



**SAMPLE
AGENDA
(2016)**

**Managing Health Care Policy:
A Graduate Residency Program**

Presented by The Washington Campus
August 15-19, 2016
Washington, D.C.

**SAMPLE
AGENDA
(2016)**

Monday, August 15, 2016

- 8:15 a.m. ARRIVE AT THE WASHINGTON CAMPUS (TWC)

1150 18th Street, N.W. Suite 400 (4th Floor)
Washington, D.C. 20036
- 8:30 a.m. WELCOME AND INTRODUCTION

Dr. Mike Lord
President and CEO
The Washington Campus
- 9:00 a.m. HOW WASHINGTON WORKS: IMPLICATIONS FOR HEALTH CARE

Dr. Mike Lord
- 10:30 a.m. Break
- 10:45 a.m. OVERVIEW OF HEALTH CARE REFORM: PAST, PRESENT, FUTURE

Mr. Jim Capretta
Senior Fellow
American Enterprise Institute

Former Associate Director
White House Office of Management and Budget
- 12:00 p.m. Lunch (on your own)
- 1:00 p.m. POPULATION-BASED HEALTH, HEALTH CARE, AND PUBLIC POLICY

Ms. Susan Dentzer
Senior Policy Advisor
Robert Wood Johnson Foundation

Former Editor-in-Chief
Health Affairs
- 2:30 p.m. Break

- 2:45 p.m. THE POLITICAL LANDSCAPE OF 2016
- Mr. Stefan Hankin**
 Founder and President
 Lincoln Park Strategies
- 4:15 p.m. Break
- 4:30 p.m. Proceed by charter bus to the National Press Club (NPC)
- 13th Floor, Conference Rooms
 529 14th Street, N.W.
 Washington, D.C. 20045
- 5:00 p.m. Reception (drinks and hors d'oeuvres) at NPC
- 6:00 p.m. Recess (*Participants are responsible for own transportation back to hotels*)

Tuesday, August 16, 2016

- 8:00 a.m. Arrive at the United States Capitol, House side entrance/
 proceed through security
- 8:30 a.m. Discussion and tour of the U.S. House of Representatives
 U.S. Capitol
- The Honorable Mickey Edwards**
 Director, Rodell Public Leadership Program
 The Aspen Institute
- Former Republican Leadership, US House of Representatives (R-OK)
- 10:00 a.m. Proceed to Rayburn House Office Building, Room 2360/
 Go through security
- 10:30 a.m. THE LEGISLATIVE POLICY MAKING PROCESS: COMMITTEES AND STAFF
- Mr. David Schwartz**
 Head of Global Policy, Cigna
Former Senior Policy Advisor, Senate Finance Committee
- Mr. Brian Sutter**
 Senior Vice President, Capitol Hill Consulting Group
Former Staff Director, House Ways and Means Committee, Health Subcommittee
- 11:45 a.m. Lunch (on your own)

- 1:00 p.m. CONGRESSIONAL OFFICES, STAFF AND POLICY (SENATE)
- Mr. Jon Miller**
Professional Staff Member
Senator Sherrod Brown
- 1:45 p.m. Break
- 2:00 p.m. CONGRESSIONAL OFFICES, STAFF AND POLICY (HOUSE)
- Mr. Jordan Ballard**
Legislative Assistant
Congressman Bill Flores (TX)
- 2:45 p.m. Walk to Congressional Budget Office (CBO)
- Room 483 (4th Floor)
D Street and 2nd Street, SW
Washington, DC 20515
- 3:45 p.m. THE FEDERAL BUDGET AND HEALTH CARE'S GROWING SHARE
CBO
- Mr. Jeff Holland**
Chief of Projections Unit
Budget Analysis Division
Congressional Budget Office
- 5:15 p.m. Recess *(Participants are responsible for own transportation back to hotels)*

Wednesday, August 17, 2016

- 8:15 a.m. Arrive at The Washington Campus
- 8:30 a.m. Introduction to the day
- 9:00 a.m. THE ROLE OF LOBBYISTS AND INTEREST GROUPS IN
THE PUBLIC POLICY PROCESS
- The Honorable Bruce Mehlman**
Founder & Partner
Mehlman Castagnetti Rosen & Thomas, Inc.
- Executive Director, Technology CEO Council
Co-Chair, Internet Innovation Alliance
- Former Assistant Secretary of Commerce for Technology Policy
- 10:30 a.m. Break

10:45 a.m. THE CHALLENGES OF HEALTH CARE REFORM

The Honorable Tevi Troy
President
American Health Policy Institute

Former Deputy Secretary
Department of Health and Human Services

Noon Lunch (on your own)

12:45 p.m. INSURANCE, DRUGS, AND COSTS: POLICY ANALYSIS AND ADVOCACY

Mr. Jeff M. Myers
President and CEO
Medicaid Health Plans of America

2:15 p.m. Break

2:30 p.m. PUBLIC AFFAIRS AND CORPORATE STRATEGY

Mr. Peter Slone
Senior Vice President, Corporate Public Affairs
McKesson, Inc.

Former Vice President, Global Government Affairs
Medtronic

3:45 p.m. Break

4:00 p.m. THE ROLE OF REGULATION IN BUSINESS

Mr. Jonathan Gledhill
President
Policy Navigation Group

Former Analyst, Nature Resources Branch of the OMB

5:30 p.m. Discussion and Integration/Recess

Thursday, August 18, 2016

8:20 a.m. Arrive at Federal Trade Commission/Go through security

Federal Trade Commission (FTC)

600 Pennsylvania Ave NW

Washington, D.C. 20530

8:45 a.m. THE ROLE OF THE AGENCIES: FTC, ANTITRUST AND HEALTH CARE POLICY

Mr. Rob Canterman

Senior Attorney, Health Care

Federal Trade Commission

10:15 a.m. Depart for The Washington Campus

10:45 a.m. HEALTH CARE REFORM: WHAT BUSINESS NEEDS TO KNOW

Ms. Liz Fowler

Vice President of Global Health Policy

Johnson & Johnson

Former Deputy Director, Consumer Information and Protection

U.S. Department of Health and Human Services

11:45 a.m. Working Lunch at TWC (provided)

12:00 p.m. THE ROLE OF THE MEDIA IN POLITICS AND PUBLIC POLICY

Mr. James Hohmann

National Political Correspondent

The Washington Post

1:00 p.m. Break

1:15 p.m. CURRENT AND FUTURE PUBLIC POLICY ISSUES FOR HEALTH INSURANCE

Ms. Julie Goon

Senior Vice President of Public Affairs

Anthem, Inc.

Former Deputy Director of Health Policy

U.S. House of Representative Energy and Commerce Committee

2:30 p.m. Break

2:45 p.m. CYBER SECURITY: CHALLENGES FOR BUSINESS AND POLICY

Mr. Paul Rosenzweig

Visiting Fellow

The Heritage Foundation

Founder
Red Branch Law & Consulting

Former Deputy Assistant Secretary
U.S. Department of Homeland Security

4:15 p.m. Break
4:30 p.m. Discussion and Integration
5:15 p.m. Recess

Friday, August 19, 2016

8:45 a.m. Arrive at The Washington Campus
9:00 a.m. REVIEW
10:00 a.m. Break
10:15 a.m. AAMC DISCUSSION: KEY HEALTH CARE POLICY ISSUES AND ADVOCACY

Ms. Karen Fisher
Chief Public Policy Officer
Association of American Medical Colleges

Former Senior Health Counsel
Senate Finance Committee

11:30 a.m. Lunch (on your own)
12:45 p.m. MEDICAL LIABILITY & TORT REFORM: CURRENT & EMERGING POLICY ISSUES

Mr. Mike Stinson
Director of Government Relations
Physician Insurers Association of America

Ms. Cynthia E. Berry, Esq.
AMG, Inc.
Managing Director, The Civil Justice Reform Group

2:00 p.m. Break
2:15 p.m. EXAM
4:15 p.m. Adjournment



Syllabus for

MANAGING BUSINESS, GOVERNMENT, AND PUBLIC POLICY:

HEALTH CARE POLICY

A Washington, D.C., Residency Course

for MBA and Graduate and Professional Students

Presented by The Washington Campus

Dr. Michael D. Lord
President and CEO
The Washington Campus

LOCATION

The Washington Campus
1150 18th Street, NW
Suite 400
Washington, DC 20036
(202) 234-4446

COURSE DESCRIPTION

This course will explore and illuminate both the content and process of health care policy. The course will focus on knowledge that is important for executives and entrepreneurs to understand and be able to apply in order to be more effective operating in, or otherwise dealing with, the health care sector. In addition to addressing specific legislation and regulation that govern health care policy, the course will focus on exploring and illuminating the dynamics, processes, and players that shape and influence these policies: the processes by which federal health care policy decisions are made, the individuals who make those decisions, and the stakeholders who influence and are influenced by health care policy outcomes. Participants will learn how the federal government, as well as other actors and factors such as corporations, associations, the media, and non-governmental organizations, shape health care policy making.

The course is not designed to be an abstract civics lesson. Experienced practitioners in the public policy arena will share their perspectives on how the federal government really works and which policy-shaping tactics and strategies are more or less effective in different contexts and situations. Participants will visit with a variety of policy and advocacy experts, such as current and former members of Congress, congressional staff, and various regulators and agencies. These individuals will provide participants with critical information about the public policy issues and dynamics that are most likely to affect the health care sector now and in the future.

Participants also will learn how executives and entrepreneurs can most effectively and ethically be engaged in the health care policy making process to advance their interests, while also crafting and implementing overall organizational strategies that wisely incorporate the critical factors of government, politics, and policy. The ultimate goal of the course is to help make participants better managers, leaders, and citizens, more knowledgeable and able to advance their objectives in the context of an ever-changing governmental, political, and policy landscape.

COURSE MATERIALS AND REQUIRED READINGS

The readings and website references provided in advance will be discussed during the program and will serve to prepare you intellectually and practically for your residency in Washington, D.C. Approximately one-third of the final exam questions may make reference to these readings. The readings take approximately ten hours to complete.

GRADING

Participants' course grades will be determined by: (1) an individual exam at the end of the final program day, covering key topics and concepts from both the assigned readings and from the discussions and experiences during the week; (2) a company/industry-based team project involving the design of an effective health care policy advocacy strategy. Your grade will be determined by both the individual exam (50%) and group project (50%).

INDIVIDUAL EXAM

The exam will consist of short and long essay and multiple choice and true/false questions. At least one-third of the questions may reference the required readings. The remainder of the exam questions will come from material covered in the various sessions and

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experiences during the week. Most questions will tend to focus on major repeated points of emphasis and critical (i.e., not obscure) details.

TEAM PROJECT

You will be assigned to a team of 3-5 individuals for the purpose of your group project, and will have up to two weeks following the Washington residency to submit your project electronically to the faculty director and program coordinator.

The team project will require you to develop an advocacy strategy on a federal health care policy that presents a challenge to and/or an opportunity for your selected company or organization. The Power Point presentation you create is meant to convince the overall organizational leadership of the importance and wisdom of proceeding with your specific plan of action. It should include many of the strategic considerations and tactical details that will be referenced throughout your program week.

Please make every effort to meet your team at the start of the course week so that you can discuss possible topics. Read the team project description (attached) in advance, before coming to Washington, D.C., in order to get started on ideas. Additional information regarding the content and format of the group project will be discussed at the start of and throughout the program itself.

Your team is expected to have approved by the faculty director, in person and by the last day of the residency program, the topic and company or organization that your team will select for the project. The project must be completed in a clear presentation format (e.g., Power Point) and submitted electronically. It is due approximately two weeks after the residency program ends (DUE: September 5th).

COURSE EXPECTATIONS AND REQUIREMENTS

- Participants must attend all sessions.
- Punctuality is very important.
- It is the policy of the Washington Campus, out of respect for our speakers and fellow participants, to discourage the use of laptops during sessions, unless specific conditions dictate otherwise. However, the week often calls for computer use outside of class, so bringing one to use outside of class is a good idea.
- You must bring a government-issued driver's license, passport, or similar picture ID to be allowed entry into certain government buildings.
- Business attire is required, unless otherwise announced during your week in Washington. Business casual attire sometimes is appropriate and approved on the last day of the program, especially due to travel considerations.

HEALTH CARE POLICY ADVOCACY STRATEGY: TEAM PROJECT DESCRIPTION

Team Project: You will be assigned to a team of 3-5 individuals for the purpose of your group project, and will have approximately two weeks following the Washington residency to submit your team project electronically to the faculty director and program coordinator. Additional information regarding the content and format of the group project will be discussed at the start of and throughout the program. The group project must be completed in a clear presentation format (e.g., Power Point) and submitted electronically no later than September 5th.

The Goal: You, as a government relations team, are to create, outline, and detail an effective public policy advocacy strategy, focused on a current or future health care policy-related issue, for your company's (or other organization's) CEO and top management team.

The Scenario: Your *ad hoc* government relations team has been assigned an important task. A national health care policy issue has arisen that is of great importance. (The team will pick the specific company and policy issue.) The CEO and other top executives are interested in the topic as being of great strategic relevance. The organization's entire Washington, D.C. government relations and public affairs staffs were dismissed two weeks ago, because they were unable to generate a plausible strategy.

The Assignment: By chance, the CEO learned that your team has just participated in The Washington Campus, intensive and well-regarded, "Managing Business, Government, and Public Policy: Health Care Policy" management program. Congratulations! Your team is next in line to take over the task of generating an effective political and policy advocacy strategy in order to address this critical issue. If you develop and implement a winning strategy, you will fill the positions of Senior Vice President for Government Relations and Senior Directors of Public Affairs.

The Deliverable: Your team must develop a presentation to the company's top management team. They will not accept a 100-page report on how difficult and complicated things are in Washington, D.C. You have a maximum of 10 Power Point slides to make your case. Keen strategizing, quick prioritization, and clear organization obviously are essential. Being succinct does not mean that you do not need to address key details. Figure out what matters and drill down quickly and deeply into the relevant details.

Factors and Details to Consider

The Business: What is the impact of the specific health care policy, and the politics that go along with it, on the company's or organization's strategy, operations, and 'bottom line'? How will the company's overall brand and reputation be viewed by various key stakeholders? Does the company have abundant, or limited, resources and capabilities? How will the team's political and policy strategy, if successful, enhance the company's operations, its efficiency and effectiveness, costs and revenues – its overall performance?

Policy and Political Strategy and Tactics: What overall health care policy strategy and specific political tactics will be a good fit for the company and industry? Where should time, attention, energy, and resources be invested? Is the strategy holistic and coherent both internally and externally? Does it properly integrate individual tactics and functions? Is it creative and still realistic? What are the key details? What are the policy messages? What kinds of compromises might be best (or necessary) in order to carry out the plan?

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Which tactics will be the most effective? How will they work together to enhance each other? How will they be organized and executed? Who will be involved? What will this cost?

Executive Branch and Congress: With regard to the executive branch, which Federal departments/agencies and regulatory agencies have jurisdiction over your health care policy issue? Is there an opportunity to involve the White House, Cabinet, or independent regulatory agencies and staff? Which committees or subcommittees of the House and Senate have jurisdiction over your issue? Is this a legislative or regulatory strategy, or a mix of both? How will you gain access to these stakeholders? How can you enlist the support of or counter the opposition of the Executive Branch, Congress, or other key policy makers?

Other Factors: Be sure to utilize a variety of advocacy tools. What are the roles, if any, of coalitions, the media, associations, 'grassstops', grassroots, key stakeholders, think tanks, third-party validators, and others in accomplishing your goal?

Details of Your Submission: The title page does not count as part of the ten slides. The title page should include: the title (issue); the company or organization name; the names of each team member; and the date. You should include a **references page** at the end, and it will not count toward the ten-page limit. When you e-mail the, please, include your project team name in the subject line.