



# “Lead, Follow or Wander: Making the Case for Physician Engagement”

**CMS Spring Conference: May 4-6, 2012**  
**The Sonnenalp Resort and Conference Center**  
**Vail, Colorado**

Conference attendees, through a series of interactive, expert-led discussions and case studies, will understand the importance of local engagement with public officials—why politicians still listen to their local medical community, why patients still listen to their doctor, and the significance of collective engagement. There is more that unites physicians than can divide their beliefs and duty to their patients that makes medicine still a community no matter where physicians work.

## Learn the rules and relevance of physician engagement:

- How to expand your reach and relevance at home
- How to transfer that reach into public policy relevance
- How to take care of your patients, practice and your peers in a world of radical transparency

## Program key topic areas to include:

- Constitutionality of the Individual Mandate;
- Preparing For 2012 Election Engagement;
- Colorado Health Insurance Exchange;
- Reimbursement Realignment;
- Employed Physicians And Advocacy;
- Online Reputation Management And Social Media;
- Advertising & Marketing Laws For Physicians

## Friday Evening, May 4

7:00 pm-9:30pm: **Health Care Reform and the Constitutionality of the Individual Mandate:** Prepping for the what-ifs of the next mediquake aftershocks—an open mike discussion with thought leaders regarding the probable consequences and respective course corrections to contemplate should the US Supreme Court uphold or declare invalid the individual coverage mandate.

## Saturday Morning, May 5

8:00am-8:15am: **Why We are Here:** Jan Kief, MD, CMS President-elect

8:15am- 9:30am: **The Rules and Realities of Physician Engagement:** An interactive session led by political trainer Joe Gagen JD

9:30am-10:00am: **The Value of Relationships: Case studies and experiences—their relevance, and consequences:** a discussion led by veteran journalist Michael Weisskopf with been there and doing that physicians

10:00am-10:30am: **Wellness Break:** Doris Gunderson MD

10:30am-11:15am: **Breaking through Breakouts: Prepping for local engagement in the 2012 election cycle:** A highly localized set of structured work sessions to prepare local physicians to engage their peers, communities and the candidate of their choice

11:15am-12:15pm: **New patient relationships: The progress and probabilities of the roll out of the Colorado Health Insurance Exchange:** A focus group discussion led by Health Insurance Exchange Chair Gretchen Hammer

## Saturday Evening, May 6

7:00pm-9:30pm: **A Fireside Chat with Michael Weisskopf: “What I’ve learned, unlearned, and relearned about life and the value of relationships—organic and acquired”**

## Sunday Morning, May 6

8:00am-8:10am: **Setting up the morning discussions:** Jan Kief, MD

8:10am-9:15am: **Been There, Still There—Doing, undoing, redoing physician advocacy in the brave new world of medical disruption:** A discussion led by CMS former President Rick May, with Brent Mulgrew JD, CEO Ohio State Medical Association and Gordon Smith, JD, CEO of Maine Medical Association

9:15am–10:15am: **Defending Your Online Reputation in the Age of Transparency:** Learn the importance of knowing and managing what is being said about you on the Internet.

10:15am–10 :45am **Break and Wellness Break:** Doris Gunderson, MD

10:45am-11:15am: **Cleaning up our Advertising Act(s):** A discussion led by COPIC General Counsel Mark Fogg, JD on the current and prospective laws governing marketing and advertising in Colorado, and physician do’s and don’ts

10:45am-Noon: **Reimbursement Realignments—An updated prognosis:** A focus group discussion led by Center for Improving the Value in Health Care (CIVHC) on the march toward a world without or at least less Fee-for-Service and what we and you can do to adapt

Noon: **Wrap up and Next Steps:** Dr. Kief