STRATEGICALLY MANAGING HEALTH CARE POLICY
An Open Enrollment Executive/MBA Seminar
Presented by The Washington Campus

September 28-30, 2020 (Online)

Engage with the best expert practitioner faculty in the world: those shaping the future of business, public affairs, and public policy in the health care sector. Learn how to lead and succeed in the dynamically changing landscape of health care policy. Register now at: www.washcampus.edu

“How best course in my entire health care EMBA program. Fantastic speakers, incredibly valuable insights, unique professional development experience.”
-- May 2020 Online Health EMBA Participant

- How COVID is changing business-government relations in health care at all levels
- How renewed focus on public health and preventative care is shaping health care policy
- Future of medtech & regulation: FDA, CMS, telemedicine, data, cybersecurity, AI & policy
- Evolving competition policy in health care: Consolidation, vertical integration, capitation
- Impact of unprecedented fiscal and monetary policy on the health care sector
- Evolving policy impacts of population health and social determinants of health
- Impact of the 2020 elections on health care policy for both public and private sectors

Working professional E/MBA students and alumni from both Washington Campus consortium and non-consortium accredited institutions are welcome to enroll. Content may qualify for up to 1.5-2 credit hours and also may qualify for CPE/CEU and/or CME credits. Sample agenda attached. Individual tuition/registration for online format has been reduced to $1950. Veteran and active GI Bill students welcome. For VA/GI Bill students or for school cohort group registration, please contact: info@washcampus.edu. NOTE: All online participants will be able to join future in-person, in-DC programming as conditions allow.

The Washington Campus is a non-profit, non-partisan 501(c)(3) higher education consortium.
Day 1 (10am-6pm Eastern US)

- **Health Care in the 116th Congress and Trump Administration**
  Julius Hobson, Senior Policy Advisor, Polsinelli & Co; former Director of Congressional Affairs, AMA
- **360° Advocacy: The Evolution of Lobbying**
  Hon. Bruce Mehlman, Founder, Mehlman & Co.; former Asst. Sec. of Commerce for Tech Policy
- **Changing Policy Landscape for Biopharma, Payers, and Providers**
  Ipsita Smolinski, Managing Director, Capitol Street
- **The Intersection of Health, Technology, and Policy**
  Susan Dentzer, Senior Fellow, Margolis Center for Health Policy; fmr. Editor-in-Chief, Health Affairs
- **Integrating Stakeholders into Business Strategy and Policy Advocacy**
  Jane Adams, Vice President, U.S. Federal Government Affairs, Johnson & Johnson
- **How Congress Works (Or Not): Health Care**
  Congressman Charles Boustany, M.D., Partner, Capitol Counsel; President, USAFMC

Day 2 (10am-6pm Eastern US)

- **Government Spending, Fiscal Policy, and Monetary Policy: Implications for Health Care**
  Dr. Doug Holtz-Eakin; President, AAF; former Director, Congressional Budget Office
- **Health Policy: Key Players and Processes**
  Brian Sutter, SVP, Capitol Hill Consulting; former Staff Director, U.S. House Health Subcommittee
  David Schwartz, VP of Policy, Cigna; former Senior Advisor on Health, Senate Finance Committee
- **Health Care Policy and Processes in CMS, HHS, and The White House**
  Aryana Khalid, Managing Partner, Glover Park Group; former Chief of Staff, CMS
- **The Role of Independent Agencies: The FTC and Health Care**
  Rob Canterman, Senior Attorney, Federal Trade Commission
- **The Food and Drug Administration: Policy, Process, and Emerging Issues**
  Jeanne Ireland, Principal, Ireland Strategies; Former Assistant Commissioner for Legislation, FDA
- **The Role of Associations: Information, Organization, Advocacy**
  Erik Rasmussen, Vice President, Advocacy & Public Policy Group, American Hospital Association

Day 3 (10am-5pm Eastern US)

- **Corporate Strategy, Public Affairs, and Public Policy**
  Pete Slone, SVP, Corporate Public Affairs, McKesson; former VP, Global Gov’t Affairs, Medtronic
- **Coverage, Costs, Capitation: Medicaid as a Model for the Future?**
  Jeff Myers, VP, Catalyst Health; former President & CEO, Medicaid Health Plans of America
- **Medical Liability and Tort Reform: Current and Emerging Policy Issues**
  Mike Stinson, VP of Government Relations, Medical Professional Liability Association
  Cynthia Berry, Managing Director, The Civil Justice Reform Group
- **Population and Social Determinants of Health: Trends in Health Policy**
  Dr. Dora Hughes, Professor, GWU; former Counselor to the HHS Sec. for Science & Public Health
- **The Politics and Economics of Health Care in the U.S.**
  Dr. Howard Dean, Political Analyst, NBC Networks; former Governor of Vermont and DNC Chairman
- **Review, Integration, and Conclusion**
From Recent (Spring/Summer 2020) Online Participants

“Filled with fascinating content. While the online format is different as is much in life these days, the speakers offered unparalleled insights. An abundantly educational, interesting, and rewarding experience. I fully endorse the program.”
-- Dr. S.S, UCLA-Anderson; UCSF Medical Center

“Great program! Excellent curation of diverse ideas, perspectives, and approaches.”
-- D.F., UT-Austin/McCombs; Global Strategic Marketing, Johnson & Johnson

“The speakers were excellent. I left with refreshed perspective on how we all, both business and government, must work together on public policy. Thank you to The Washington Campus team for innovating and organizing a fantastic online experience for us!”
-- C.D., UNC-CH/Kenan-Flagler; Biopharma Tech Manager, GSK

“Excellent course, well-delivered! Great breadth of timely content and engaging speakers.”
-- S.C., U.Florida-Warrington; Director of Quality, Avera Health

“I wondered how it would be during the COVID era (i.e., virtual). The speakers were very engaging and Q&A was really seamless. The course faculty and facilitation were excellent. I really enjoyed the course.”
-- Dr. E.K, UNC-CH/Kenan-Flagler; Chairman, Solid Tumor Oncology, Atrium

“My time with The Washington Campus is what I’ve been looking forward to most in my MBA experience. Especially online, I am impressed with the quality of program and speakers and grateful for the chance to learn from other leaders all around the globe. At this unique time in history and with the various crises we’re in, it’s an especially crucial time to be gaining insight about the intersections of business, public affairs, and public policy. One of the best educational experiences of my life.” -- A.D., IU-Kelley; Executive Director, Arthritis Foundation

“I really enjoyed the course; the speakers were excellent. Very enlightening talks from representatives of leading US companies, lobbying groups and trade associations. Variety of topics and a balanced mixed of different perspectives that kept the course interesting throughout.” -- S.H., U.Florida-Warrington; Deputy Director, One Health Center of Excellence
Intensive, experiential courses in business, public affairs, and public policy
Washington, D.C.

Executive/EMBA Courses 2020

Intensive Executive Residency Programs
Washington, D.C.

Strategically Managing Health Care Policy
September 28-30, 2020 - ONLINE

Strategically Managing Public Affairs and Public Policy
June 15-17, 2020 - ONLINE
October 12-14, 2020 - ONLINE

For more information and registration:
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Or contact: info@washcampus.edu

The Washington Campus
1150 18th Street N.W., Suite 400
Washington, D.C. 20036
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The Washington Campus, founded in 1978, is a non-partisan, non-profit, 501(c)(3) higher education consortium. The Campus welcomes participants from diverse backgrounds and does not discriminate on the basis of gender, race, orientation, religion, national or ethnic origin, or disability.

Participating Consortium Members
Arizona State University
University of California, Berkeley
University of California, Los Angeles
Emory University
University of Florida
Howard University
Indiana University
University of Michigan
University of New Mexico
University of North Carolina at Chapel Hill
Northwestern University
The Ohio State University
Purdue University
Rice University
University of Texas at Austin
Texas A&M University
And many other program partners worldwide

Participants from accredited non-consortium schools also are welcome to enroll, but should check with their home institutions before registering in order to receive academic credits.

The Washington Campus open-enrollment courses are unique, intensive, residency experiences in Washington, D.C. — for Executive, EMBA, MBA, and other types of graduate and professional students. Courses focus on how specific organizations and industries are affected by public affairs and public policy; how public policy is made and influenced; and how public affairs and public policy must be strategically, effectively, and ethically managed to create profitable and sustainable “win-win” solutions for business, government, and society.

The Washington Campus courses are a distinctively valuable personal and professional development opportunity for both current and future business leaders. Participants learn directly from those who actually make and shape public affairs and public policy: corporate public affairs and government relations executives; leaders of associations, think tanks, and non-profit organizations; lobbyists; media, current and former members of Congress and congressional staff; current and former leaders in the Executive Branch and from independent regulatory agencies; and much more.

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Participants from accredited non-consortium schools also are welcome to enroll, but should check with their home institutions before registering in order to receive academic credits.
Strategically Managing Health Care Policy
September 28-30, 2020 - ONLINE
Washington, D.C.

Public affairs and public policy profoundly shape the entire health care sector. Executives, entrepreneurs, and health care professionals must understand how the public policy process works and how to more effectively navigate this evolving landscape. This course enables participants to interact directly with health care policy makers and influencers, regulators, and other experts. Participants gain a richer understanding of how to more strategically plan and successfully operate in such a complex and dynamic health care policy environment.

Contact hours meet expectations for two academic credits; course content also may qualify for CPE/CEU credits.

“Perfect curriculum to understand the relationship between business and health care policy.”
— Recent Health Policy Participant

KEY COURSE TOPICS
- Strategic Challenges in Health Care, Public Affairs, and Public Policy
- Breaking the Bank: Understanding Government Health Care Spending
- Health Care: The Legislative Policy Making Process
- Navigating the Arseny, from OMB to FDA Regulatory Processes and Agencies
- Insurance and Costs: Coverage and Care, Medicare & Medicaid as Models?
- Shaping Health Policy: Strategic Corporate and Coalition Advocacy
- Emerging issues in Health Policy: Ongoing Challenges and New Opportunities

Strategically Managing Public Affairs and Public Policy
June 15-17, 2020 - ONLINE
October 12-14, 2020 - ONLINE
Washington, D.C.

The Washington Campus’ intensive, experiential, executive residency courses are a unique personal and professional development experience. Participants interact directly with policy makers, influencers, and top executives in both the private and public sectors. Course objectives focus on how public affairs and public policy must be strategically, effectively, and ethically managed in order to create profitable and sustainable win-win solutions for business, government, and society.

Contact hours meet expectations for two academic credits; course content also may qualify for CPE/CEU credits.

“Excellent speakers. Exceptional learning. Best part of my professional education — terrific!”
— Recent Business & Policy Participant

KEY COURSE TOPICS
- Strategic Management of Corporate Public Affairs
- 360 Degree Advocacy: The New Business of Lobbying
- Navigating Critical Regulatory Agencies and Processes
- The Role and Strategic Use of Associations and Coalitions
- Public Affairs, Policy, and the New Media Landscape
- Managing the Politics and Economics of Trade Policy
- Policy Case Studies — e.g., Tax, Cyber, Immigration, Environment

“Fantastic. Very informative. Relevant topics, knowledgeable speakers, valuable insights.”
— Recent Business & Policy Participant

Politics and economics of health care policy: Discussion with Governor Howard Dean, M.D.
Future of health policy: Ms. Susan Dentzer, former Editor-in-Chief of Health Affairs
Tour and discussion of health innovation and policy at Center for Total Health on Capitol Hill
Ms. Greg Meuer, VP, Facebook, on strategy and public policy
Lt. Gov. Michael Steele, former RNC Chairman; on why executives must understand government and politics
Ms. Wendy Cutler, former senior U.S. trade official, on strategically navigating trade negotiations and trade policy

“The expertise, breadth and depth of this program, and the access it provides, is second to none.”

“Opened my eyes — applying this knowledge to my business will be incredibly valuable.”

“This course is essential for EMBAs, aspiring executives and entrepreneurs — anyone who is or soon will be in a leadership position.”