



MANAGING BUSINESS, PUBLIC AFFAIRS, AND PUBLIC POLICY – SAMPLE AGENDA
A Washington, D.C., MBA/Graduate Residency Course

Monday @ The Washington Campus (approximately 8:30am – 5:30pm)

Strategic Management of Business, Public Affairs, and Public Policy

Dr. Mike Lord, President and CEO, The Washington Campus

The Role of Lobbyists and Interest Groups in the Public Policy Process

Hon. Bruce Mehlman, Founder, Mehlman & Co.; *Former Asst. Sec., Dept. of Commerce*

The Politics of Congress and Legislative Policy Making

Hon. Tom Davis, Director, Government Affairs, Deloitte; *Former Member, U.S. House*

The Importance of Regulatory Processes, Policy and Advocacy

Mr. Michael Fitzpatrick, Senior Counsel and Head of Regulatory Advocacy, GE

Tuesday @ National Press Club (approximately 8:30am – 5:30pm)

Understanding the Federal Budget and Its Macroeconomic Implications (Group Exercise and Discussion)

Dr. Josh Gordon, Policy Director, The Concord Coalition

The Dynamics of Tax Policy and Tax Reform

Ms. Cathy Koch, Americas Tax Policy Leader, EY

The Impact of the Media on Public Affairs and Public Policy

Mr. James Hohmann, National Political Correspondent, *The Washington Post*

Business Strategy and Public Policy: Facebook

Mr. Greg Maurer, Vice President, Public Policy, Facebook

The Politics and Economics of International Trade Policy

Ms. Wendy Cutler, Managing Director, Asia Society; *Former Dep. US Trade Representative*

Wednesday: Capitol Hill Day (approximately 8:30am – 5:30pm)

Students participate in structured meetings and discussions with current and former Members of Congress, attend committee hearings, view legislative process and votes in House and Senate, participate in meetings with committee staff and congressional staff. Participants also visit the U.S. Capitol, Library of Congress, and Supreme Court, including Court case hearings when in session.

Thursday @ The Washington Campus (approximately 8:30am – 5:30pm)

Corporate Public Affairs, Business and Government Relations

Ms. Amy Best Weiss, Vice President, Federal Government Affairs, American Express

The Role of Industry and Trade Associations

Mr. John Neuffer, President and CEO, Semiconductor Industry Association

Cybersecurity Policy: Challenges Facing Government and Business

Mr. John Banghart, Senior Director, Venable; *Former Director, Cybersecurity Policy, NSC*

Health Care Politics and Policy

Dr. Howard Dean, *Former Governor of Vermont and Former Chairman, DNC*

The Policy Making Process: Immigration (Group Exercise and Discussion)

Mr. Ted Alden, Bernard Schwartz Senior Fellow, Council on Foreign Relations

Friday @ The Washington Campus (approximately 8:30am – 4:00pm)

The Role of Independent Regulatory Agencies: The FTC

Ms. Lesley Fair, Senior Attorney, Consumer Protection, U.S. Federal Trade Commission

Strategic Management of Global Public Affairs and Public Policy

Ms. Carolyn Brehm, VP for Global Government Relations & Public Policy, P&G

Integration and Conclusion

Exam



MANAGING HEALTH CARE POLICY – SAMPLE AGENDA
A Washington, D.C., MBA/Graduate Residency Course

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

The Future of the Affordable Care Act

Ms. Susan Dentzer, President, Network for Excellence in Health Innovation; *Fmr. Editor, Health Affairs*

The Challenges of Health Care Reform

Hon. Tevi Troy, President, American Health Policy Institute; *Former Dep. Secretary, HHS*

Making Sense of the Public Policy Process

Mr. Julius Hobson, Sr. Adviser, Polsinelli & Co.; *Former Director of Congressional Affairs, AMA*

Evening Reception

Day 2 @ Capitol Hill / CBO & Capitol Hill Club

Visit to the CBO: Health Care and the Federal Budget

Mr. Barry Blom, Principal Budget Analyst, Projections, Congressional Budget Office

Proceed to Capitol Hill Club

The Legislative Policy Making Process

Mr. David Schwartz, Head of Global Policy, Cigna; *Former Sr. Health Counsel, U.S. Senate*

Hon. Jennifer Young, Partner, Tarplin & Co.; *Former Asst. Sec. for Legislative Affairs, HHS*

Meetings with Congressional Offices, Health Care Staff and Committee Staff

Visit and Discussion: How Congress Works, U.S. Capitol

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

Day 3 @ The Washington Campus

The Role of Lobbyists and Interest Groups in the Public Policy Process

Hon. Bruce Mehlman, Founder, Mehlman & Co.; *Former Asst. Sec. of Commerce for Technology*

The Importance of Regulatory Process, Policy and Advocacy

Mr. Michael Fitzpatrick, Senior Counsel and Head of Regulatory Advocacy, GE

The Role of Associations in Health Care Policy and Advocacy

Mr. Mark Seklecki, Vice President, Political Affairs, American Hospital Association

Medicaid as a Model: Insurance, Costs and Coverage

Mr. Jeff Myers, President, Medicaid Health Plans of America

Day 4 @ The Federal Trade Commission / KP Center for Total Health

Visit to the FTC: The Role of Independent Regulatory Agencies: The FTC and Health Care

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

Proceed to KP Center for Total Health

The Food and Drug Administration: Policy and Process

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

Medical Liability and Tort Reform: Current and Emerging Policy Issues

Mr. Mike Stinson, Director of Government Relations, Physician Insurers Assoc. of America

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

Health Care Policy and Corporate Strategy

Mr. Peter Slone, SVP for Public Affairs, McKesson; *Former VP for Global Govt. Relations, Medtronic*

Day 5 @ The Washington Campus

Integrated Management of Public Affairs and Government Relations

Ms. Robyn Lippert, Vice President, External Affairs, UnitedHealth Group

Emerging Issues in Health Care Policy: The Ongoing Process and Challenges

Hon. Howard Dean, MD; *Former Governor, Vermont & Former Chairman, DNC*

Integration and Conclusion

Exam and Adjournment