

For MBA and Other Graduate  
and Professional Students



The  
Washington  
Campus

# STRATEGICALLY MANAGING HEALTH CARE POLICY

Course Schedule - Summer 2021

August 16-20, 2021



Engage with the best expert practitioner faculty: those shaping the future of business, public affairs, and public policy in the health care sector. Learn how to lead and succeed in the rapidly-changing landscape of health care policy.

- How the pandemic is changing business-government relations in the health care sector
- Impact of the 2020 elections on health care policy for both public and private sectors
- 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, telehealth, 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

If online, all participants will have the opportunity to join future in-person, in-D.C. programming as conditions and schedules allow.



For more info. and registration:

[www.washcampus.edu](http://www.washcampus.edu)

[info@washcampus.edu](mailto:info@washcampus.edu)



**SAMPLE AGENDA**  
(prior course agenda)

**STRATEGICALLY MANAGING HEALTH CARE POLICY**

A Washington, D.C. (Virtual) Graduate Residency Course

**Monday**

STRATEGIC MANAGEMENT OF PUBLIC AFFAIRS AND PUBLIC POLICY: HEALTH CARE

**Dr. Mike Lord**, President, The Washington Campus

HEALTH CARE POLICY IN THE U.S. CONGRESS AND EXECUTIVE BRANCH

**Professor Julius Hobson**, Senior Policy Advisor, Polsinelli Shughart  
*Former Director of Congressional Affairs, American Medical Association*

TELEHEALTH: CASE STUDY OF BUSINESS AND HEALTH CARE, TECHNOLOGY AND PUBLIC POLICY

**Mr. Nate Lactman**, Chair, American Telemedicine Association, Business & Finance SIG  
Chair, Telemedicine & Digital Health Industry Team, Foley & Lardner LLP

THE POLITICAL DYNAMICS OF NATIONAL HEALTH CARE POLICY

**The Honorable Charles Boustany, M.D.**, Partner, Capitol Counsel  
President, U.S. Association of Former Members of Congress  
*Former Member, U.S. House of Representatives*

**Tuesday**

NAVIGATING THE EXECUTIVE BRANCH: PEOPLE, PROCESS, POLICY

**Mr. Jack Kalavritinos**, Senior Director, APCO Worldwide  
*Former Director for Intergovernmental and External Affairs, HHS*

PANEL DISCUSSION ON HEALTH CARE POLICY: UNDERSTANDING LEGISLATIVE PLAYERS AND PROCESSES

**Mr. David Schwartz**, Head of Global Policy, Cigna  
*Former Chief Health Counsel, Senate Finance Committee*  
**Mr. Brian Sutter**, Senior Vice President, Capitol Hill Consulting Group  
*Former Staff Director, House Ways and Means, Health Subcommittee*

UNCHARTED FISCAL AND MONETARY POLICY: IMPLICATIONS FOR HEALTH CARE

**Dr. Doug Holtz-Eakin**, President, American Action Forum  
*Former Director, Congressional Budget Office; Former Chief Economist, Council of Economic Advisers*

INTEGRATING STAKEHOLDERS WITH BUSINESS STRATEGY AND POLICY ADVOCACY

**Ms. Jane Adams**, Vice President, U.S. Federal Government Affairs, Johnson & Johnson

DISCUSSION AND INTEGRATION

### Wednesday

MANAGING THE AGENCIES AND ACRONYMS: HHS AND CMS

**Ms. Aryana Khalid**, Managing Director, Government Affairs, Glover Park Group  
*Former Chief of Staff, Centers for Medicare & Medicaid Services (CMS)*

MANAGING CORPORATE STRATEGY AND GOVERNMENT RELATIONS

**Ms. Angela Riemer**, Senior Director, Federal Government Relations, Pfizer

THE LARGER CONTEXT OF HEALTH POLICY: POPULATION HEALTH 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*

THE ROLE OF ASSOCIATIONS: INFORMATION, ORGANIZATION, AND ADVOCACY

**Ms. Tricia Brooks**, Vice President, External Affairs, Alliance of Community Health Plans

CYBERSECURITY POLICY: CHALLENGES FOR BUSINESS AND GOVERNMENT IN THE HEALTH CARE SECTOR

**Mr. Greg Garcia**, Executive Director, Cyber Security, Health Sector Coordinating Council

### Thursday

THE ROLE OF INDEPENDENT REGULATORY AGENCIES: THE FTC AND COMPETITION POLICY IN HEALTH CARE

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

THE FOOD AND DRUG ADMINISTRATION: POLICY, PROCESS, AND CHALLENGES

**Ms. Nancy Myers**, President, Catalyst Health  
*Former Special Assistant and Senior Strategic Advisor, FDA Commissioner*

CHANGING PARADIGMS: THE INTERSECTION OF HEALTH, TECHNOLOGY, AND PUBLIC POLICY

**Ms. Susan Dentzer**, Senior Policy Fellow, Duke-Margolis Center for Health Policy  
*Former Editor-in-Chief, Health Affairs*

STRATEGIC ADVOCACY – TEAM EXERCISE AND DISCUSSION

**Dr. Mike Lord**, President, The Washington Campus

### Friday

THE CHANGING POLICY LANDSCAPE FOR BIOPHARMA, PAYERS AND PROVIDERS

**Ms. Ipsita Smolinski**, Managing Director, Capitol Street; Senior Strategic Advisor, McAllister & Quinn

INSURANCE AND COVERAGE, COSTS AND CARE: MEDICAID AS A MODEL?

**Mr. Jeff M. Myers**, Senior Vice President, Catalyst Health  
*Former President and CEO, Medicaid Health Plans of America*

THE POLITICS AND ECONOMICS OF HEALTH CARE IN THE U.S.

**Governor Howard Dean, MD**, Political Consultant and Political Analyst, NBC Networks  
*Former Governor of Vermont and Former DNC Chairman*

DISCUSSION AND INTEGRATION, ADJOURNMENT



### From Recent 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



Sample Syllabus for

## **STRATEGICALLY 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

**The Washington Campus**  
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## COURSE DESCRIPTION

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.

## REQUIRED READINGS AND ASSURANCES OF LEARNING

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 DESCRIPTION

**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?

*The Washington Campus*  
*“Strategically Managing Health Care Policy”*

**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, ‘grasstops’, 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.