



STATE ADVOCACY SUMMIT

PHYSICIANS AT THE FOREFRONT
OF HEALTH CARE REFORM

2020 AGENDA

Hyatt Regency Coconut Point Resort & Spa
Bonita Springs, Fla.
Jan. 9–11

#StateAdvocacySummit



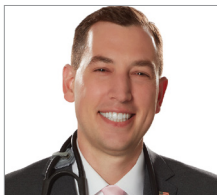
2 p.m. / Calusa Ballroom F–H

WELCOME

Speaker

Jesse M. Ehrenfeld, MD, MPH

Chair, Board of Trustees, American Medical Association



2:15–5:15 p.m. / Calusa Ballroom F–H

STRATEGY SESSION: FROM NATIONAL TO LOCAL— A BREAK DOWN OF HEALTH POLICY TRENDS FOR 2020

Kicking off this year's AMA State Advocacy Summit is a sweeping three-part session that begins with a "big picture" look at health policy and public opinion trends tracking across the country. During the second panel, we will hear state legislators' perspectives on the future of health care, examine issues to be addressed in their states in the coming year, and discuss how physicians and medical associations can better work with policymakers to address priority issues. We'll conclude this session with a panel of state medical society CEOs discussing their 2020 agendas, and how to weave physician advocacy into the larger issues and debates discussed by this session's opening panelists.

2:15–3:15 p.m.

Part 1: A big picture look at the future of health policy

Moderator

Joe Gagen

Legislative consultant

Panelists

- **James L. Madara, MD**
Executive vice president and CEO, AMA
- **Bill McInturff**
Partner, Public Opinion Strategies

Question & answer session to follow

3:15–4:15 p.m.

Part 2: State policymakers' perspective of the future of health care reform

Moderator

Joe Gagen

Legislative consultant

Panelists

- **The honorable Heather Carter**
State senator, Arizona
- **The honorable Kemp Hannon**
Former state senator, New York

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- **The honorable Joshua Miller**
State senator, Rhode Island

Question & answer session to follow

4:15–5:15 p.m.

Part 3: Medicine's role in health care reform

Moderator

Joe Gagen
Legislative consultant

Panelists

- **Jean Branscum**
CEO, Montana Medical Association
- **Melina Davis**
CEO and executive vice president, Virginia Medical Society
- **Lois Dehls Cornell**
Executive vice president, Massachusetts Medical Society
- **Donald Palmisano Jr.**
Executive director and CEO, Medical Association of Georgia

Question & answer session to follow

5:15–5:45 p.m. / Calusa Ballroom Foyer

NETWORKING BREAK

5:45–6 p.m. / Calusa Ballroom A–E

PRESIDENT'S WELCOME

Speaker

Patrice A. Harris, MD, MA
President, AMA



6–7 p.m. / Calusa Ballroom A–E

THE SMELL OF BREAKTHROUGH

Speaker

Jade Simmons
Concert pianist and inspirational speaker



“The Smell of Breakthrough” is Jade’s newest transformational mainstage keynote experience designed to pique the senses and stoke the fires of inspiration. Impressive, impactful, interactive—this unique, three-part multi-genre musical experience provides a truly stunning combination of inspiration, innovation and unbelievable entertainment.

Cocktail reception to follow—Waterfall Pool Deck

7–8 a.m. / Calusa Ballroom F–H

NETWORKING BREAKFAST

8–8:15 a.m. / Calusa Ballroom A–E

WELCOME AND MEETING KICK-OFF

Speaker

Jesse M. Ehrenfeld, MD, MPH

Chair, Board of Trustees, AMA

8:15–9:15 a.m. / Calusa Ballroom A–E

2020: BEYOND THE WHITE HOUSE

Speaker

Nathan L. Gonzales

Editor and publisher of *Inside Elections* with Nathan L. Gonzales and a CNN political analyst



While President Donald Trump, impeachment, and the 15 Democrats running for president soak up all the attention, there's far more to the next election. Downballot races must not be ignored. Whichever party controls the Senate and House will have a fundamental

impact on the success or effectiveness of the presidency regardless of who holds the office.

Question & answer session to follow

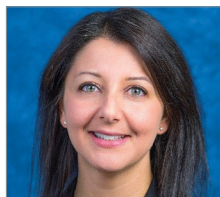
9:15–10 a.m. / Calusa Ballroom A–E

SPOTLIGHT ON SOCIAL DETERMINANTS OF HEALTH: NORTH CAROLINA'S BLUEPRINT FOR BUYING HEALTH

Speaker

The honorable Mandy Cohen, MD, MPH

Secretary, Department of Health and Human Services, North Carolina



Social determinants of health—factors such as housing, transportation and access to healthy food—have a significant impact on individuals' health. Medicaid programs across the country are increasingly recognizing these factors, particularly as policymakers redesign programs to emphasize health outcomes, rather than

volume of services. Learn how one state is leveraging Medicaid to support social interventions that help address underlying health determinants for both individual patients and communities.

Question & answer session to follow

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10–10:15 a.m. / Calusa Ballroom Foyer

NETWORKING BREAK

10:15–11:15 a.m. / Calusa Ballroom A–E

2020 STATE REGULATORY AGENDAS: CONVERSATION WITH STATE INSURANCE REGULATORS

Moderator

Joel Ario

Managing director, Manatt Health

Panelists

- **The honorable Vicki Schmidt**
Insurance commissioner, Kansas Insurance Department
- **The honorable John F. King**
Insurance and safety fire commissioner, Georgia
- **John Reilly**
Deputy director, life and health product review, Florida Office of Insurance Regulation

Physician advocates will have the opportunity to ask insurance regulators burning questions about individual markets, public options, health care costs, mental health parity, surprise billing, enforcement of health insurance laws and more. Hear from these leaders about their 2020 regulatory priorities and explore how physicians can better engage with departments of insurance.

Question & answer session to follow

11:15 a.m.–12:15 p.m. / Calusa Ballroom A–E

IS PRESCRIPTION DRUG TRANSPARENCY ENOUGH?

Moderator

Jennifer Reck

Project director, National Academy for State Health Policy

Panelists

- **The honorable Mary Mayhew**
Secretary, Agency for Health Care Administration, Florida
- **Gene Ransom III**
Chief executive officer, MedChi, the Maryland State Medical Society

Everyone is frustrated with the ever-rising price of prescription drugs. Pharmaceutical manufacturers blame health insurers and pharmacy benefit management companies (PBMs). Health insurers and PBMs blame Big Pharma. As the blame game turns in circles, meaningful state legislation typically dies on the vine. A few states have enacted drug cost transparency laws, making it clear that something has to be done as prices continue to rise. This begs the question: Is transparency enough? In this session attendees will hear from states that are taking additional steps to rein in drug prices—steps that may well apply and be worth pursuing in your state.

Question & answer session to follow

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12:15–1:30 p.m. / Calusa Ballroom F–H

LUNCH AND ADVOCACY UPDATE

Moderator

Todd Askew

Senior vice president, Advocacy, AMA

Panelists

- **Cynthia Brown**
Vice president, Government Affairs, AMA
- **Robert D. Otten**
Vice president, Health Policy, AMA
- **Kai Sternstein**
Vice president, Advocacy Resource Center, AMA

Meet your AMA Advocacy team and learn about the wealth of resources that exist to assist you in your advocacy. Hear about the priorities that lay ahead in 2020—both in Washington, D.C., and around the country—and how our team works together to ensure that our collective advocacy goals can be achieved on behalf of physicians and their patients.

Question & answer session to follow

1:30–1:45 p.m. / Calusa Ballroom Foyer

NETWORKING BREAK

1:45–2:30 p.m. / Calusa Ballroom A–E

HOT TOPIC: NATIONAL ROADMAP ON STATE-LEVEL EFFORTS TO END THE OPIOID EPIDEMIC

Moderator

Patrice A. Harris, MD, MA

President, AMA

Panelists

- **Joel Ario**
Managing director, Manatt Health
- **Jocelyn Guyer**
Managing director, Manatt Health
- **Jonathan Clapp, MD**
President-elect, Colorado Pain Society

Over the last two years the AMA and Manatt Health have engaged in a project to identify, research, and promote state and local best practices for addressing the opioid epidemic. After publishing four individual state analyses on Colorado, Pennsylvania, Mississippi and North Carolina, the national roadmap was released in September 2019 to offer policymakers and other stakeholders a clear guide to proven and promising practices for improving patients' health outcomes and reducing mortality. With the AMA encouraging all states to adopt these best practices, this session will provide insights into many of the tangible options and strategies available as well as a firsthand account of how the roadmap already is influencing state policy.

Question & answer session to follow

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2:30–3:30 p.m. / Calusa Ballroom A–E

FIGHTING BACK TO HELP PATIENTS ACCESS EVIDENCE-BASED CARE FOR PAIN, MENTAL HEALTH AND SUBSTANCE USE DISORDERS

Moderator

Patrice A. Harris, MD, MA
President, AMA

Panelists

- **Rob Valuck, PhD**
Executive director, Colorado Consortium for Prescription Drug Abuse Prevention
- **Meiram Bendat, PhD**
Founder and president, Psych-Appeal
- **Elyse Powell, PhD**
State opioid coordinator, Department of Health and Human Services, North Carolina

For the past five-plus years state policymakers have focused almost exclusively on mandating physician behaviors as their primary approach to ending the opioid epidemic. While the opioid epidemic has become a larger and more deadly illicit drug overdose epidemic, patients with pain and patients with mental and substance use disorders continue to face unacceptable barriers to evidence-based care. In this session attendees will hear how state public health leaders are connecting evidence-based policy with evidence-based medicine as well as how a landmark case, *Wit v. United Behavioral Healthcare*, can help ensure safe and effective care for patients with mental and/or substance use disorders.

Question & answer session to follow

3:30–3:45 p.m. / Calusa Ballroom Foyer

NETWORKING BREAK

3:45–5 p.m. / Calusa Ballroom A–E

A PRIMER ON AUGMENTED INTELLIGENCE AND ITS TRANSFORMATIONAL IMPACT ON HEALTH CARE

Moderator

Jesse M. Ehrenfeld, MD, MPH
Chair, Board of Trustees, AMA

Panelists

- **Sonoo Thadaney Israni, MBA**
Executive director, Presence, Stanford University School of Medicine
- **Michael Abramoff, MD, PhD**
CEO and founder, IDx-DR

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- **Sarvam P. TerKonda, MD**
Member, Board of Directors, Federation of State Medical Boards

Health care augmented intelligence (AI) holds the promise of transforming our health care system—by improving health outcomes, reducing overall costs, supporting professional satisfaction of physicians, empowering patients and promoting equity—but the risks and challenges are great. Learn the basics of AI, the potential risks of AI magnifying wide-scale inequity and health care disparities, and the reasons why physicians must take the lead in promoting clinically validated AI systems. This session will also take an in-depth look at the first autonomous AI system approved for clinical use. Finally, we will discuss how state medical boards are approaching AI.

Question & answer session to follow

5 p.m. / Calusa Ballroom Foyer

COCKTAIL RECEPTION

SAT
JAN 11

7–7:45 a.m. / Calusa Ballroom A–E

NETWORKING BREAKFAST

7:45–8 a.m. / Calusa Ballroom A–E

WELCOME BACK

Speaker

Jesse M. Ehrenfeld, MD, MPH
Chair, Board of Trustees, AMA

8–9 a.m. / Calusa Ballroom A–E

SCOPE OF PRACTICE: PROTECTING PATIENTS AND THE PRACTICE OF MEDICINE

Moderator

Claude Brunson, MD, MS
Executive director, Mississippi State Medical Association

Panelists

- **The honorable Stephen Magie, MD**
State representative, Arkansas
- **The honorable Brad Barrett, MD**
State representative, Indiana
- **The honorable Gayle Harrell**
State senator, Florida

At some point in the last 20 years, every medical association has faced legislative efforts to expand non-physician scope of practice. While organized medicine has largely been successful in limiting scope expansions, we continue to see fierce state-by-state battles each year. During this session we will look at several proven strategies to influence legislators and the public, as well as talk about what we need for continued success.

Question & answer session to follow

9–9:30 a.m. / Calusa Ballroom A–E

HOT TOPIC: THE VAPING EPIDEMIC

Speaker

John Maa, MD

Chief, division of general surgery, Marin General Hospital



The use of e-cigarettes and other vaping products is an urgent public health crisis that in recent months has tragically played out with the rash of serious lung illnesses reported across the country. Policymakers at all levels—state, local and federal—are taking action. This session will cover what we know about the vaping epidemic, and

what policymakers and physicians are doing to stop it.

Question & answer session to follow

9:30–9:45 a.m. / Calusa Ballroom Foyer

NETWORKING BREAK

9:45–11 a.m. / Calusa Ballroom A–E

PRIOR AUTHORIZATION REFORM: POLICY AND STRATEGY

Moderator

Jack Resneck Jr., MD

Immediate past chair, Board of Trustees, AMA

Panelists

- **The honorable Ralph Alvarado, MD**
State senator, Kentucky
- **The honorable Terri Hill, MD**
Delegate, Maryland General Assembly
- **Anna Hyde**
Vice president, advocacy and access, Arthritis Foundation
- **Ron Howrigan**
President and CEO, Fulcrum Strategies

SAT
JAN 11

Every year patient and physician advocates push for reforms to the way payers are managing utilization, including through prior authorization and step therapy programs. And every year a small number of bills are enacted while many more fail. In this session we will discuss the most impactful reforms and strategies for getting bills across the finish line with leaders who have done it.

Question & answer session to follow

11 a.m.–noon / Calusa Ballroom A–E

FOSTERING IMPROVEMENTS TO COMPETITION

Moderator

Richard A. Feinstein

Partner, Boies, Schiller and Flexner

Panelists

- **Kevin Hahm**
Assistant director, Bureau of Competition, Mergers IV Division,
Federal Trade Commission
- **Diana Moss, PhD**
President, American Antitrust Institute

The former director of the Federal Trade Commission Bureau of Competition, Rich Feinstein, will lead a discussion of antitrust advocacy policies that have the potential to reform America's health care system, enhance patient welfare and improve the professional experience of physicians.

Question & answer session to follow

Noon

MEETING ADJOURNED

Boxed lunches provided

