



5th Annual Conference

**Waves of Change: Developing Physician Leadership
in Our Practices, Communities, and Nation**

**March 13 - 15, 2010
Long Beach Memorial Medical Center
Long Beach, CA**

(Schedule Subject to Minor Changes)

Saturday March 13

12-1pm Registration & Exhibit Viewing

1-1:30 **Welcome** – David Evans, MD; President National Physicians Alliance

1:30-2:30 **Keynote**

***The Doctor Inside the House:
An Insider's View to White House Health Reform Efforts***

Kavita Patel, MD, MPH

Former Director of Policy for the Senior Advisor to the President of the United States

2:40-3:30 **Session I: Sponsored by NPA Secure Health Care for All Campaign**

- ***Messaging, Media & Communications***

Bob Crittenden, MD, MPH

Executive Director, the Herndon Alliance

- ***International Health Workforce Issues***

Amy Hagopian, MHA, PhD

Health Alliance International

University of Washington

- ***Issues Facing Community Health Clinics and the Underserved & Minority Populations***

Michael R. Cousineau, PhD

Director Community Health and Family Medicine

University of Southern California

Castulo de la Rocha, JD

President & CEO AltaMed Medical Services

Learn more about NPA at www.npalliance.org

Saturday March 13

3:40-4:30

Session II: Sponsored by NPA Rx-Vote Campaign

- ***Advancing Health Care through Civic Engagement***
Kim Alexander, President, California Voter Foundation
Serena Kirk, Senior Policy Advocate, California Primary Care Association
Marc Wetherhorn, National Advocacy Director
National Association of Community Health Centers
- ***Healthcare Crisis in a Bankrupt State: Can California Still Lead?***
Herb Schultz, MPP
Senior Health Policy Advisor to the Governor
Sara Rogers
Health Legislative Advisor to Senator Mark Leno
- ***Health Care Reform: Focusing on Women's Health***
Lisa Codispotti, JD
Senior Council National Women's Law Center

4:40-5:30

Session III: Sponsored by NPA Unbranded Doctor Campaign

- ***Strategic Planning for a Policy Campaign***
Aaron Fox, MD, MPH, NPA New York Local Action Network
Bill Jordan, MD, MPH, NPA New York Local Action Network
Stephen R. Smith, MD, MPH, NPA Board of Directors
Professor Emeritus Warren Alpert Medical School of Brown University
- ***Border States and the Uninsured: Immigration Issues for Health Care Reform***
Kyrsten Sinema, MSW, Arizona State House Representative
Ranking Member Judiciary & Appropriations
Jennifer Ng'andu, Deputy Director, Health Policy Project, National Council of La Raza
Enzo Pastore, MSW, MLSP
Health Care Policy Specialist, Progressive States Network
- ***Outcomes of Health Care Reform: Review of the Policy Debate***
Josh Derr
Manager, Mayo Clinic Health Policy Center

5:30-6:30

National Physicians Alliance Campaigns – Updates

- **Unbranded Doctor**, Chair - Benjamin Schaefer, MD
- **RxVote**, Chair - Rishi Manchada, MD, MPH
- **Secure Health Care for All**, Chair - Valerie Arkoosh, MD, MPH
- **Local Action Network Taskforce**
Co-Coordinator - Cheryl Bettigole, MD, MPH & Bill Jordan, MD, MPH

Sunday March 14

9:00-9:30 **Welcome** – Valerie Arkoosh, MD, MPH, President-Elect National Physicians Alliance

9:30-10:30 **Keynote**

***Public Perceptions about Health Care Reform:
What We've Learned, How to Talk about What's Next***

Celinda Lake, CEO Lake Research Partners

10:40-11:30 **Session IV: Sponsored by Los Angeles Local Action Network**

- ***A "Reformed Single Payer" in the Current Reform Era***
E. Richard Brown, PhD , Professor, UCLA School of Public Health
Principal Investigator, CHIS
- ***Policy Solutions to the Obesity Epidemic***
Deborah Cohen, MD, MPH, Senior Natural Scientist, Rand Corporation
- ***The Good Stewardship Project: Making Cost-Effective Decisions in Primary Care***
Stephen R. Smith, MD, MPH, NPA Board of Directors
Professor Emeritus Warren Alpert Medical School of Brown University

11:40-12:30 **Session V: Sponsored by NPA Secure Health for All Campaign**

- ***Reforms that Reduce Costs without Reducing Quality of Care***
Thomas Rice, PhD
Professor, Department of Health Services
Vice Chancellor, Academic Personnel
UCLA School of Public Health
- ***Effectively Engaging with Your State Legislature & Its Members***
Enzo Pastore, MSW, MLSP
Health Care Policy Specialist, Progressive States Network

Marc Wetherhorn
National Advocacy Director, National Association of Community Health Centers
- ***Beyond the Guidelines: New Tools for Communicating Risk with Patients***
Lenny Lesser, MD
Robert Wood Johnson Clinical Scholar at UCLA

12:30-1:30 **Lunch: NPA Committee Meetings**

1:40-2:30 **Session VI: Sponsored by NPA Rx Vote Campaign**

- ***The Globalization and Virtualization of Healthcare:
Here, There, Everywhere, Anywhere***
Kevin Fickenscher, MD, CPE, FACPE, FAAFP
Vice President, Strategic Initiatives -Dell Perot Systems Healthcare
- ***Nuclear Non-Proliferation: The Physicians Role in Advocating Peace***
Bob Dodge, MD, Physicians for Social Responsibility, Los Angeles
- ***What's Next? Medicaid and Medicare After Health Reform***
Rachel Klein, MA, Deputy Director of Health Policy, Families USA

Sunday March 14

2:40-3:30

Session VI: Sponsored by NPA Unbranded Doctor Campaign

- ***Trade and Health: The Impact of Health Worker Migration***
Ellen Schaffer, PhD, MPH
Co-Director of Center for Policy Analysis
- ***Federal Health Care Reform: How Physicians Can Help Their States Access Upcoming Opportunities & Resources***
Enzo Pastore, MSW, MLSP, Health Care Policy Specialist, Progressive States Network
- ***Community Engagement, Coalition Building, and Social Networking – Part I: "Get Out of the Exam Room and Hit the Streets"***
Nina Agrawal, MD, NPA New York Local Action Network
Manisha Sharma, MD, NPA New York Local Action Network
Anjali Taneja, MD, MPH, NPA Board of Directors

3:40-4:30

Session VII: Sponsored by NPA Rx-Vote Campaign

- ***The Global Workforce Crisis-Is US the Problem or Solution?***
Richard Scheffler, PhD, University of California, Berkeley
Kate Tulenko MD, MPH
Deputy Director at Capacity Plus/ IntraHealth, Health Policy Specialist at World Bank
- ***High Quality Care for Disadvantaged Populations***
L. Gordon Moore, MD, Institute for Healthcare Improvement
- ***Community Engagement, Coalition Building, and Social Networking – PART II: "Say It Loud and Say It Proud"***
Nina Agrawal, MD, NPA New York Local Action Network
Manisha Sharma, MD, NPA New York Local Action Network
Anjali Taneja, MD, MPH, NPA Board of Directors

4:40-6:00

Keynote Film Screening and Q & A

Money Driven Medicine

Produced by Alex Gibney, Based on a book by Maggie Mahar
Q & A with Maggie Mahar, Health Care Fellow, Century Foundation
www.healthbeatblog.org

Open to the Public —Reception to Follow

7-10 pm

Evening Reception — Utopia Restaurant

Monday March 15

9:00-9:30 **Welcome** — Lydia Vaias, MD, MPH, Founding President National Physicians Alliance

9:30-10:20 **Session VII: Sponsored by NPA Secure Health Care for All Campaign**

- ***Border States and the Uninsured: Addressing Immigration Issues – Part II***
Michael Rodríguez, MD, MPH,
Professor and Vice Chair of Research
George F. Kneller Endowed Chair in Family Medicine
UCLA Department of Family Medicine
- ***Impact & Implementation of Federal Reform in California***
Patrick Romano, MA
State Field Director Health Access, Campaign Manager California HCAN
- ***Doctor, Unbrand Thyself. How Can We Reduce Undue Influence in Medicine?***
John Santa, MD, MPH
Director, Consumers Report Health Ratings Center

Benjamin Schaefer, MD
National Physicians Alliance Board of Directors

10:30-11:20 **Session VIII: Sponsored by NPA Unbranded Doctor Campaign**

- ***In the Wake of the Storm: On the Ground in Haiti***
Susan Partovi, MD
Clinical Instructor, David Geffen School of Medicine at UCLA
Attending Physician, Harbor-UCLA Department of Family Medicine
- ***Issues on the Horizon: 2010 & 2012 Elections***
Carmela Castellano-Garcia
President CEO, California Primary Care Association

11:30-12pm **Closing Remarks** – Lydia Vaias, MD, MPH