



## 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

### Leading the Way: the Next Chapter in America's Health

#### -Current 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 **Keynote Address: The Unfinished Agenda of Health Reform**  
**Harvey V. Fineberg, MD, PhD**, President, Institute of Medicine
- 10:15-10:30 *Coffee Break/Posters/Exhibitors*
- 10:30-12:00 **Panel Discussion: Moving the Reform Agenda Forward: Inside & Outside the Beltway**  
**Moderator: Jim Scott, MD**, NPA Vice-President of Policy  
**Panelists: Cathy Hurwitt, BA**, Chief of Staff and Legislative Aide, Office of Rep. Jan Schakowsky  
**Richard Kirsch, MBA**, Senior Fellow at the Roosevelt Institute, author of *Fighting for Our Health: The Epic Battle to Make Health Care a Right in the United States* (Feb. 2012)  
**Vinnie DeMarco, MA, JD**, President of the Maryland Citizens' Health Initiative
- 12:00-1:15 *Lunch/Posters/Exhibitors*
- 1:15-2:45 **National Grand Rounds: Selling Drugs: Pharma's Evolving Strategies**  
**Moderator: Shannon Brownlee, MS**, Acting Director Health Policy Program, New America Foundation  
**Panelists: Michael Oldani, PhD, MS**, Associate Professor of Medical Anthropology and Director of the Family and Health Studies Program at the University of Wisconsin  
**Wells Wilkinson, JD**, Project Director, Prescription Access Litigation at Community Catalyst  
**Jeff Chester, MSW**, Executive Director, Center for Digital Democracy
- 2:45-3:00 *Break/Posters/Exhibitors*
- 3:00-4:15 **Concurrent Sessions**  
**A. Vioxx: What they Knew, When they Knew It—a Tragedy of Profit Over Data**  
**Speaker: Gurkirpal Singh, MD**, Adjunct Clinical Professor of Medicine, Stanford University  
**B. State Government in the Exam Room**  
**Moderator: Mark Ryan, MD**, NPA Vice President of Communications  
**Speakers: Jennifer McClellan, JD**, Virginia State House Delegate;  
**Jordan Goldberg, JD**, State Advocacy Counsel, Center for Reproductive Rights  
**Dan Vice, JD**, Senior Attorney, Brady Center Legal Action Project
- 4:15-4:30 *Coffee Break/Posters/Exhibitors*
- 4:30-5:15 **Open Space 1:** Meeting participants will propose topics that they would like to explore with other attendees in an informal discussion group format. A second session will be take place on Sunday.
- 5:15-7:30 **Cocktail Reception (on site)**

**Sunday November 11, 2012**

7:30-9:00am *Registration and Continental Breakfast*

7:45-8:45 ***Concurrent Sessions***

**A. Lobbying and Advocacy: How to Play by the Rules and Win**

**Speaker: Catherine Thomasson, MD**, Executive Director, Physicians for Social Responsibility

**B. Blogging for Impact and Reach: Tips, Tricks, and Wisdom from the Pros**

**Speaker: Sara Ackerman, BA**, Online Organizer, PowerThru Consulting

9:00-10:00 ***Plenary Panel: The Cost of Care***

**Moderator: John Santa, MD**, Director, Consumer Reports Health Ratings Center

**Speakers: Neel Shah, MD, MPP**, Executive Director, Costs of Care

**Vineet Arora, MD, MAPP**, Associate Professor of Medicine, Associate Director, Internal Medicine Residency, Assistant Dean, Scholarship & Discovery, University of Chicago, Pritzker School of Medicine

10:00-11:15 ***Plenary Panel: Cavity in Health Care: Physicians' Opportunity to Address America's Oral Health Crisis***

**Moderator: Cheryl Bettigole, MD, MPH**, NPA President-Elect & Vice-President of Internal Affairs

**Panelists: Burton Edelstein, DDS, MPH**, Founding Director Children's Dental Health Project

**Louis W. Sullivan, MD**, former U.S. Secretary for Health and Human Services, founder of the Morehouse School of Medicine, and current Chairman of the board of the National Health Museum in Atlanta, GA as well as Chairman of the Sullivan Alliance to Transform America's Health Professions

**Juliette Jenkins, RN, MSN, CPHQ, PMP**, Deputy Director for the Division of Medicine & Dentistry, HRSA Bureau of Health Professions

11:15-11:30 *Coffee Break/Posters/Exhibitors*

11:30-12:30 ***Plenary Panel: Reaching the Underserved***

**Moderator: Basim Khan, MD, MPA**, NPA Board of Directors

**Panelists: Jeffrey Brenner, MD**, Director, Institute for Urban Health at Cooper University Hospital  
Founder and Executive Director of the Camden Coalition of Healthcare Providers

Adjunct Assistant Professor, The Dartmouth Institute

**Rev. Edward Livingston**, Executive Director, Camden Churches Organized for People

12:30-1:30 *Lunch Roundtable Discussions/Posters/Exhibitors*

1:30-2:15 ***Keynote Address: Stakeholder Engagement: Odd Bedfellows and Local Progress***

**Len Nichols, PhD**, Director, Center for Health Policy Research and Ethics, George Mason University

2:15-2:20 *Break*

2:20-3:40 ***Plenary Panel: Choosing Wisely® – Sparking a Movement Toward Value-Driven Health Care***

**Moderator: Stephen Smith, MD, MPH**, Professor Emeritus of Family Medicine, Warren Alpert Medical School of Brown University

**Panelists: Christine Cassel, MD**, President and Chief Executive Officer of the American Board of Internal Medicine and the ABIM Foundation

**Amanda Kost, MD**, Family Medicine Advising Faculty, University of Washington,  
NPA Good Stewardship Project Demonstration Practice Lead

3:40-4:15 ***Open Space 2:*** Meeting participants will propose topics that they would like to explore with other attendees in an informal discussion group format. This session will build on Saturday.

4:15-4:30 *Closing Comments and Adjourn: Incoming NPA President Dr. Cheryl Bettigole*

*Updated 11/5/2012*