

**Location: 20 F Street NW Conference Center**

A Facility Owned and Managed by the American College of Surgeons  
20 F Street, NW (near Union Station), Washington, DC, 20001

[\(Directions – Area Map\)](#)



**Program** (updated 9/24/2015)

**SATURDAY, October 17, 2015**

8:00-8:30a **Registration:** Coffee & light breakfast

8:30-9:00a **Welcome:**  
*Bill Jordan, MD, MPH, NPA President*

9:00-10:00a **Keynote Address: Healing Baltimore: the Power of Civic Engagement & Physician Activism**  
*Leana Wen, MD, MS - Baltimore City Health Commissioner*

10:00-11:00a **Plenary:**  
**A 10-Year Look-Back with NPA Founders: Why Doctors and Patients Needed the NPA**

11:00-11:20a **Break**

11:20a-12:45p **Plenary: What NPA is Doing Now**  
*A special session with NPA Task Force & Project Leaders*

12:45-1:45p **Lunch**

2:00-3:15p **Breakout Sessions:**

- **Mastering Your Media Strategy**
  - *John Santa, MD, MPH, NPA Board of Directors, Treasurer*
  - *Rosemary Gibson, MA, Author; Senior Advisor at The Hastings Center; Founding Editor for “Less is More” narratives in JAMA Internal Medicine; NPA Board of Directors*
  - *Kim Witzak, BA, Advertising/Marketing Professional; Pharmaceutical Drug Safety Consumer Advocate; Founder of WoodyMatters.com; NPA Board of Directors*
- **FDA: Antibiotics, Canaries in the Coalmine**
  - *Scott Podolsky, MD, Associate Professor of Global Health and Social Medicine, Harvard Medical School*
  - *Peter Doshi, PhD, Associate Editor at The BMJ, Assistant Professor, University of Maryland School of Pharmacy*
- **Pictures Worth a Thousand Words:  
Improving the Visual Expression of Risk, Benefit & Effectiveness**
  - *Andrew Lazris, MD, CMD, Personal Physician Care; Co-author “Interpreting Health Benefits and Risks”*
  - *Heather Corcoran, MFA, Professor of Design; Director of the College and Graduate School of Art, Washington University in St. Louis*

## SATURDAY, October 17, 2015 (continued)

3:15-3:45p **Break**

3:45-5:00p **Breakout Sessions:**

- **Incentivizing Innovation: How Do We Ensure Safe, Effective Drugs and Devices?**
  - **Anthony So, MD, MPP**, Professor of the Practice, Public Policy and Global Health Director, Program in Global Health and Technology Access  
Sanford School of Public Policy, Duke University Global Health Institute
  - **Gregg Gonsalves, BS**, Research Scholar in Law, Lecturer in Law, and Co-Director, Global Health Justice Partnership, Yale Law School
  - **Joe Ross\***, MD, MHS, Associate Professor of Medicine and of Public Health at the Yale University School of Medicine
- **Building a Culture of Responsible Ordering: Organizing for Change**
  - **Anthony Accurso, MD**, Instructor of Medicine at Johns Hopkins Bayview Medical Center, Faculty Director of Providers for Responsible Ordering; NPA Board of Directors Member
  - **Leonore Tiefer, PhD**, Founder of New View Campaign; Clinical Associate Professor of Psychiatry, New York University School of Medicine
- **Organizational Integrity:  
Examining Corporate Relationships to Avoid Conflict-of-Interest**
  - **James Rickert, MD**, Assistant Clinical Professor of Orthopedic Surgery, Indiana University School of Medicine, President of The Society for Patient Centered Orthopedics
  - **Kevin Burns, MD**, Family Medicine Physician and Preventive Medicine Resident, General Preventive Medicine Residency, Johns Hopkins Bloomberg School of Public Health

5:00-7:30p **Award Reception**

## SUNDAY, October 18, 2015

8:00-9:00a **Registration, and optional Networking Breakfasts, or Social Media Bootcamp:  
How to Broaden Your Reach & Impact with Bich-May Nguyen, MD**

9:00-10:30a **Plenary:  
Building Health Justice: the Role of Physicians**

- **L. Toni Lewis, MD**, Chair, SEIU-Healthcare
- **Dorothy Charles**, WhiteCoats4BlackLives, Organizer
- **Matthew Loftus, MD**, Family Physician, Healthcare for the Homeless Baltimore City

10:30-10:45a **Break**

10:45-11:45a **Breakout Sessions:**

- **Marketing Power, Regulatory Weakness & Drugs Looking for Diseases:  
A Recipe for Overprescribing** - This session will explore case studies including Vyvance and opioids
  - **Susan Molchan, MD**, Member of the NPA Board of Directors and FDA Task Force
  - **Andrew Kolodny, MD**, Phoenix House Chief Medical Officer, Executive Director of Physicians for Responsible Opioid Prescribing (PROP)

10:45-11:45a

- **Choosing Wisely at the End of Life**
  - **Jeff Huebner, MD**, Medical Director for Quality and Care Improvement at Group Health Cooperative-SCW; NPA Board of Directors, Vice-President of Policy
  - **Rosemary Gibson, MA**, Author; Senior Advisor at The Hastings Center; Founding Editor for “Less is More” narratives in JAMA Internal Medicine; NPA Board of Directors
  - **Jonas Green, MD, MPH, MSHS**, Associate Medical Director, Clinical Effectiveness
- **Expert Tips & Tools**  
**Guns & Medial Gag Laws: Best Practices for Getting Others Involved in Your Work**
  - A special hands-on training session with **Nick Unger**, Veteran Trade Union and Health Care Organizer and Educator

11:45a-1:00p

**Lunch and “Being the Doctor You Want to Be” presentation by Nick Unger**

1:00-2:00p

**Breakout Sessions:**

- **Protecting Free Speech in the Provider-Patient Relationship**
  - **Ann Alexander, JD**, Senior Attorney, Midwest Program, Natural Resources Defense Council
  - **Sarah Lipton-Lubet, JD**, Director of Reproductive Health Programs, National Partnership for Women and Families
  - **Danielle Laraque, MD, FAAP**, District II Chair and AAP Board of Directors
- **Expert Tips & Tools**  
**Engaging Physicians: Best Practices for Getting Others Involved in Your Work**
  - A special hands-on training session with **Nick Unger**, Veteran Trade Union and Health Care Organizer and Educator
- **Expert Tips & Tools**  
**From Testifying at an FDA Hearing to Working with Print Media**
  - A special hands-on training session with **KNP Communications**

2:05-3:00p

**Breakout Sessions:**

- **Sticker Shock: Aligning Price and Value for Cash-Strapped Patients**
  - **Alex Blum, MD, MPH**, Chief Medical Officer, Evergreen Health
  - **Lynn Quincy, MA**, Associate Director, Health Reform Policy, Consumers Union
- **Expert Tips & Tools**  
**Minding the Store: Best Practices for Getting Others Involved in FDA Issues**
  - A special hands-on training session with **Nick Unger**, Veteran Trade Union and Health Care Organizer and Educator
- **Tandem Health Working Group**
  - **Steve Martin, MD, EdM**, Assistant Professor, University of Massachusetts Medical School; NPA Tandem Team Project Director
- **Expert Tips & Tools**  
**Media Skills for Physicians: Standing Our Ground - Gun Violence is a Public Health Issue**
  - A special hands-on training session with **KNP Communications**

3:00-3:30p

**Break**

3:30-4:30p

**Closing Reflections: Bill Jordan MD, MPH, NPA President**

**Notes:** Speakers confirmed as of 9/24/2015, session time slots subject to change. \*Denotes Disclosure Declaration by Speaker