

LEADERSHIP AND ADVOCACY SUMMIT

LEAD. ENGAGE. INSPIRE.

Sept. 28 – Sept. 30, 2023 in Arlington, VA

2023 DAILY SCHEDULE

Thursday, September 28

7:30 a.m. – 1 p.m.
Grand Ballroom

REGISTRATION OPEN

7:30 – 8:30 a.m.
Grand Ballroom Foyer

BUFFET BREAKFAST

8:30 – 8:45 a.m.
Grand Ballroom

WELCOME AND GENERAL SESSION

Welcome

Folusho Ogunfiditimi, DM, MPH, PA-C, DFAAPA, President and Chair, AAPA
Lisa Gables, CPA, Chief Executive Officer, AAPA

8:45 – 9 a.m.

Congressional Speaker: The Honorable Earl Blumenauer (D-OR)

9 – 10 a.m.

Congressional Outlook*

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

This presentation provides an overview of the outlook for health care legislation in 2023 and beyond and includes a behind the scenes look into the political dynamics on Capitol Hill.

10 – 10:15 a.m.
Grand Ballroom Foyer

NETWORKING COFFEE BREAK

10:15 a.m. – 12 p.m.
Grand Ballroom

GENERAL SESSION

You Got This: Preparing for Capitol Hill Visits*

Kristin Butterfield, MA, Director, Grassroots and Political Advocacy, AAPA
Tate Heuer, Vice President, Federal Advocacy, AAPA
Meghan O'Brien, MA, Director, Federal Advocacy, AAPA
Heather Meade, JD, Partner/Principal, Washington Council Ernst & Young
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. 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 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 AAPA's 2 priority issues and their impact on you, your patients, and the profession.

AAPA CAPITOL HILL HQ

A "Hill Day HQ" will be available in the Capitol Visitors' Center so you can recharge between meetings with a snack and a beverage. South Congressional Meeting Room (CVC 217)

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.

7:30 a.m. – 5 p.m.
Grand Ballroom Foyer

REGISTRATION OPEN

7:30 – 8:30 a.m.
Grand Ballroom Foyer

BUFFET BREAKFAST

8:30 – 9 a.m.
Grand Ballroom

GENERAL SESSION

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 a.m.

Reimbursement Strategies for PA Leaders*

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

Carson S. Walker, Director, Policy and Professional Advocacy, AAPA

Trevor Simon, MPP, Director, Regulatory Policy, AAPA

Eric Walczyk, Health Policy Coordinator, AAPA

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

This session will assist PAs in understanding the rules and requirements that surround reimbursement for the services performed in both the office and hospital settings. PAs will be able to explain billing rules and better understand how they generate revenue and overall value to employers. The session will also alert PAs about how to minimize concerns about billing mistakes that could lead to practice audits and allegations of fraud and abuse.

10 – 10:30 a.m.
Grand Ballroom Foyer

NETWORKING BREAK

10:30 – 11:45 a.m.
Grand Ballroom

GENERAL SESSION

Advancing Optimal Team Practice: Legislative Progress in the States*

Angela Shuman, Vice President, State Advocacy and Outreach, AAPA

Melinda Ann Rawcliffe, DMSc, PA-C, Assistant Professor, Franklin Pierce University

Jeremy L Nelson, DMSc, MPAS, PA-C, DFAAPA, Assistant Clinical Professor, University of Iowa Carver College of Medicine PA Program

Join us for a discussion with AAPA staff and CO leaders about the progress being made to modernize PA practice laws in the states and learn how you as a CO leader or individual PA/student can make progress in your state.

11:45 a.m. – 1 p.m.
Grand Ballroom Foyer

BUFFET LUNCH

Network with your peers during this interactive lunch session. Topics will be placed at each table to spark lively conversations about PA leadership, advocacy and current issues.

1 – 1:30 p.m.
Grand Ballroom

GENERAL SESSION

Board Leadership Q&A

Jeremy Nelson, DMSc, MPAS, PA-C, DFAAPA, Nominating Committee Chair, AAPA

Todd Pickard, MMSc, PA-C, DFAAPA, FASCO, Vice President and Speaker of the House, AAPA Board of Directors

Jason Prevelige, MBA, MHS, PA-C, DFAAPA, President-Elect, AAPA Board of Directors

Deanna Najera, MPAS, MS, PA-C, DFAAPA, Director-at-Large, AAPA Board of Directors

Kris Pyles-Sweet, DMSc, PA-C, Director-at-Large, AAPA Board of Directors

Join a few of AAPA’s Board members for a brief panel discussion about their perspectives and experiences with volunteerism and leadership. This session should give insight and inspiration to those interested or curious about pursuing leadership opportunities in AAPA.

1:30 - 2 p.m.
Grand Ballroom

Improving Quality, Equity, and Access in Medicaid and CHIP

Jessica T. Lee, MD, MSHP, Acting Chief Medical Officer, Center for Medicaid and CHIP Services

Dr. Lee will talk about the work of the Centers for Medicare and Medicaid Innovation (CMMI) and address some issues with dually eligible beneficiaries (those who are jointly covered by Medicare and Medicaid). She will also discuss issues surrounding the agency's ideas on integrating diversity, equity, and inclusion.

2 – 3 p.m.

Leveraging Earned Media to Boost Your Advocacy*

Jenni Roberson, Director, Media Relations, AAPA

Josh Birch, Manager, Media Relations, AAPA

Alyn Whelchel, MSPA, PA-C, Faculty, Red Rocks Community College PA Program

During this session, attendees will learn how they can apply traditional media relations to elevate the value of the PA profession and foster public support for legislation. Speakers will share case studies from state chapters who have utilized earned media to build awareness of their patient advocacy.

3 – 3:30 p.m.
Grand Ballroom Foyer

NETWORKING COFFEE BREAK

3:30 – 4:30 p.m.

BREAKOUT SESSIONS - Choose one

Grand Ballroom

Advocating for the PA Profession: How Can Students Get Involved?

Kierra Gipson, PA-C, President, AAPA Student Academy

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

Elizabeth Ehlers, PA-C, Student Director, AAPA Student Academy

Patrice Farquharson, MPH, Regional Director Mid-Atlantic, AAPA Student Academy

Aaron Woodall, MPAS, PA, President-elect, Arkansas Academy of PAs

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 applying to one of AAPA's Commissions, 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 who want to bring advocacy into the classroom.

Plaza Ballroom

Governance Fundamentals for Association Leaders*

Rachel Miller-Bleich, MA, CP, CAE, Interim Vice President, Governance; Director, BOD & Governance, AAPA

Hillari Wennerstrom, CAE, Director, Constituent Organizations, AAPA

Nonprofit associations of all sizes depend on strong Board leaders who govern, provide direction, and represent the organization with one voice. In associations that are predominantly run by volunteers, the line between governance and management can be blurred, leading to confusion about the role and responsibilities of individuals vis á vis the governing body. The purpose for this session is to invite association leaders to focus on the most fundamental elements of governance – including governing documents, board leadership, meetings, and policy development – equipping them to support their organization's strategic priorities.

DIPLOMAT

Improving Licensure Portability with the PA Licensure Compact*

Meghan Pudeler, Director, State Advocacy and Outreach, AAPA

John Bremer, Director, State Legislation and Policy, Federation of State Medical Boards

Greg Thomas, PA-C Emeritus, MPH, Strategic Advisor, NCCPA

Carl Sims, MPA, Deputy Program Director, The Council of State Governments.

This session aims to educate participants about the PA Licensure Compact and efforts in the states to adopt Compact legislation.

7:30 a.m. – 12 p.m.
Grand Ballroom Foyer

REGISTRATION OPEN

7:30 – 8:30 a.m.
Grand Ballroom Foyer

BUFFET BREAKFAST

8 – 9 a.m.
Grand Ballroom

GENERAL SESSION

Supercharge Member Engagement with AAPA Resources and Social Media Best Practices*

Aimee Brierly, Director, Internal Communications/Interim Vice President, Communications, AAPA

Cindy Lopez, Social Media Manager, Communications, AAPA

During this session, speakers will explore nationwide survey data, co-released by AAPA and The Harris Poll. Our speakers will unveil pivotal data points that fuel the very heart of the PA mission: enhancing patient access to quality care. But this session won't stop at revelations; it's all about action.

Discover how to harness this illuminating data to supercharge your advocacy efforts. From crafting compelling dialogues with lawmakers to developing social media campaigns that truly resonate, you'll gain actionable strategies that will make your advocacy journey not just impactful, but downright transformative. Discover how to turn data into dynamic action, demonstrate PA value and drive real change!

9 – 9:30 a.m.
Grand Ballroom Foyer

NETWORKING BREAK

9:30 – 10:30 a.m.

BREAKOUT SESSIONS - Choose one

Grand Ballroom

Advocating for PA Mental Health and Wellness*

Chris Roman, DMS, PA-C, Medical Science Liaison, Takeda Pharmaceuticals

Mark Staz, Vice President, Education Federation of State Medical Boards

Speakers will discuss opportunities for COs and individual PAs to advocate for PA mental health and wellness by building awareness of state provider health programs (PHPs) for PAs and addressing stigmatizing licensure application questions regarding provider mental health.

Plaza Ballroom

Learning to Rise - Brave Bounce Backs and Resilient Leadership*

Rachel Verlik, President and Founder, Executive Coach, MP6 Consulting, Certified Dare to Lead™ Facilitator.

"In this session of Dare to Lead™, we build upon the concepts of vulnerability, courage, armored vs daring leadership and living into our values. We will explore how we rise strong - for when we are brave enough often enough, we will fall. This session will explore the framework of challenging the stories we hold about our falls, separating fact from fiction, and building resilient rising skills to brave a new way forward. We will practice the methodology and discuss how this can be helpful in our work as leaders, as advocates, and with our patients and healthcare systems.

10:30 – 11 a.m.
Grand Ballroom Foyer

NETWORKING BREAK and HOTEL CHECK-OUT

11 a.m. – 12 p.m.
Grand Ballroom

GENERAL SESSION

PA Political Engagement*

*Senator Fred Baldwin, PA-C, DFAAPA, Wyoming State Senator, District 14, Chairman
Labor/Health/Social Services, State of Wyoming Legislature*

This session will explore the current political climate of the PA profession from a unique perspective - a practicing PA and current state senator. Participants will gain insight into effective communication tactics and learn about the various resources available through AAPA related to state advocacy issues.