



**Sample 3-Day Agenda**  
(Actual Previous 2019 Agenda,  
2020 Agenda Pending Scheduling)

**STRATEGICALLY MANAGING HEALTH CARE POLICY**  
**A Washington, D.C. Executive Seminar**

**Day 1 @ The Washington Campus**

**Strategic Management of Public Affairs and Public Policy in the Health Care Sector**

Dr. Mike Lord, President, The Washington Campus

**Health Care Policy in the Current Congress and Administration**

Mr. Julius Hobson, Senior Policy Advisor, Polsinelli Shughart PC

*Former Director of Congressional Affairs, American Medical Association*

**The Role of Federal Regulatory Processes and Agencies in Health Care**

Ms. Aryana Khalid, Managing Director, Glover Park Group

*Former Chief of Staff, Centers for Medicare & Medicaid Services*

**Breaking the Bank: Government Spending on Health Care**

Mr. Rob Stewart, Analyst, Health Care Division, Congressional Budget Office

**Collective Action: The Role of Industry and Professional Associations in the Public Policy Process**

Mr. Erik Rasmussen, Vice President, Advocacy & Public Policy, American Hospital Association

**Evening Reception and Discussion**

**Day 2 @ Federal Trade Commission and Capitol Hill**

**The Role of Independent Agencies: The FTC and Health Care Policy**

Mr. Rob Canterman, Senior Health Care Attorney, Federal Trade Commission

**Depart from FTC for the Capitol Hill Club**

**Health Care: The Legislative Policy Making Process**

Mr. David Schwartz, Head of Global Policy, Cigna

*Former Chief Health Counsel, Senate Finance Committee*

Ms. Jennifer Young, Partner, Tarplin Downs Young

*Former Asst. Secretary of HHS for Legislative Affairs; Former Staff, House Health Subcommittee*

**Congress: Meetings with Current/Former Members, Health Care Staff and Committee Staff**

**Visit and Discussion, U.S. Capitol: How Congress Works (or Not)**

Hon. Cliff Stearns, President, U.S. Association of Former Members of Congress

**Depart from Capitol Hill for National Press Club**

**Emerging Issues in Health Care Policy: Ongoing Challenges and New Opportunities**

Gov. Howard Dean, M.D., *Former Governor of Vermont and Former Chairman, DNC*

**Day 3 @ Center for Total Health**

**Effective Lobbying and Advocacy: Strategies and Tactics**

Hon. Bruce Mehlman, Partner, Mehlman & Co.; *Former Asst. Secretary of Commerce for Technology*

**Insurance and Costs, Coverage and Care: The Medicaid Model**

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

**Tour Center for Total Health**

**The Food and Drug Administration: Process, Policies, Trends**

Ms. Jeanne Ireland, Principal, Ireland Strategies; *Former Senior Advisor to the Commissioner, FDA*

**Strategic Management of Health Care Policy and Corporate Strategy**

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

*Former Vice President, Global Government Affairs, Medtronic*

**Integration and Conclusion, Presentation of Certificates**