



**2014 Washington Representatives Retreat  
December 4-5, 2014  
Annapolis Marriott Waterfront Hotel  
80 Compromise Street, Annapolis, MD 21401**

**AGENDA**

**Thursday, December 4**

11:00 – 11:15 a.m.

**Welcome and Introductions**

John Madigan, Incoming GRAG Chair, Vice President, Public Policy, American Foundation for Suicide Prevention

11:15 – 11:30 a.m.

**2014 GRAG Accomplishments**

John Madigan, Incoming GRAG Chair, Vice President, Public Policy, American Foundation for Suicide Prevention

11:30 – 1:00 p.m.

**Panel: Quality Measures**

Moderator: Marko Mijic, Government Relations Manager, American Heart Association

Panelists:

Neleen Rubin, President, Rubin Health Policy Consulting

Cary Sennett, President and Chief Executive Officer, Asthma and Allergy Foundation

Helen Burstin, Chief Scientific Officer, National Quality Forum

1:00 – 1:15 p.m.

**Break (lunch served)**

1:15 – 1:45 p.m.

**Report: Marketplace Focus Group Results**

Elizabeth Carpenter, Director, Avalere Health

1:45 – 3:00 p.m.

**Panel: Affordable Care Act**

Moderator: Moderator: Marko Mijic, Government Relations  
Manager, American Heart Association

Panelists:

Kasia Witkowski, Office of Intergovernmental and External  
Affairs, U.S. Department of Health and Human Services  
April Todd-Malmlov, Senior Vice President, Avalere Health  
Sabrina Corlette, Project Director, Center on Health Insurance  
Reforms, Georgetown University

3:00 – 4:30 p.m.

**Panel: Patient Engagement in Drug Development**

Moderator:

Jennifer Sheridan, Director, Policy Development, Parkinson's  
Action Network

Panelists:

Theresa M. Mullin, Director, Office of Strategic Programs, U.S.  
Food and Drug Administration  
Jeanne Regnante, Chief of Staff, Office of the Chief Medical  
Officer, Merck  
Bray Patrick-Lake, Director, Stakeholder Engagement, Clinical  
Trials Transformation Initiative  
Brian Denger, Collaborative Programs Administrator, Parent  
Project Muscular Dystrophy

4:30 – 5:00 p.m.

**Presentation: Facebook for Advocacy Organizations**

Crystal Patterson, Government and Politics Outreach Manager,  
Facebook

5:00 – 5:30 p.m.

**Presentation: Putting Patients First Updates for 2015 Open  
Enrollment**

Kelly Brantley, Senior Manager, Avalere Health

5:30 – 5:45 p.m.

**Concluding Remarks**

Eric Gascho, Assistant Vice President, Government Affairs,  
National Health Council

5:45 – 6:30 p.m.

**Break**

6:30 – 9:30 p.m.

**Reception and Dinner**

**Friday, December 5**

9:30 – 10:00 a.m.

**Breakfast**

10:00 – 10:45 a.m.

**21st Century Cures Initiative**

Paul Edattel, Professional Staff, House Committee on Energy and  
Commerce

10:45 – 11:00 a.m.

**Overview of the National Health Council and the Policymaking  
Process**

Eric Gascho, Assistant Vice President, Government Affairs,  
National Health Council

11:00 – 11:30 a.m.

**Identifying NHC Priorities for 2015**

Eric Gascho, Assistant Vice President, Government Affairs,  
National Health Council

11:30 – 11:45 a.m.

**Break**

11:45 – 1:00 p.m.

**Keynote Address (lunch)**

Lindy Hinman, Senior Vice President, Health Plans and Managed  
Care, Avalere Health

1:00 – 1:15 p.m.

**Concluding Remarks**

John Madigan, Incoming GRAG Chair, Vice President, Public  
Policy, American Foundation for Suicide Prevention