



**7<sup>th</sup> Annual Conference**  
**November 10-11, 2012**  
**- Old Town Alexandria, VA-**

Hilton Alexandria Old Town  
1767 King Street, Alexandria, VA • metro accessible

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**Leading the Way: the Next Chapter in America's Health**  
**-Draft Conference Schedule-**

**Saturday November 10, 2012**

8:00-9:00	Registration and Continental Breakfast
9:00-9:30	Welcome, NPA President Dr. Valerie Arkoosh
9:30-10:15	<b>Keynote Address: The Next Chapter in Health Care Reform, a State-Based Perspective</b>
10:15-10:30	Coffee Break/Posters/Exhibitors
10:30-12:00	<b>Panel Discussion: Allies—Building Health Coalitions Inside &amp; Outside the Beltway</b>
12:00-1:15	Lunch/Posters/Exhibitors
1:15-2:45	<b>National Grand Rounds: Selling Drugs: Pharma's Evolving Strategies</b>
2:45-3:00	Break/Posters/Exhibitors
3:00-4:15	<b>Concurrent Sessions</b> <b>A. Vioxx: What they Knew, When they Knew It—a Tragedy of Profit Over Data</b> <b>B. Health IT: Reaching the Previously Unreachable</b>
4:15-4:30	Coffee Break/Posters/Exhibitors
4:30-5:15	<b>Keynote Address: Sustaining the Triple Aim</b>
5:15-7:30	<b>NPA's "Physician Health Advocate of the Year" Award &amp; Cocktail Reception (on site)</b>

**Sunday November 11, 2012**

8:00-9:00	Registration and Continental Breakfast
9:00-10:00	<b>Plenary Panel: Polling and Effective Messaging—Protecting &amp; Implementing the ACA</b>
10:00-11:15	<b>Cavity in Health Care: Physicians' Opportunity to Address America's Oral Health Crisis</b>
11:15-11:30	Coffee Break/Posters/ Exhibitors
11:30-12:30	<b>Reaching the Underserved</b>
12:30-1:30	Lunch Roundtable Discussions/Posters/Exhibitors
1:30-2:15	<b>Keynote Address: Stakeholder Engagement: Odd Bedfellows and Local Progress</b>
2:15-2:20	Break
2:20-3:40	<b>Plenary Panel Discussion: Making the Case for Advocacy in Academia</b>
3:40-4:15	<b>NPA and You: Opportunities for Involvement</b>
4:15-4:30	Closing Comments and Adjourn, incoming NPA President Dr. Cheryl Bettigole

*Updated 4/25/2012*