAND BALLROOM

GENERAL SESSION SPONSORED BY VITUITY

Creating Inclusive Partnerships While Improving Health Outcomes

Tolya L. Thompson, PA-C

Take a journey with Tolya L. Thompson as she shares tools and experience on how important unconventional collaboration can lead to successful outcomes for patients and providers. Attendees will also learn how to increase positivity, productivity, and innovation through the Culture of Brilliance methodology.

1:15 – 1:30 p.m.

GRAND BALLROOM FOYER

NETWORKING BREAK

1:30 – 2:15 p.m.

GRAND BALLROOM

GENERAL SESSION

Department of Health and Human Services Outlook: Remarks from the Biden Administration

Marvin B. Figueroa, Director of the Office of Intergovernmental and External Affairs (IEA), U.S. Department of Health and Human Services (HHS)

Director Figueroa will speak about health care priorities at the Department of Health and Human Services, including the President's initiative on mental health.

2:15 – 3:30 p.m.

GRAND BALLROOM

GENERAL SESSION SPONSORED BY NOVO NORDISK

Obesity and Stigma: How Bias is Weaponized to Deny People Care

*Karlijn Burrige, PA-C, President PAs in Obesity Medicine
Christine Gallagher, Senior Center Administrator, The George Washington University-Milken Institute School of Public Health
Patricia Nece, J.D., Patient Advocate, Chair of the Obesity Action Coalition*

This session will address stigma and bias and how shared decision making can positively impact patient outcomes when it comes to obesity care. The panelists will address ways to overcome stigma and bias in obesity care, while explaining the science behind obesity and tools available for treatment. Panelists will also address coverage for obesity care, the current state and how PAs can become better advocates for coverage.

3:30 - 4 p.m.

GRAND BALLROOM FOYER

NETWORKING BREAK

4 - 5 p.m.

GRAND BALLROOM

BREAKOUT SESSIONS

Collaboration over Competition: How Partnerships Can Make an Impact

Raquelle Akavan, MS, PA-C, Director of Clinical Education, South University PA Program, Austin

This presentation will discuss why constituent organizations should utilize and form strategic partnerships and how to create them.

Raquelle Akavan, PA-C, is the President and Founder of PA Moms, the 2021 winner of the CO Outreach and Advocacy Award.

PLAZA BALLROOM

Daring Leadership – Lean Into Your Braver Self

Rachel Verlik, MS, PCC, CDTLF, President, Executive Coach, and Certified Dare to Lead™ Facilitator, MP6 Consulting

Based on the research of Dr. Brené Brown, this session will highlight key principles of the Dare to Lead™ framework as we strive for more daring leadership and self-awareness in AAPA, our organizations, with patients, and in our communities. We'll explore the 4 skill sets of courage; call to courage moments and what gets in our way; the components of vulnerability; and how we can harness the power of vulnerability to be our bravest selves.

Dare to Lead™ is an empirically based courage-building program based on the research of Dr. Brené Brown, research professor and author of five #1 New York Times bestsellers. This training focuses on the four skill sets of courage identified through Brené's research: Rumbling with Vulnerability, Living into Our Values, Braving Trust, and Learning to Rise. These skill sets are 100% teachable, making daring leadership possible for all seeking to be brave and cultivate courageous cultures.

DIPLOMAT

Leveraging Media and Social Media to Achieve Your Organization's Goals

Paulette Bleam, MBA, Director of Social Media, AAPA

Jenni Roberson, Director, Media Relations, AAPA

This session will cover the best ways to utilize traditional media and social media to help further your organization's business goals, educate members, and elevate the PA profession with external audiences. Identify how to find, frame, and pitch powerful stories about the profession through social media and traditional media. The goal is to work smarter – not harder – it's not about the amount of content, but the strategy and approach.

Saturday, October 1, 2022

7:30 a.m. – 12 p.m.

GRAND BALLROOM FOYER

REGISTRATION OPEN

7:30 – 8:30 a.m.

GRAND BALLROOM FOYER

BREAKFAST

8:30 – 9:30 a.m.

GRAND BALLROOM

GENERAL SESSION

Engaging State Legislators on Your Key Priorities*

Sydne Enlund, Senior Policy Specialist, National Conference of State Legislatures

Kendra Glassman, Neonatal Physician Assistant, Denver Health

Phil Bongiorno, Senior Vice President, Advocacy and Government Relations, AAPA

This session will feature a panelist from the leading national organization representing state legislators to share insights on how AAPA leaders can achieve advocacy success through improved relations with their state legislators. The session will also provide information on how AAPA and state chapters can partner together on priority legislative and regulatory changes, discuss implementing best practices in executing strategic advocacy plans and how participants can take advantage of AAPA advocacy resources available to state chapters pursuing priority legislation.

9:30 – 9:45 a.m.

GRAND BALLROOM FOYER

NETWORKING BREAK

9:45 – 10:45 a.m.

GRAND BALLROOM

BREAKOUT SESSIONS

Finding the On-Ramp to Student Advocacy: Where do the Opportunities Lie?

*Natalie Crump, MS, PA-C, President, Student Academy Board of Directors
Student Director, AAPA Board of Directors, AAPA Board of Directors
Leslie Clayton, MPAS, PA-C, DFAAPA, Director and First Vice Speaker of the House,
AAPA Board of Directors, APP Program Director for Practice Access and Efficiency,
Fairview Health Systems
Peggy Walsh Sheryka, MS, PA-C, Director and Second Vice Speaker of the House, AAPA
Board of Directors, Clinical Faculty, University of Colorado Hospital
Aaron Woodall, MPAS, PA-C, Vice President and Legislative Committee Chair, Arkansas
Academy of PAs, Family Practice PA, ARcare, Adjunct Faculty, University of Arkansas*

What does it mean to be a PA student and an advocate for the profession? What opportunities are available to students? From getting involved in your state chapter to advocating for the profession at your state's capitol, members of the panel will discuss their path to advocacy and steps any PA student can take to begin their advocacy journey. This panel is open to PA students, CO leaders seeking to recruit student members, and PA educators inspiring the next generation of PA advocates.

PLAZA BALLROOM

Testimony Bootcamp*

Carson Walker, Director, State Advocacy & Outreach, AAPA

This session is an introduction to understanding, drafting, and delivering testimony to legislative committees and regulatory bodies. Participants will learn: (1) why testimony is important; (2) how providing testimony can help constituent organizations gain allies and advance their priorities; and (3) best practices for creating and delivering compelling testimony.

DIPLOMAT

Successful Strategies for Making the Most of Your Leadership Term*

Phil Bongiorno, Senior Vice President, Advocacy and Government Relations, AAPA

Join this engaging session and be prepared to interact with fellow attendees. This fast-paced "speed dating" session will navigate common association management questions that CO leaders face. Learn from each other, discover how other CO leaders address challenges, and share successes.

10:45 – 11 a.m.

GRAND BALLROOM FOYER

NETWORKING BREAK and HOTEL CHECK-OUT

11 a.m. – 12 p.m.

GRAND BALLROOM

GENERAL SESSION

We're all EARS: Effective Advocates for Reimbursement *

Sondra DePalma, DHSc, PA-C, DFAAPA, Director, Regulatory and Professional Practice, AAPA

Michael Powe, Vice President, Reimbursement and Professional Advocacy, AAPA

Trevor Simon, MPP, Director, Regulatory Policy, AAPA

Attendees will be able to learn about and engage in an interactive discussion focusing on the latest reimbursement issues, compliance concerns and coverage policies facing the PA profession, including Medicare's new coverage policy proposals for 2023.