**LEADERSHIP AND ADVOCACY SUMMIT 2019**

**DAILY SCHEDULE**

**Thursday, March 14, 2019**

<table>
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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:30 a.m. – 1 p.m.</td>
<td><strong>REGISTRATION OPEN</strong></td>
<td>Edison Ballroom Foyer</td>
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<tr>
<td>7:30 – 8:30 a.m.</td>
<td><strong>CONTINENTAL BREAKFAST</strong></td>
<td>Edison Ballroom Foyer</td>
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<td>8:30 – 10 a.m.</td>
<td><strong>WELCOME AND GENERAL SESSION</strong></td>
<td>Edison Ballroom A-D</td>
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<td>10 – 10:15 a.m.</td>
<td><strong>NETWORKING BREAK</strong></td>
<td>Edison Ballroom Foyer</td>
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<tr>
<td>10:15 – 11:45 a.m.</td>
<td><strong>PREPARING FOR CAPITOL HILL VISITS</strong></td>
<td>Edison Ballroom A-D</td>
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<td>11:45 a.m.</td>
<td>Depart for Capitol Hill. Metro fare cards and restaurant suggestions provided.</td>
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<tr>
<td>1 – 5 p.m.</td>
<td><strong>APPOINTMENTS ON CAPITOL HILL</strong></td>
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**Welcome**

*Tillie Fowler, JD, Senior Vice President, Advocacy and Government Relations, AAPA*

**Health Care in the New Congress**

*Hillary Beard, Senior Policy Advisor, Office of Congresswoman Terri Sewell (D-AL)*
*Kate Cassling, MA, Senior Manager, Bipartisan Policy Center*
*Heather E. Meade, JD, Principal, Washington Council Ernst & Young*

A new Congress means new players and new policy priorities. Get an inside look at what is happening on Capitol Hill and in the Administration to prepare for your Hill visits.

**You Got This: A Blueprint for Success on Capitol Hill**

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

Understand the “hows and whys” of advocacy and the steps to a successful meeting on Capitol Hill. Participants will learn tips for being a strong advocate for PAs and the patients they serve.

**Nuts and Bolts on the Legislative Issues: Delivering an Effective Message**

*Tara Bradshaw, Sr. Manager, Washington Council Ernst & Young*
*Tate Heuer, Vice President, Federal Advocacy, AAPA*
*Heather E. Meade, JD, Principal, Washington Council Ernst & Young*
*Chris Stewart, Director, Federal Advocacy, AAPA*

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 direct pay and diabetic shoe legislation and how to talk about them with legislators and staff.
EDISON BALLROOM FOYER | 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, March 15, 2019

REGISTRATION OPEN

EDISON BALLROOM FOYER

CONTINENTAL BREAKFAST

EDISON BALLROOM FOYER

GENERAL SESSION

EDISON BALLROOM A-D

Building on the Momentum: A Progress Report on Modernizing PA Legislation
Jonathan E. Sobel, DMSc, MBA, PA-C, DFAAPA, FAPACVS, President and Chair of the Board, AAPA

8:30 – 9:15 a.m.

Insights from the Frontlines: How COs Are Tackling Real World Challenges*
Jennifer L. Dorn, MPA, Chief Executive Officer, AAPA
CO leaders

 Constituent Organization representatives share how to navigate and overcome challenges and barriers.

Ask the Experts: Amplifying the PA Voice Through the Noise*
Shana Glickfield, Partner, Beekeeper Group
David M. Lusk, Founder, KEY ADVOCACY: Unlocking the Power of Advocacy
Corinne Mixon, DPL, Government Consultant, Rutledge Ecenia

Learn advocacy strategies for social media and grassroots mobilization, as well as how to navigate politics to advance legislation.

EDISON BALLROOM FOYER

NETWORKING BREAK

EDISON BALLROOM A-D

Choice and Competition in Health Care
Brian C. Blase, PhD, National Economic Council

A discussion of a recently released Trump Administration report, Reforming America’s Health Care System through Choice and Competition, which supports modernizing PA practice.

EDISON BALLROOM FOYER

LUNCH BUFFET
11:45 a.m. – 12:45 p.m.  GENERAL SESSION SPONSORED BY ABBOTT NUTRITION

EDISON BALLROOM A-D

Unmet Nutrition Needs in Clinical Practice: PAs Leading the Conversation With Their Patients

Daniel Marple, MBA, Division Vice President, Therapeutic Nutrition, Abbott Nutrition Products Division

Scott Urrughart, PA-C, DFAAPA, Diabetes and Thyroid Associates Fredericksburg, VA; Adjunct Clinical Prof., James Madison Univ. PA Program; Clinical Instructor, George Washington Univ. PA Program

Ashlyn Smith, PA-C, Endocrinology Associates Scottsdale, AZ; Secretary, American Society of Endocrine Physician Assistants; Adjunct Assistant Professor, Midwestern University

In this session, presenters will review PA training and the opportunity for nutrition education, present survey data regarding PAs and nutrition in clinical practice, and discuss 2018 NHANES results as it pertains to important findings in U.S. nutrition. Additionally, this session will use patient-specific cases to elucidate how a pragmatic clinical approach to nutrition fosters a meaningful discussion and approach to intervention.

12:45 – 1 p.m.  NETWORKING BREAK

EDISON BALLROOM FOYER

1 – 2 p.m.  BREAKOUT SESSIONS

EDISON BALLROOM A-D

Missing Out Because You Aren’t LinkedIn: What Every PA Student Should Know About This Powerful Platform

Krisi Gindlesperger, MPAS, PA-C, Vice President, National Director of Advanced Practice Providers, US Acute Care Solutions

Don’t overlook the importance of a good profile on LinkedIn while you are a PA student. This powerful tool can assist you in securing clinical rotations, help you polish your resume, search for jobs and connect you with thousands of potential colleagues across the country and around the world – all while you are worrying about passing the PANCE and getting your license. So, pull your laptop out of your backpack and let’s learn how to put this multidimensional tool to work for you. You will learn how recruiters, employers, and PA leaders engage LinkedIn to meet their needs in the rapidly changing health care environment.

EDISON BALLROOM E-G

Comprehensive Communications Plans: Tips, Tricks, and Tools of the Trade*

Carrie Munk, Vice President, Communications, AAPA

Jo Maney, Vice President, BGR Public Relations

Sarah Blugis, Media Relations Associate, AAPA

Hear from AAPA and external communications experts about how your constituent organization can develop comprehensive communications plans to raise awareness of the profession and advance key policy priorities. Learn about the tips, tricks, and tools of the trade to help you meet measurable objectives and outcomes.

WRIGHT

When Good Bylaws Go Bad: Building a Successful CO Framework Through Governing Documents and Model Bylaws

Brian Dautch, MA, JD, Director, Constituent Organization Outreach and Advocacy, AAPA

*DENOTES AAPA CATEGORY I CME CREDIT
As a leader in a constituent organization (CO), you are responsible for compliance and best practices of your CO at every turn. An essential step in ensuring your full understanding of the myriad requirements in play is making sure your governing documents are in order. Learn how your bylaws, policies and procedures provide the support structure for a strong, healthy, and agile organization.

2 – 2:15 p.m.
**EDISON BALLROOM FOYER**

**NETWORKING BREAK**

2:15 – 3:15 p.m.
**BREAKOUT SESSIONS**

**EDISON BALLROOM A-D**

**Ensuring That PAs Have a Voice at the Leadership Table: Becoming an Effective PA Advocate with Your Employer**

*Alisha T. DeTroye, MMS, PA-C, DFAAPA*

In this session, attendees will learn strategies for success while building PA leadership infrastructure at their employer. The session will include a review of how to start your PA leadership journey, how to build and grow successful PA representation, and how to overcome challenges you may encounter.

**EDISON BALLROOM E-G**

**Building a Coalition: Looking Beyond Your Backyard**

*David E. Mittman, PA, DFAAPA, President-elect, AAPA*

Heather E. Meade, JD, Principal, Washington Council Ernst & Young

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.

**WRIGHT**

**Build It and They Will Come: Planning and Marketing a Successful Conference in 2019 and Beyond**

*Karen Burnett, CEM, Senior Director, Conference and Meetings, AAPA*

Lisa Burns, Director, Marketing Services, AAPA

Mairi Gardner, Director, Conference and Meetings, AAPA

Learn the nuts and bolts of conference planning and how to get PAs to attend your conferences. This session will provide useful tips and strategies in planning a conference, describe how to use conference content as a marketing tool, and review marketing tactics for increasing attendance at your events. Come learn how to negotiate conference contracts and leverage 2019 meeting planning trends.

3:15 – 3:30 p.m.
**EDISON BALLROOM FOYER**

**NETWORKING BREAK**

3:30 – 4:30 p.m.
**BREAKOUT SESSIONS**

**EDISON BALLROOM A-D**

**#socialgoals: Leveraging Social Media to Raise PA Awareness and Support PA-Positive Legislation in Your State**

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

Fred Wu, MHS, PA-C, President, Society of Emergency Medicine PAs

*DENOTES AAPA CATEGORY I CME CREDIT*
What other states have done and what they are doing to build up their social media channels to meet their goals and objectives; to raise awareness of the PA profession; and to drive support for PA-positive legislation in their states. An AAPA social media expert will moderate a panel of CO leaders who will share best practices and lessons learned.

**EDISON BALLROOM E-G** Where We’re Going, We Don’t Need Roads: The Future of PA Licensing*

*Erika Miller, Director, State Advocacy & Outreach, AAPA

*Carson S. Walker, Director, State Advocacy & Outreach, AAPA

A discussion of three facets of PA licensure: licensure processes from state to state, the Federation Credentials Verification Service, and the Uniform Application for PAs. The session will also include a discussion of potential improvements to PA licensure and reasons why streamlined PA licensure is a worthy goal for states.

**WRIGHT** The Fast and the Furious: Quickfire Ideas From the AAPA Membership Marketing Team

*Laura Burch, Director, Membership Recruitment & Retention, AAPA

*Toby James, Senior Manager, Marketing, AAPA

Review best practices and ideas on everything from email marketing, product management, communications, and member insights. Expect to leave with some creative new ideas to implement at your organization, with the aim of improving your membership recruitment and retention.

**EDISON BALLROOM E-G** The Real Websites of AAPA: Insights for Creating Relevant Content and All Things That Make Your Website Work for You

*Mary K. Kabza, Website Strategy Director, AAPA

Conflict and drama sometimes come with the territory – embrace it. This session will give attendees the knowledge, along with some tips and tricks, to help make their website a better experience for both the users and for those maintaining the website. Looking at real examples of website do’s and don’ts, we will be discussing everything from content management systems and search engine optimization, to the content, care and feeding of your website.
No CO 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 members just as well as it would under less-trying circumstances. This session will provide advice to help you maintain continuity when conditions are working against you.
10:30 – 11:30 a.m.  
**BREAKOUT SESSIONS**  
**EDISON BALLROOM A-D**  
Pay a PA – An Update on PA Reimbursement*  
*Sondra M. DePalma, DHSc, PA-C, DFAAPA, Director, Regulatory & Professional Practice  
Michael Powe, Vice President, Reimbursement & Professional Advocacy, AAPA  
Trevor Simon, MPP, Director, Regulatory Policy, AAPA  
Discuss a number of emerging issues of importance to the PA profession including significant changes in the way health professionals document evaluation and management office visits, the concept of identifying PAs to payers by their practice specialty, and the value of authorizing PAs to receive direct payment.

**EDISON BALLROOM E-G**  
Speed Dating: Successful Strategies for Making the Most of Your Leadership Term  
*Mary Kate Allee, MPH, Director, Constituent Organization Outreach and Advocacy, AAPA  
Join this engaging session and be prepared to interact with fellow attendees. This fast-paced “speed dating” session will navigate the top checklist items CO leaders need to do while in office. Learn from each other, discover how other CO leaders address challenges, and share successes.