

LEADERSHIP AND ADVOCACY SUMMIT 2020

DAILY SCHEDULE

Thursday, March 5, 2020

7:30 a.m. – 1 p.m.

REGISTRATION OPEN

GRAND BALLROOM FOYER

7:30 – 8:30 a.m.

CONTINENTAL BREAKFAST

GRAND BALLROOM FOYER

8:30 – 10 a.m.

WELCOME AND GENERAL SESSION

GRAND BALLROOM

Welcome

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

Congressional Outlook*

U.S. Representative Jan Schakowsky (D-IL)

Jay Eberle, Legislative Assistant, U.S. Senator John Barrasso (R-WY)

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

Get an inside look on the outlook for healthcare legislation in 2020. Understand the political dynamics on Capitol Hill and in the Administration to prepare you for your Hill visits.

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: A Blueprint for Success on Capitol Hill*

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

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

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

Tate Heuer, Vice President, Federal Advocacy, AAPA

Heather 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 home health 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.

Thursday, March 5, 2020 Continued

6 – 7:30 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, March 6, 2020

7:30 a.m. – 5 p.m.

GRAND BALLROOM FOYER

REGISTRATION OPEN

7:30 – 8:30 a.m.

GRAND BALLROOM FOYER

CONTINENTAL BREAKFAST

8:30 – 9:45 a.m.

GRAND BALLROOM

GENERAL SESSION

8:30 – 9 a.m.

President's Welcome*

David E. Mittman, PA, DFAAPA, President and Chair of the Board, AAPA

9 – 9:45 a.m.

PAs and Telehealth: Using Technology to Improve Quality and Access in Healthcare*

Krista Drobac, Executive Director, Alliance for Connected Care

Learn about work by the Alliance for Connected Care to expand the potential for PAs and other providers to deliver safe, high quality care using telehealth technology.

9:45 – 10 a.m.

GRAND BALLROOM FOYER

NETWORKING BREAK

10 – 10:45 a.m.

GRAND BALLROOM

GENERAL SESSION

Update from Centers for Medicare and Medicaid Services

Mary Greene, MD, MPH, Senior Advisor, Office of the Administrator, Centers for Medicare and Medicaid Services

Hear an update from CMS about upcoming programs and initiatives to improve patient care and reduce administrative and regulatory burdens on health professionals.

10:45 – 11 a.m.

GRAND BALLROOM FOYER

NETWORKING BREAK

11 a.m. – 12 p.m.

GRAND BALLROOM

BREAKOUT SESSIONS

Show Me the Money! State PAC Best Practices

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

Political action committees (PACs) can be a huge benefit to your state's advocacy efforts, but running one requires serious consideration and significant effort. Learn what to consider when deciding whether to start a PAC, and hear different strategies for successfully promoting, raising money for, and disbursing money from, your organization's PAC.

PLAZA BALLROOM

Turning Data Into Action: Using Data for Advocacy Success*

Ellen Rathfon, Senior Director, Professional Advocacy, AAPA

Noël E. Smith, MA, Senior Director, PA and Industry Research and 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.

DIPLOMAT

Breaking the Leadership Bubble: Leadership as an Action, Not a Position*

David J. Bunnell, MSHS, PA-C, Clinical Coordinator, Frostburg State University

Jessica Grice, MMS, PA-C, Rose Research Center

Andrea Lowe, MHA, PA-C, Director, Employer Strategy, AAPA

Josanne K. Pagel, M.Div., MPAS, PA-C, DFAAPA, Karuna RMT, Executive Director of PA Services, Cleveland Clinic Health System

Leadership can be achieved in many ways. In this session, attendees will learn strategies for increasing PA organizational visibility and key drivers to increase the PA workforce within your organization. Come learn from a panel with a range of leadership experiences.

12 – 12:30 p.m.

GRAND BALLROOM FOYER

LUNCH BUFFET

12:30 – 1:30 p.m.

GRAND BALLROOM

GENERAL SESSION SPONSORED BY ABBOTT NUTRITION

Unlocking the Value of Nutrition in Your Practice

Suela Sulo, PhD, MSc, Director, Global Health Economics and Outcomes Research & Policy, Abbott Nutrition

Lynette Sappe-Watkins, CFRE, Executive Director, PA Foundation

This session will explore nutrition care and the role of PAs in supporting healthcare metrics and key performance indicators.

1:30 – 1:45 p.m.

GRAND BALLROOM FOYER

NETWORKING BREAK

1:45 – 2:45 p.m.

GRAND BALLROOM

BREAKOUT SESSIONS

Be an Influencer: Use Grassroots and Media to Shape Policy*

*Jo Maney, Vice President, BGR Public Relations
Jenni Roberson, Director, Media Relations, AAPA*

During this session, attendees will learn how they can apply traditional media relations and digital marketing tactics to build awareness of the value of the profession, mobilize PAs to take action, and encourage public support for specific legislation. Communicating effectively requires simple, consistent arguments that can be employed across multiple constituencies. Learn how to craft those arguments and identify who needs to hear them and when.

PLAZA BALLROOM

Portability: The Final Licensing Frontier*

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

This session will include a discussion of topics relevant to PA licensure, including variations in licensure procedures among the states, products offered by the Federation of State Medical Boards to help streamline licensure, and a potential interstate licensure compact for PAs.

DIPLOMAT

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

Cooper Couch, Student Academy President, Student Director on the AAPA Board of Directors, Third-year PA student at the Keck School of Medicine of USC Primary Care PA Program

Jonathan Baker, PA-C, Co-Chair of Membership, LBGT PA Caucus

Gregory Burns, DHSc, MMS, PA-C, DFAAPA, Associate Professor and Academic Director at the University of Tampa

Jamie Sabo, PA-C, AAPA Governance Commission and Student Governance Committee

Peggy Walsh, PA-C, President, Colorado Academy of PAs

What does it mean to be a PA student and a leader? What opportunities are available to students? From getting involved in your state chapter to applying to one of AAPA's Commissions, members of the panel will discuss their leadership trajectories and steps any PA student can take to begin their leadership journey. This panel is open to PA students, CO leaders seeking to recruit student members, and PAs who want to inspire leadership in the classroom.

2:45 – 3 p.m.

GRAND BALLROOM FOYER

NETWORKING BREAK

3 – 4 p.m.
GRAND BALLROOM

BREAKOUT SESSIONS

Payers and Players: Bold Initiatives Enhance PA Practice*

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

Max Linder, Manager, Health Policy, AAPA

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

Trevor Simon, MPP, Director, Regulatory Policy, AAPA

Learn about bold initiatives and groundbreaking changes to legislation and CMS policy that will enhance PA practice. This session will highlight the most impactful changes to PA practice and reimbursement and illuminate AAPA's ongoing advocacy efforts.

PLAZA BALLROOM

When Good Bylaws Go Bad: Association Governance Structure and CO Model Bylaws

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

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

As a leader in an AAPA 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. In this session, learn how your bylaws, policies, and procedures provide the support structure for a strong, healthy, and agile organization. Content will focus on standard governance expectations and frameworks, as well as AAPA-provided tools, resources, and recommendations, including a look at several critical aspects of AAPA's Model Bylaws.

DIPLOMAT

30 Ideas in 30 Minutes on Membership Marketing

Laura Burch, Director, Membership Recruitment and Retention, AAPA

Amy Turner, Director, Marketing Services, AAPA

Today's presentation is a "fast and furious" review of 30 tips on membership marketing, recruitment and retention. 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 – 4:15 p.m.
GRAND BALLROOM FOYER

NETWORKING BREAK

4:15 – 5 p.m.
GRAND BALLROOM

BREAKOUT SESSIONS

Let's Play the Feud: Social Media for Advocacy*

Eileen Denne, MA, CAE, APR, Director, Corporate Communications, AAPA

Shana Glickfield, Founding Partner, Beekeeper Group

In a fun Family Feud-style game played in rounds by small teams, participants will learn about the most effective social media engagement strategies and tactics for generating buzz about a bill, encouraging members to attend a Hill Day, or weigh in on legislation.

PLAZA BALLROOM

Winter is Coming: Planning a Successful State Capitol Day*

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

One of the most effective ways of letting elected officials know your organization's views on issues is through a personal meeting. In this session learn the steps to take and decisions to make to ensure that your lobby day is a successful one. Explore how the information and education you can provide are key for legislators' decision making on policy that affects the profession.

DIPLOMAT

Orange is Nobody's Color: CO Business Responsibilities

Chad E. Clark, CFP, Senior Vice President, Merrill Lynch

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

As CO leaders, come learn best practices in business responsibilities for your organization. You'll learn nonprofit board member responsibilities, maintaining CO filings in accordance with state and federal regulations, and how to operate in compliance with ERISA. There is something for everyone: A portion of this session will apply to those COs that are volunteer run; a portion will apply to those operating with AMC support; and a portion will apply to those COs with full-time staff.

Saturday, March 7, 2020

7:30 a.m. – 12 p.m.

GRAND BALLROOM FOYER

REGISTRATION OPEN

7:30 – 8:30 a.m.

GRAND BALLROOM FOYER

CONTINENTAL BREAKFAST

8:30 – 9:30 a.m.

GRAND BALLROOM

GENERAL SESSION

AAPA Organizational Strategy: Planning the Next Five Years

Randy Delgado, Associate Partner, CMG

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

Andrew Struhs, Senior Manager, CMG

Come learn about AAPA's strategic planning process as the new five-year cycle begins this year.

9:30 – 9:45 a.m.

GRAND BALLROOM FOYER

NETWORKING BREAK

9:45 – 10:45 a.m.

GRAND BALLROOM

BREAKOUT SESSIONS

Building Your Coalition From the Inside Out*

*Dennis Alexander, Vice President, State Advocacy and Outreach, AAPA
Gretchen Preneta, MPAS, PA-C, Assistant Clinical Professor and Hospitalist PA, University of New England*

A diverse coalition, a robust lobbying effort, and a persuasive communications strategy are all key ingredients for a successful advocacy campaign. During this session, participants will learn how to identify and build a coalition of diverse stakeholders and strategies in order to engage them in advocacy efforts. Participants will also hear about the benefits and challenges of this stakeholder engagement from the on-the-ground experience of a PA during a recent state advocacy campaign.

PLAZA BALLROOM

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 questions CO leaders asked AAPA staff over the past year. Learn from each other, discover how other CO leaders address challenges, and share successes.

DIPLOMAT

Meet the Regulators: Tips and Tricks for Communicating With Your Medical Board*

*Geoffrey W. Hoffa, DHSc, PA-C, DFAAPA, Principal, Geoffrey W. Hoffa, PLLC
Jay Metzger, MPAS, PA-C, Assistant Professor, University of North Dakota School of Medicine and Health Sciences
Erika Miller, Director, State Advocacy and Outreach, AAPA*

This session will focus on how state chapters and individual PAs can improve their partnership with regulatory authorities like medical boards. The panel will include PAs who serve or have served on their state's medical or PA regulatory boards.

10:45 – 11 a.m.

GRAND BALLROOM FOYER

NETWORKING BREAK and HOTEL CHECK-OUT

11 a.m. – 12 p.m.

GRAND BALLROOM

BREAKOUT SESSIONS

Five Reimbursement Challenges Facing Chapter Leaders*

*Sondra DePalma, DHSc, PA-C, DFAAPA, Director, Regulatory and Professional Practice, AAPA
Max Linder, Manager, Health Policy, AAPA
Michael Powe, Vice President, Reimbursement and Professional Advocacy, AAPA
Trevor Simon, MPP, Director, Regulatory Policy, AAPA*

This session will identify five challenges facing PA practice that are crucial for chapter leaders to be aware of, understand, and address. Explore both current and forthcoming challenges in the context of a profession that is growing in size, responsibility, and impact. The AAPA reimbursement team will discuss what is currently being done and what steps can be taken by both state chapters and AAPA to confront these challenges and promote continued success of the PA profession.

PLAZA BALLROOM

The Facts of Leadership Life: Strategic Planning

*Mary Kate Allee, MPH, Director, Constituent Organization Outreach and Advocacy, AAPA
Bill Elliott, CAE, Vice President of Operations, Association Acumen LLC*

Strategic planning is a fundamental tool for the success of any organization. By investing your time and resources into the development of a strategic plan, you will be drawing a roadmap for your board, committees, volunteers, and staff to take you into the future. Join us as we explore the importance of planning, the methodologies to create a plan, and the tools we use to implement and monitor the success of a strategic plan. The audience will be engaged in this session, so bring your stories about strategic planning successes, flops, tips and tricks.