

Saturday October 19, 2013

8:00-9:00 ~ Registration and Continental Breakfast ~

9:00-9:30 **Welcome – NPA Immediate Past-President Cheryl Bettigole, MD, MPH**

9:30-10:15 **Keynote Address: Courage in Medicine – Otis Webb Brawley, MD**
Chief Medical Officer & Executive Vice President of the American Cancer Society

10:15-10:30 ~ Coffee Break/Posters/Exhibitors ~

10:30-12:00 **National Grand Rounds: Challenging the Selling of Sickness:
A New Partnership Movement of Professionals and Advocates**
Leonore Tiefer, PhD and Kim Witczak

This session offers a powerful model to challenge conflicts of interest and other dysfunctional aspects of medical culture. Our movement calls for relationships between professionals and citizen activists based on mutual respect for diverse sources of knowledge. We will offer examples of how such partnerships can influence medical education, medical practice, and policy activism.

12:00-1:15 ~ Lunch/Posters/Exhibitors ~

1:15-2:30 **Ensuring the Quality of Quality Measures**
Christine K. Cassel, MD, President and CEO of the National Quality Forum
Discussion moderated by **NPA President Jim Scott, MD**

2:30-3:00 ~ Break/Posters/Exhibitors ~

3:00-4:15 **Policy Making in Federal Agencies: Case Studies for Advocacy**
Moderator: Cheryl Bettigole, MD, MPH, NPA Immediate Past-President
The Farm Bill, Robert S. Lawrence, MD, Director of the Center for a Livable Future at The Johns Hopkins Bloomberg School of Public Health
The FDA's Process for Approving Medical Devices, Diana Zuckerman, PhD
President of the National Research Center for Women & Families

4:15-4:30 ~ Coffee Break/Posters/Exhibitors ~

4:30-6:00 **Concurrent Sessions: Strategies for Successful Collaboration**

A. Effective State-Based Campaigns: the Recipe for Success

Vincent DeMarco, President, Maryland Citizens' Health Initiative

Jon S. Vernick, JD, MPH Co-Director, The Johns Hopkins Center for Gun Policy & Research

B. Workforce Challenges in Team-Based Care

Moderator: Kate Tulenko, MD, MPH, MPhil, NPA Board of Directors

Implementing Team Based Care in Outpatient Specialties

David Wheeler, MD, PhD, Neurologist, President, Wyoming Neurologic Associates

Mobile Integrated Healthcare, the New EMS: EMTs & ER Physicians Preventing Unnecessary ER Visits & Hospitalizations –

Jeff Beeson, DO, FACEP, RN, EMT-P
Medical Director, Emergency Physician's Advisory Board, MedStar, Fort Worth, Texas

Using Non-Physician Providers for Primary Care –

Somava Stout, MD, MS
VP Primary Care Medical Home Development, Cambridge Health Alliance; Co-Director, Leadership Institute, Harvard Medical School Center for Primary Care

6:00-7:15 **Cocktail Reception** (on site)

7:30... **Dinner on Your Own. Networking with colleagues is encouraged!**

Reservations facilitated, sign-up at the conference registration desk.

Sunday October 20, 2013

- 7:00-8:00** **Optional Fun Run**—meet in lobby by doors of Washington Court Hotel, 525 New Jersey Avenue NW
- 7:00-8:30** ~ Registration and Continental Breakfast ~
- 7:30-8:30** **See Demo and Test Drive Tandem Health!**
The new High Value Prescribing App under development by NPA and Consumer Reports
- 8:30-10:00** **The Arts of Persuasion — KNP Communications**
This session will cover fundamental concepts and skills that enable successful persuasion, including strategies for connecting with various audiences, an interactive overview of nonverbal cues, the uses of story, and techniques for compelling Q+A sessions. KNP Communications has provided this core training for hundreds of Senators and Congressional Representatives, CEOs, and leaders of nonprofit and government organizations.
- 10:00-10:15** ~ Coffee Break/Posters/Exhibitors ~
- 10:15-11:45** **Effective Messaging for Preventing Gun Violence — KNP Communications**
This session will cover messaging guidance on gun violence prevention that has helped to frame the public debate on this issue since the Newtown tragedy. Key themes include: the personal toll of gun violence; the right to be free from violence in our daily lives; the changing nature of military-style weapons; and effective responses to common attacks on issues such as the Second Amendment.
- 11:45-12:45** ~ Lunch Roundtable Discussions/Posters/Exhibitors ~
- 12:45-1:45** **Hitting that Sweet Spot:
Childhood Obesity, Oral Health, and Strategy around Sugar-Sweetened Beverages**
Moderator: Jeff Huebner, MD

R. Bruce Donoff, DMD, MD, Dean of the Harvard School of Dental Medicine
Katherine Bishop, MPH, MS, Nutrition Policy Associate, Center for Science in the Public Interest
- 1:45-2:00** ~ Coffee Break/Posters/Exhibitors ~
- 2:00-3:15** **Innovations from the Field: What we're doing Back at the Ranch**
Oregon's Coordinated Care Organizations: Leading the Way to Integrated, Accountable Care
Moderator: Jim Scott, MD, NPA President

Care Transitions—Lessons Learned for Outpatient Practice
Patient-Directed Care within a PACE program: Using the 4 Pillars of Care to Empower Patient Engagement
Peter DeGolia, MD, Professor of Family Medicine at Case Western Reserve University School of Medicine

Putting Patient-Centered Care into Practice
Patient engagement in the era of healthcare reform: what does it mean for patients and providers?
Leana Wen, MD, MSc, Director, Patient-Centered Care Research at George Washington University and author of "When Doctors Don't Listen: How to Avoid Misdiagnoses and Unnecessary Tests"

How do we pursue patient-centered care in a doctor-centered system?
Zackary Berger, MD, PhD, Assistant Professor, Division of General Internal Medicine at The Johns Hopkins School of Medicine and author of "Talking to Your Doctor: A Patient's Guide to Communication in the Exam Room and Beyond"
- 3:15- 4:45** **Choosing Wisely[®]: Making it Happen** - Moderator: **Stephen R. Smith, MD, MPH**, Professor Emeritus of Family Medicine, Warren Alpert Medical School of Brown University
Michael Fine, MD, Director of the Rhode Island Department of Health
Vikas Saini, MD Co-Director of the Lown Center and President of the Lown Foundation
Daisy Smith, Senior Medical Associate for Content Development, Medical Education Division, American College of Physicians
- 4:45-5:00** **Closing Remarks – NPA President Dr. Jim Scott**