LEADERSHIP AND ADVOCACY SUMMIT 2018
DAILY SCHEDULE

Thursday, March 8, 2018

7:00 a.m. – 5:30 p.m.
REGISTRATION OPEN
SALON III FOYER

7:30 – 8:30 a.m.
CONTINENTAL BREAKFAST
SALON III FOYER

8:30 – 10:00 a.m.
WELCOME AND GENERAL SESSION
SALONS I, II & III
Congressional Outlook*
L. Gail Curtis, MPAS, PA-C, DFAAPA, AAPA President and Chair of the Board
Tillie Fowler, AAPA Senior Vice President, Advocacy & Government Relations
US Representative Earl Blumenauer (D-OR)
US Representative Chris Collins (R-NY)
Heather Meade, Principal, Washington Council Ernst & Young

This presentation provides an overview of the outlook for healthcare legislation in 2018 and beyond, and includes a behind the scenes look into the political dynamics on Capitol Hill.

10:00 – 10:15 a.m.
COFFEE AND NETWORKING BREAK
SALON III FOYER

10:15 a.m. – 12:00 p.m.
PREPARING FOR CAPITOL HILL VISITS*
SALONS I, II & III
Kristin Butterfield, MA, AAPA Director, Grassroots & Political Advocacy
Tara Bradshaw, Sr. Manager, Washington Council Ernst & Young
Heather Meade, Principal, Washington Council Ernst & Young
Tate Heuer, AAPA Vice President, Federal Advocacy
Chris Stewart, AAPA Director, Federal Affairs

Learn six steps to a successful meeting on Capitol Hill, and review the materials and messages on two federal priority issues to share during your visits. Leave this session excited and prepared for an adventurous afternoon in the halls of Congress.

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

1:00 – 5:00 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 two identified priority issues that directly affect you, your patients, and the future of the profession.

5:30 – 7:00 p.m.
WELCOME RECEPTION SPONSORED BY COMMUNITY BRANDS
PLAZA BALLROOM
Finish the day at a relaxing welcome reception to share stories about your Hill meetings, network with other PA advocates and get to know your AAPA leaders and staff.

*DENOTES AAPA CATEGORY I CME CREDIT
Friday, March 9, 2018

7:30 a.m. – 5:00 p.m.
REGISTRATION OPEN

SALON III FOYER

8:00 – 9:00 a.m.
CONTINENTAL BREAKFAST

SALON III FOYER

9:00 – 10:45 a.m.
GENERAL SESSION
Accelerating the Rate of Change: New Tools and Stories from the Frontlines*

L. Gail Curtis, MPAS, PA-C, DFAAPA, AAPA President & Chair of the Board
Jennifer L. Dorn, MPA, AAPA Chief Executive Officer
Carrie Munk, MA, AAPA Vice President, Communications
Colleen Davis, PA-C, Delaware Academy of PAs
Eric Elliot, MPAS, PA-C, Wisconsin Academy of PAs
Brian Lauf, MPAS, PA-C, DFAAPA, Nevada Academy of PAs
Christine O'Neill, MMSc, PA-C, PA Academy of Vermont

In this general session, speakers will synthesize major trends in healthcare and their potential impact on PA practice, and describe key elements of AAPA's strategic plan and how they position the profession for the future. Attendees will also hear from a panel of PA leaders who are accelerating change for the profession in their states.

10:45 – 11:00 a.m.
COFFEE AND NETWORKING BREAK

SALON III FOYER

11:00 a.m. – 12:00 p.m.
BREAKEOUT SESSIONS
Assess the Playing Field - Is This the Year for Legislative Action?
Stephanie M. Radix, JD, AAPA Senior Director, Constituent Organization Outreach & Advocacy

As PA practice changes with the healthcare landscape, learn how to evaluate whether the time is right to pursue legislative change in your state. Participants will learn to identify critical elements of a coordinated and successful legislative strategy, and hear about how AAPA can assist constituent organizations with legislative endeavors.

Association Governance and Intro to CO Model Bylaws

Brian Dautch, MA, JD, AAPA Assistant Director, Constituent Organization Outreach & Advocacy
Ann T. Davison, CAE, AAPA Senior Director, Governance

As a leader in an AAPA constituent organization, you are responsible for compliance and best practices of your CO at every turn. But how do you ensure a full understanding of the myriad requirements in play? In this session, learn crucial requirements and recommendations of overseeing a CO, with a look at several critical aspects of AAPA’s Model Bylaws. This session can help CO leaders become more confident in their approach to overseeing any type of constituent organization, be it a state chapter, specialty organization, caucus, or special interest group.

*DENOTES AAPA CATEGORY I CME CREDIT
**Perspectives on Constituent Organization Leadership**

*L. Gail Curtis, MPAS, PA-C, DFAAPA, AAPA President & Chair of the Board (moderator)*

Allithia Broderick, MPAS, PA-C, Massachusetts State Regulatory & Licensing PA Board Member

Jeremy Heinerich, MPAS, PA-C, DFAAPA, Past President, Association of PAs in Oncology

William Hoser, PA-C, Chair, Vermont Board of Medical Practice

In this session, attendees will learn how to go from a rank-and-file PA to a successful and dynamic PA leader. Have you always wanted to learn what it's like to be the president of an AAPA constituent organization? Or the lead delegate of a CO at AAPA’s House of Delegates? Or how about examining the PA field from the standpoint of a PA regulator? All these perspectives and more will be considered in a panel discussion led by AAPA President Gail Curtis.

12:00 – 1:30 p.m.

**LUNCH AND GENERAL SESSION**

**Diabetes Therapies and Cardiovascular Disease**

*Cres Miranda, MD, FACC, FACP and FSCAI*

Dr. Miranda will review the findings from the latest cardiovascular trials for Type II diabetes medications emphasizing cardiovascular risk reduction.

1:30 – 1:45 p.m.

**NETWORKING BREAK**

1:45 – 2:45 p.m.

**BREAKOUT SESSIONS**

**SALON I**

**Implementing Communications Strategies to Increase Awareness of the PA Profession and Advance State Legislative Agendas**

*Jeff Birnbaum, BGR Public Relations*

*Carrie Munk, MA, AAPA Vice President, Communications*

Hear from AAPA communications experts about new resources and strategies for promoting the profession. Participants will learn how to develop a comprehensive communications strategy to raise awareness of the profession and utilize media tactics to advance the profession's priority issues.

**SALON II**

**Introducing PAs to Your Medical Board - We've Got This!**

*Keisha Pitts, JD, AAPA Director, Constituent Organization Outreach and Advocacy*

This session aims to empower PAs and CO leaders to improve the understanding of the PA profession by medical boards. Ensuring medical board members have accurate information about PAs improves their capacity to regulate PA practice.

**SALON III**

**Leadership, Advocacy and the New PA: Launching Your Career Amid the Changing PA Landscape**

*Jennifer L. Dorn, MPA, AAPA Chief Executive Officer (moderator)*

*Alisha DeTroye, PA-C, DFAAPA, Director of PA Services, Wake Forest Baptist Health*

*Matt Mancini, PA-C*

*Mia McDonald, MSPA, PA-C*

*Alysia Wiley, PA-C*

In this dynamic, conversational session, participants will hear from a panel of PAs and students on their leadership paths. Panelists will share ways students and early career PAs can leverage advocacy and leadership opportunities to propel their career beyond the clinical.

2:45 – 3:00 p.m.

**COFFEE AND NETWORKING BREAK**

*DETONES AAPA CATEGORY I CME CREDIT*
3:00 – 4:00 p.m.  BREAKOUT SESSIONS

**SALON I**

The PA Research Agenda: Past, Present, and Future  
*Noel Smith, MA, AAPA Senior Director, PA & Industry Research & Analysis*

Led by AAPA’s research team, this session will focus on the latest PA research, including the most recent AAPA Salary Survey. Hear what the numbers reveal about the current (and future) state of the profession. Participants will also have an opportunity to provide input on future research agendas.

**SALON II**

Pay a PA — An Update on PA Reimbursement*

*Michael Powe, AAPA Vice President, Reimbursement & Professional Advocacy*

AAPA’s Reimbursement VP Michael Powe will lead an always-informative session that will discuss the 2018 Medicare guidelines for the Quality Payment Program; help PAs identify strategies to improve the tracking of contributions and productivity of PAs in a value-based payment system, and position PAs to be leaders of that transformation.

**SALON III**

Building a Coalition: Looking Beyond Your Backyard  
*Adam S. Peer, BBA, AAPA Director, Constituent Organization Outreach & Advocacy (moderator)*  
*Thadd Gormas, Executive Director, Michigan Academy of PAs*  
*John Young, PA-C, President, Michigan Academy of PAs*

The most effective form of advocacy is that which is collective. Bringing more people, and more perspectives, to the table will help your voice resonate with a broader and more influential audience. Learn how to go from an individual advocate to a leader who brings a wide array of groups together.

4:00 – 4:15 p.m.  NETWORKING BREAK

4:15 – 5:15 p.m.  BREAKOUT SESSIONS

**SALON I**

CME Top 10 – Recent Developments and Emerging Trends  
*Daniel Pace, AAPA Vice President, Education and Research*

Continuing Medical Education (CME) is at the forefront of services that a constituent organization can offer to its members. But what is the best way to craft, advertise, and execute such an event? This session will help you learn best practices of providing this crucial membership benefit.

**SALON II**

Leadership Pathways: From Everyday PA to a Formal Leadership Position  
*Bianca Belcher, MPH, PA-C, Sr. Advisor, Center for Health Care Leadership & Management*

AAPA’s Center for Healthcare Leadership and Management (CHLM) is the expert at PA utilization, and in this session, they will share what they know about evolving health care competencies, employer trends in PA leadership, and improving work flow efficiency.

**SALON III**

Introducing America’s Next Top Model: AAPA’s New Model State Legislation*

*Ann Davis, MS, PA-C, AAPA Vice President, Constituent Organization Outreach & Advocacy*  
*Stephanie M. Radix, JD, AAPA Senior Director, Constituent Organization Outreach & Advocacy*

As healthcare and PA practice evolve, state laws and regulations must be modernized. Using the Academy’s Guidelines for State Regulation of PAs as the foundation for change, AAPA’s new Model State Legislation reflects progressive concepts in state regulation of the PA profession, including Optimal Team Practice (OTP). Join us for the unveiling of this new resource and learn how AAPA can assist COs in their work with state legislators and regulators to improve PA regulation and remove access to care barriers.

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<td>GENERAL SESSION</td>
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<td>Medicaid: Transition in Challenging Times</td>
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<td>Matt Salo, Executive Director, National Association of Medicaid Directors (NAMD)</td>
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<td>Tips from the AAPA Trenches: Developing Member Products and Services That Hit a Home Run</td>
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<td>Laura Burch, AAPA Assistant Director, Membership Recruitment &amp; Engagement</td>
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<td>Catherine Gahres, MBA, AAPA Vice President, Membership Development &amp; Services</td>
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### Salons

**Salon I**

- **How to Select an Association Management Company**
  - Dave Wenhold, CAE, PLC, Miller/Wenhold Capitol Strategies, LLC
  - Selecting the right association management company can help avoid short-term and long-term headaches. Dave Wenhold, of Miller/Wenhold Capitol Strategies, is here to help you avoid pitfalls and accrue the benefits of the best managerial fit for your constituent organization.

**Salon II**

- **Implementing Communications Strategies to Increase Awareness of the PA Profession and Advance State Legislative Agendas (repeat session)**
  - Carrie Munk, MA, AAPA Vice President, Communications
  - Jo Maney, BGR Public Relations
  - Hear from AAPA communications experts about new resources and strategies for promoting the profession. Participants will learn how to develop a comprehensive communications strategy to raise awareness of the profession and utilize media tactics to advance the profession's priority issues.

### Additional Notes

- *DENOTES AAPA CATEGORY I CME CREDIT*
11:00 a.m. – 12:00 p.m. **BREAKOUT SESSIONS**

**SALON I**

**The Power of Engagement through Social & Traditional Media**

*Kelly Hicks, MA, AAPA Manager, Online Communications*

*Berit Mansour, AAPA Director, Media Relations*

*Sarah Blugis, AAPA Associate, Media Relations*

Social media is an increasingly popular way to recruit and retain more members, but traditional media still has critical value. Now more than ever, constituent organizations need better return on their combined traditional and social media investment. AAPA’s Communications experts will walk you through the best practices to cultivate and leverage a wide array of media assets.

**SALON II**

**Keep Calm and Carry On: Seeing Your CO Through a Disaster**

*Lisa M. Gables, CPA, AAPA Chief Financial Officer & Chief Development Officer*

No constituent organization leader wants to contemplate the occurrence of a natural disaster. However, your CO needs to not only stay up and running throughout such an event, it needs to serve the needs of its member just as well as it would under less-trying circumstances. AAPA CFO Lisa Gables is here to help you maintain continuity when conditions are working against you.

**SALON III**

**The Future of PA Licensing: Uniform Application, FCVS, and License Portability**

*Erika Miller, AAPA Director, Constituent Organization Outreach & Advocacy*

*Carson Walker, JD, AAPA Director, Constituent Organization Outreach & Advocacy*

Appreciate the differences in licensing procedures among states, and why a streamlined process is ideal for both patients and licensees. Understand the Uniform Application for PAs and why states should want to utilize it. Recognize the benefits of Federation Credentials Verification Service (FCVS) for PAs, and how it makes licensing more efficient.

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