MANAGING HEALTH CARE POLICY

Online: August 17-21, 2020

"Fantastic capstone. Excellent speakers. Overall, a great learning experience. Even online, probably the best course in my health care MBA program."

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 emerging landscape of health care policy.

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

All online participants will have the opportunity freely to join any portion of a future in-person, in-D.C. program as conditions and schedules allow. To register, visit: www.washcampus.edu
MANAGING HEALTH CARE POLICY

A Washington, D.C., Virtual Residency Course for MBA and Graduate and Professional Students

May 11-15, 2020 (All times Eastern U.S.)

MONDAY, MAY 11, 2020

10:00 a.m. WELCOME AND INTRODUCTION
Dr. Mike Lord
President, The Washington Campus

Mr. Julius Hobson
Senior Policy Advisor, Polsinelli PC
Former Director of Congressional Affairs, American Medical Association

10:45 a.m. Break

11:00 a.m. STRATEGIC MANAGEMENT OF HEALTH CARE POLICY
Dr. Mike Lord

12:15 p.m. Break

1:15 p.m. HEALTH CARE POLITICS AND POLICY: PRE- AND POST-PANDEMIC
Mr. Julius Hobson
Senior Policy Advisor, Polsinelli PC
Former Director of Congressional Affairs, American Medical Association

2:15 p.m. Break

2:30 p.m. INTEGRATING STAKEHOLDERS INTO STRATEGY AND ADVOCACY
Ms. Jane Adams
Vice President, U.S. Federal Government Affairs, Johnson & Johnson

3:30 p.m. Break

3:45 p.m. 360 DEGREE ADVOCACY: CHANGING ROLES OF LOBBYISTS AND INTEREST GROUPS
The Honorable Bruce Mehlman
Founder and Partner, Mehlman Castagnetti Rosen & Thomas, Inc.
Former Asst. Secretary for Technology Policy, U.S. Dept. of Commerce

5:00 p.m. Recess
TUESDAY, MAY 12, 2020

10:00 a.m. DISCUSSION AND OVERVIEW

10:15 a.m. LEGISLATIVE PROCESS AND POLICY MAKING: COMMITTEES, MEMBERS, AND STAFF
   The Honorable Dr. Charles Boustany
   Partner, Capitol Counsel
   President, Association of Former Members of Congress
   Former Member, U.S. House of Representatives

11:30 a.m. Break

12:15 p.m. HEALTH POLICY: KEY LEGISLATIVE PLAYERS AND PROCESSES
   Mr. Brian Sutter
   Senior Vice President, Capitol Hill Consulting Group
   Former Staff Director, House Ways and Means, Health Subcommittee

1:15 p.m. Break

1:30 p.m. THE ROLE OF ASSOCIATIONS: INFORMATION, ORGANIZATION, ADVOCACY
   Ms. Tricia Brooks
   Vice President, External Affairs, Alliance of Community Health Plans

2:30 p.m. Break

2:45 p.m. THE IMPORTANCE OF REGULATORY PROCESSES, POLICY, AND ADVOCACY: Part I
   Mr. Michael Fitzpatrick
   Head of Global Regulatory Affairs, Google
   Former Head of Regulatory Advocacy, GE
   Former Associate Administrator, Office of Management and Budget

3:45 p.m. Break

4:00 p.m. CYBERSECURITY POLICY IN THE HEALTH CARE SECTOR: CHALLENGES FOR BUSINESS AND GOVERNMENT
   Mr. Greg Garcia
   Executive Director, Cybersecurity, Health Sector Coordinating Council

5:15 p.m. DISCUSSION AND INTEGRATION

5:30 p.m. Recess
10:00 a.m. DISCUSSION AND OVERVIEW

10:15 a.m. NAVIGATING THE EXECUTIVE BRANCH AND AGENCIES: PEOPLE, PROCESS, POLICY
Ms. Aryana Khalid
Managing Director, Government Affairs, Glover Park Group
Former Chief of Staff, Centers for Medicare & Medicaid Services (CMS)

11:15 a.m. Break

11:30 a.m. STRATEGIC MANAGEMENT OF PUBLIC AFFAIRS AND POLICY IN HEALTH CARE
Mr. Peter Slone
Senior Vice President, Corporate Public Affairs, McKesson, Inc.
Former Vice President, Global Government Affairs, Medtronic

12:45 p.m. Break

2:00 p.m. FISCAL POLICY, MONETARY POLICY, AND THE ECONOMICS OF HEALTH CARE
Dr. Doug Holtz-Eakin
President, American Action Forum
Former Director, Congressional Budget Office
Former Chief Economist, President's Council of Economic Advisers

3:15 p.m. Break

3:45 p.m. ADVOCACY STRATEGY: GROUP EXERCISE AND DISCUSSION

5:30 p.m. Recess
THURSDAY, MAY 14, 2020

10:00 a.m. DISCUSSION AND OVERVIEW

10:30 a.m. THE ROLE OF INDEPENDENT AGENCIES: COMPETITION POLICY IN HEALTH CARE
            Mr. Rob Canterman
            Senior Attorney, Health Care, Federal Trade Commission

11:45 a.m. Break

12:00 p.m. THE FOOD AND DRUG ADMINISTRATION: POLICY AND PROCESS
            Ms. Jeanne Ireland
            Principal, Ireland Strategies
            Former Associate Commissioner for Legislation & Senior Adviser, FDA

1:00 p.m. Break

2:00 p.m. MEDICAL LIABILITY & TORT REFORM: CURRENT & EMERGING POLICY ISSUES
            Mr. Mike Stinson
            VP of Government Relations, Medical Professional Liability Association
            Ms. Cynthia E. Berry, Esq.
            Managing Director, The Civil Justice Reform Group

3:30 p.m. Break

3:45 p.m. INSURANCE AND COVERAGE, COSTS AND CARE: MEDICAID AS A MODEL?
            Mr. Jeff M. Myers
            Senior Vice President, Catalyst Healthcare Consulting
            Former President and CEO, Medicaid Health Plans of America

4:45 p.m. Break

5:00 p.m. DISCUSSION AND INTEGRATION

5:30 p.m. Recess
FRIDAY, MAY 15, 2020

10:00 a.m. DISCUSSION AND OVERVIEW

10:15 a.m. THE POST-PANDEMIC CONTEXT OF HEALTH POLICY: PUBLIC, POPULATION, AND SOCIAL DETERMINANTS OF HEALTH
   Dr. Dora Hughes
   Associate Research Professor, Department of Health Policy & Management, Milken Institute School of Public Health, GWU
   Former Counselor to the Secretary for Science & Public Health, HHS

11:15 a.m. Break

11:30 a.m. THE INTERSECTION OF HEALTH, TECHNOLOGY, AND POLICY
   Ms. Susan Dentzer
   Senior Policy Fellow, Duke-Margolis Center for Health Policy
   Former President and CEO, The Network for Excellence in Health Innovation
   Former Editor-in-Chief, Health Affairs

12:30 p.m. Break

1:45 p.m. THE POLITICS AND ECONOMICS OF HEALTH CARE IN THE U.S.
   Governor Howard Dean, MD
   Political Analyst, NBC Networks
   Former Governor of Vermont and Former DNC Chairman

2:45 p.m. Break

3:00 p.m. DISCUSSION AND INTEGRATION

4:15 p.m. Distribution of Take-Home Essay Exams; Discussion of Group Projects and Presentation Scheduling

4:30 p.m. ADJOURN
Syllabus

MANAGING HEALTH CARE POLICY

A Virtual Washington, D.C., Residency Course for MBA and Graduate and Professional Students

Faculty Directors

Professor Julius Hobson
Adjunct Professor, The Washington Campus

Dr. Mike Lord
President, The Washington Campus

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Due to the ongoing COVID-19 pandemic and related issues, this program will be delivered in an online format. Otherwise, the pedagogical approach and learning goals remain the same. This virtual D.C. residency course is an intensive general management seminar, led by expert practitioner faculty – i.e., those who actually make or otherwise influence and shape health care policy. The agenda focuses on the topics of public affairs and government relations, including the dynamics of politics and public policy, with a specific emphasis on the health care sector.

As managers gain increasing responsibility and serve in higher-level leadership roles, they tend to spend more and more of their time and attention on these critical external factors – public affairs and government relations, politics and public policy – including how they affect and integrate with overall organizational strategy and operations.

It is vitally important to understand and to be able to manage these factors strategically, effectively, and ethically – whether one is an entrepreneur, an executive, or a professional, and both in the for-profit and non-profit worlds. Organizations’ strategies, operations, and performance – even their very survival – are pervasively affected. This is especially true in the health care sector, which is growing close to 20% of the U.S. economy.

Government and public policy play critical roles throughout this sector: funding for medical education; NIH funding for basic R&D; public health funding and operations, including the CDC; FDA approval and regulation of food, drugs and devices; FTC and DOJ regulation of data, competition, integration, and M&A; regulating health care prices and other standards, and selection for reimbursement (or not) of drugs, devices, health care delivery and insurance; Medicare; Medicaid; the Department of Defense health systems; the Veterans’ Administration health systems; and more.

In fact, health care is the largest expenditure in the U.S. federal budget, far more than even Social Security or defense spending. Health care spending also has rapidly become the #1 spending item in most state budgets. Even with recent decreases in health care inflation, both the federal government and states, as well as the private sector, continue to experience growth in health care expenditures much greater than the rate of growth of the overall economy. In 2019, Americans spent more than $3.8 trillion on health care. U.S. health care spending by itself equals or exceeds the total GDP of all countries other than China and Japan.

To help you better understand and manage in such an expansive and dynamic environment, the goals of this seminar include: awareness, analysis, and action. You will gain valuable first-hand insights that will help make you a more effective health care entrepreneur, executive, or professional – and a more informed and effective citizen in the various communities of which you are part.
The readings and website references provided in advance will be discussed throughout the course and will serve to prepare you both intellectually and practically. The readings take no more than 10 hours to complete, often much less.

**Assurances of Learning and Course Assessment**

Course grades will be determined by the individual take-home exam (45%), the group advocacy strategy project/presentation (45%), and individual participation (10%).

1. The take-home exam consists of two 1000-word essays, drawn from a choice of key topics and concepts from the assigned readings and course sessions.
2. The team project involves the design of an effective advocacy strategy for the company and public policy issue of your choice (with faculty approval), and its presentation via Zoom.
3. Participation consists of individual engagement during the online course with faculty, speakers and other students.

**Team Project**: You will be assigned to a team of up to five individuals and will have up to two weeks following the virtual Washington residency to submit your project electronically to the faculty director and program coordinator.

In addition, you will be required to present your project over Zoom to your peers in a 15-20 minute presentation. Each team member should participate in delivering the advocacy strategy. Time slots for these presentations will be posted by the program coordinator and will take place approximately two weeks after the course sessions end.

The assignment is to develop an advocacy strategy regarding a federal (U.S.) policy issue that presents a challenge to and/or an opportunity for your selected company or organization. The Power Point presentation you create and deliver should convince the 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 and discussed throughout the program.

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

Your team must have your topic proposal approved by the faculty director, in writing or over Zoom, no later than the last day of the virtual residency. This includes the policy topic and company/organization that your team will select for the advocacy project. The project must be completed in a clear presentation format (e.g., Power Point or PDF) and submitted electronically to the program coordinator. It is due approximately two weeks after the residency ends – that is, before the presentation is actually delivered.
Team Project: You will be assigned to a team of up to five individuals and will have approximately two weeks following the course 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 throughout the program. The group project must be completed in a clear presentation format (e.g., Power Point or PDF) and submitted electronically prior to its actual presentation.

The Presentation: Given ongoing conditions, and with management spread across many locations, your team’s presentation will be done via Zoom. You should plan on 15-20 minutes maximum of presentation, and up to 10 minutes of Q&A. Presentations will be scheduled approximately two weeks after the conclusion of the course learning sessions.

The Goal: You, as the corporate public affairs and government relations team, are to create, outline, and detail a public policy advocacy strategy on a current or future federal-level (U.S.) health care policy issue that will significantly affect your company’s or organization’s operations and performance.

The Scenario: Your ad hoc corporate public affairs and government relations team has been assigned an important task. A national health care policy issue has arisen that is of great importance to your company/organization. (The team will pick the specific organization and policy issue.) Top management is keenly interested in the topic and needs your expertise. The company’s entire Washington, D.C. government relations and public affairs staff were dismissed two weeks ago because they were unable to generate a plausible public policy advocacy strategy on several previous major issues.

The Assignment: By chance, the CEO learned that your team has just participated in an intensive “Managing Health Care Policy” seminar. Congratulations! Your team is next in line to take over the task of generating an effective policy advocacy strategy in order to address this critical issue. If you develop and implement a winning strategy, you will be rewarded with a significant promotion.

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. and in the general public affairs and policy arena. Instead, you have a maximum of 10 Power Point slides to make your case. Keen strategizing, quick prioritization, and clear organization obviously are essential, as are strategic use of data and communications—e.g., infographics, visuals, framing and messaging, etc. Being succinct does not mean that you do not need to address key details. Figure out what and who matters, why, and drill down quickly and deeply into the relevant details.

Factors and Details to Consider

The Business: What is the impact of the specific 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—i.e., its overall performance?
Policy and Political Strategy and Tactics: Define the specific policy objective. What overall 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 kinds of compromises might be best (or necessary) in order to carry out the plan? 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? How will you counter or co-opt the opposition to your proposed policy change?

Executive Branch and Congress: With regard to the Executive Branch, which federal departments/agencies and regulatory agencies have jurisdiction over your 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, and have an effective ‘voice’ with, these key 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 consider the variety of advocacy tools and tactics, including their usefulness and appropriateness for pursuing your objective. What are the roles, if any, of coalitions, the media and social media, associations, ‘grassroots’, grassroots, think tanks, third-party validators, and other key stakeholders in accomplishing your goal?

Details of Your Submission: The title slide does not count as part of the ten slides. The title slide should include: the title (including the policy issue); the company or organization name; the names of each team member; and the date. You should include references at the end; this also will not count toward the 10-slide limit. When you e-mail the finished project, please include your project group number in the subject line.
COURSE DATES
- January 6–10, 2020
- March 2–6, 2020
- March 9–13, 2020
- March 16–20, 2020
- May 11–15, 2020 ONLINE
- May 18–22, 2020 ONLINE
- August 17–21, 2020 ONLINE
- October 19–23, 2020 ONLINE
- NEW: December 7–11, 2020 ONLINE

Special Health Care Policy Sections
- January 6–10, 2020
- March 16–20, 2020
- August 17–21, 2020 ONLINE

For more information and registration, visit: www.WashCampus.edu

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Howard University
Indiana University
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Northeastern University
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Rice University
University of Texas at Austin
Texas A&M University
And many other program partners worldwide

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 race, religion, gender, orientation, national or ethnic origin, or disability.
The Washington Campus is a non-profit, non-partisan, higher education consortium based in Washington, D.C. Students from consortium member schools (see reverse) can enroll in The Washington Campus’ certificate graduate courses throughout the year and receive academic credits from their home institutions. Students from accredited non-consortium schools also are welcome to participate, 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 MBA and other types of graduate and professional students. Courses focus on how specific organizations and industries are affected by public policy; how public policy is made and influenced; and how public affairs and public policy can be strategically and ethically managed to create profitable and sustainable ‘win-win’ solutions for business, government, and society.

The Washington Campus courses are a uniquely valuable personal and professional development experience. Participants learn directly from those who actually make and shape public policy: corporate public affairs and government relations executives; leaders of associations, think tanks, and non-profit organizations; lobbyists; the 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.

Technology, corporate strategy, and public policy: Discussion with Astri Kimball Van Dyke, Senior Policy Counsel, Google

Discussing trade, tax, and immigration policy: With Senator Todd Young

Strategic management of global public affairs: Discussion with Jessica Zielke, Director, Federal & Diplomatic Government Relations, The Coca-Cola Company