

**LEADERSHIP AND ADVOCACY SUMMIT 2019
DAILY SCHEDULE**

Thursday, March 14, 2019

7:30 a.m. – 1 p.m.

REGISTRATION OPEN

EDISON BALLROOM FOYER

7:30 – 8:30 a.m.

CONTINENTAL BREAKFAST

EDISON BALLROOM FOYER

8:30 – 10 a.m.

WELCOME AND GENERAL SESSION

EDISON BALLROOM A-D

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.

10 – 10:15 a.m.

NETWORKING BREAK

EDISON BALLROOM FOYER

10:15 – 11:45 a.m.

PREPARING FOR CAPITOL HILL VISITS

EDISON BALLROOM A-D

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.

11:45 a.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 diabetic shoe legislation and their impact on you, your patients, and the profession.

6 – 7:30 p.m.

WELCOME RECEPTION SPONSORED BY COMMUNITY BRANDS

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

7:15 a.m. – 5:30 p.m.

REGISTRATION OPEN

EDISON BALLROOM FOYER

7:15 – 8:15 a.m.

CONTINENTAL BREAKFAST

EDISON BALLROOM FOYER

8:15 – 10 a.m.

GENERAL SESSION

EDISON BALLROOM A-D

8:15 – 8:30 a.m.

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.

9:15 – 10 a.m.

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.

10 – 10:30 a.m.

NETWORKING BREAK

EDISON BALLROOM FOYER

10:30 – 11:15 a.m.

GENERAL SESSION

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.

11:15 – 11:45 a.m.

LUNCH BUFFET

EDISON BALLROOM FOYER

11:45 a.m. – 12:45 p.m.
EDISON BALLROOM A-D

GENERAL SESSION SPONSORED BY ABBOTT NUTRITION

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 Urquhart, 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.
EDISON BALLROOM FOYER

NETWORKING BREAK

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

Ann T. Davison, CAE, Senior Director, Board of Directors & Governance, AAPA

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.

EDISON BALLROOM A-D

BREAKOUT SESSIONS

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.

EDISON BALLROOM A-D

BREAKOUT SESSIONS

#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

Gaye Breyman, CAE, Executive Director, California Academy of PAs
Blake Rogers, PA-C, Social Media Committee Chairman, Virginia Academy of PAs
Stacey Becker, MSPAS, PA-C, Immediate Past President, Illinois Academy of PAs

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.

4:30 – 4:45 p.m.

EDISON BALLROOM FOYER

NETWORKING BREAK

4:45 – 5:30 p.m.

BREAKOUT SESSIONS

EDISON BALLROOM A-D

Rubik's Cube: Putting Data to Work to Meet Your Advocacy Needs*

Noel Smith, MA, Senior Director, PA & Industry Research & Analysis, AAPA

Having clear and concrete data and research can provide the foundation for stronger advocacy efforts. Leaders interested in strengthening their case for change will learn why using research is important and where to find the research they need. Attendees will leave with a greater understanding of how to overcome some of the challenges they may face in obtaining the right information to support their case.

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.

Keep Calm and Carry On – Seeing Your CO through a Disaster

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

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.

Saturday, March 16, 2019

7:30 – 11:30 a.m. **REGISTRATION OPEN**
EDISON BALLROOM FOYER

7:30 – 8:30 a.m. **CONTINENTAL BREAKFAST**
EDISON BALLROOM FOYER

8:30 – 9 a.m. **GENERAL SESSION SPONSORED BY NOVO NORDISK**
OBESITY LEADERSHIP EDGE: IMPLEMENTING A PA-DRIVEN CHRONIC CARE MODEL FOR THE MANAGEMENT OF OVERWEIGHT AND OBESITY

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

Now entering its fourth year, AAPA's Obesity Leadership Edge Initiative aims to equip PAs with the competencies required to take the lead in managing the obesity epidemic in America. This session will provide an update on PA engagement with the initiative, educational outcomes of current programming, and opportunities for AAPA Constituent Organizations to play a role moving forward.

9 – 9:15 a.m. **NETWORKING BREAK**
EDISON BALLROOM FOYER

9:15 – 10:15 a.m. **BREAKOUT SESSIONS**

EDISON BALLROOM A-D **Introducing PAs to Your Medical Board – We've Got This!***
Keisha Pitts, JD, Director, State Advocacy & Outreach, AAPA

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.

EDISON BALLROOM E-G **How to Select an Association Management Company That's Right for You**
Mary Kate Allee, MPH, Director, Constituent Organization Outreach and Advocacy, AAPA

Selecting the right association management company (AMC) can help avoid short-term and long-term headaches. Join this session to learn about the process of selecting an AMC and how to avoid pitfalls to accrue the benefits of the best managerial fit for your constituent organization.

10:15 – 10:30 a.m. **NETWORKING BREAK and HOTEL CHECK-OUT**
EDISON BALLROOM FOYER

10:30 – 11:30 a.m.

EDISON BALLROOM A-D

BREAKOUT SESSIONS

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.