



NATIONAL HEALTH COUNCIL

The New Normal: Access, Affordability, and Sustainability 2019 Health Leadership Conference

Agenda

Wednesday, February 13 to Friday, February 15, 2019
The Dalmar Hotel, Fort Lauderdale, FL

Wednesday, February 13

6:00 – 7:30 p.m. **Welcome and Networking Reception**
Dalmar Ballroom, Fifth Floor

Thursday, February 14: Day One

(All sessions are in the Dalmar Ballroom, Fifth Floor)

7:15 a.m. **Breakfast Buffet**
Dunlin, Brant, and Ibis Rooms, Fourth Floor

8:30 a.m. **Welcome and Opening Remarks**

- **Dory Kranz**, President & Chief Executive Officer, National Alopecia Areata Foundation; Co-Chair, National Health Council Chief Executive Officer Affinity Group/Health Leadership Conference Planning Task Force
- **Paul Pomerantz**, Chief Executive Officer, American Society for Anesthesiologists; Co-Chair, National Health Council Chief Executive Officer Affinity Group/Health Leadership Conference Planning Task Force

- 8:45 a.m. **KEYNOTE**
What if? How to Create Change and Perform at Peak Levels with Mindset Change and Harnessing Your Unique Competitive Edge
- **Mike Rayburn**, Artist and Author
- 10:05 a.m. **Break**
- 10:25 a.m. **Getting to a New Normal**
- **Marc Boutin**, JD, Chief Executive Officer, National Health Council
- 10:55 a.m. **The 116th United States Congress: What Does it Bode for Access, Affordability, and Sustainability?**
- **Kelly Brantley**, MPH, Vice President, Avalere Health
- 11:55 a.m. **Going Below the Surface: Optimizing Health Spending So Patients Receive the Care They Need**
- **Robert (Bobby) Dubois**, MD, PhD, Chief Science Officer and Executive Vice President, National Pharmaceutical Council
- 12:50 p.m. **Lunch**
Dunlin/Brant/Ibis Rooms, Fourth Floor

1:55 p.m.

Collaboration to Impact Access, Affordability, and Sustainability: Stakeholder Partnerships – Panel of Case Examples of Collaboration

Moderator: **Nancy Berg**, CEO & Executive Director, ISPOR

Patient-Group/Health-Researcher Matchmaking

- **Eleanor Perfetto**, PhD, MS, Executive Vice President, Strategic Initiatives, National Health Council

Know Diabetes by Heart

- **Tracey Brown**, MBA, BChE, Chief Executive Officer, American Diabetes Association
- **Lyn Hughes**, Strategic Relationships Officer, American Heart Association

Development of Joint Treatment Guidelines

- **Randy Beranek**, President & Chief Executive Officer, National Psoriasis Foundation

Guidances and Core Outcome Sets

- **Robert Conley**, MD, JD, MPH, Senior Research Manager, Center for Medical Technology Policy (CMTP)
- **Val Bias**, Chief Executive Officer, National Hemophilia Foundation

3:25 p.m.

Access and Affordability Issues for Durable Medical Equipment (DME): A Cross Cutting Issue for Chronic Illnesses

Moderator: **Paul Pomerantz**, FACHE, FASAE, CAE, Chief Executive Officer, American Society of Anesthesiologists

- **Tom Ryan**, President & CEO, American Association for Homecare
- **Don Clayback**, Executive Director, National Coalition for Assistive and Rehab Technology

4:10 p.m.

Break

4:20 p.m. **Navigating the System: Fulfilling Your Mission Despite Stormy Seas**

Moderator: **Michele Oshman**, Director, Federal Advocacy & Alliance Development, Eli Lilly & Company

- **Ann Palmer**, President & Chief Executive Officer, Arthritis Foundation
- **Nancy Law**, Chief Executive Officer, Myasthenia Gravis Foundation of America
- **Kim Caldwell**, RPh, Former Vice President, Pharmacy Professional Affairs and Comprehensive Health Insights, Humana, Inc

5:30 p.m. **Day 1 Adjournment**

5:30 – 6:15 p.m. **Informal Networking Time** (and refreshments)
Ballroom Foyer, Fifth Floor

[Conference attendees are free for the evening.]

Friday, February 15: Day Two

7:00 to 8:15 a.m. **Breakfast Buffet**
Dalmar Ballroom, Fifth Floor

8:00 a.m. **Welcome and Opening Remarks**
Dalmar Ballroom, Fifth Floor

- **Paul Pomerantz**, Chief Executive Officer, American Society for Anesthesiologists; Co-Chair, National Health Council Chief Executive Officer Affinity Group/Health Leadership Conference Planning Task Force

Weathering the New Normal: Building a Strong Organization

Concurrent Breakout Sessions will be in Dunlin/Brant/Ibis Rooms, Fourth Floor

Breakout Session 1: Discover

Dunlin/Brant Rooms

8:45 a.m. **The Latest on the 2017 Tax Law: What Does It Mean for Nonprofits?**

- **Ben Kershaw**, Director, Public Policy and Government Relations, Independent Sector

9:35 a.m. **Political Activities of 501c3 and 501c4 Organizations: Rules of the Road**

- **Joshua Rosenstein**, Partner, Sandler Reiff Lamb Rosenstein & Birkenstock, P.C.

10:25 a.m. **Break**

10:35 a.m. **If You Build It, They Will Fund**

- **Rupa Brosseau**, Executive Director of the Foundation for Anesthesia Education and Research

11:20 a.m. **Navigating Sensitive HR issues**

- **Joshua Rosenstein**, Partner, Sandler Reiff Lamb Rosenstein & Birkenstock, P.C.

Breakout Session 2: Strengthening CEO and Board of Directors Partnership

Ibis Room

8:45 a.m. **CEO Succession Planning and Transition: The Good, The Bad, and The Ugly**

- **Dory Kranz**, President & Chief Executive Officer, National Alopecia Areata Foundation
- **Nancy Berg**, Chief Executive Officer & Executive Director, ISPOR
- **C. Grace Whiting**, President & CEO, National Alliance for Caregiving
- **Steve Gibson**, President & CEO, Lupus Foundation

10:25 a.m. **Break**

10:35 a.m. **CEO/Board Partnership and Board Effectiveness**

- **Cyndi Zagieboylo**, Chief Executive Officer, National Multiple Sclerosis Society, and
- **Peter Galligan**, Chair of the Board, National Multiple Sclerosis Society

12:00 p.m. **General Session – Luncheon Speaker**

Dalmar Ballroom, Fifth Floor

Attitudes and Aspirations: Using Psychographics to Improve Patient Satisfaction and Outcomes

- **J. Casey Albertson**, President, PatientBond

1:00 p.m.

KEYNOTE

The Role of a Chief Togetherness Officer: What It Means and the Impact on the Health of the Patient

- **Robin Caruso**, MSW, LCSW, Chief Togetherness Officer, CareMore Health

1:55 p.m.

Closing Remarks

- **Dory Kranz** and **Paul Pomerantz**, Co-Chairs,
National Health Council Chief Executive Officer
Affinity Group/Health Leadership Conference
Planning Task Force

2:00 p.m.

Conference Adjournment

Save the Date
2020 Health Leadership Conference
February 12 – 14
Fort Lauderdale, FL