Thank you to our Corporate Supporters

NATIONAL PRESENTING SPONSOR

THE PHYSICIANS FOUNDATION
Empowering Physicians Improving Healthcare

NORCAL MUTUAL®

MERCER
MAKE TOMORROW, TODAY

PREFERRED EMPLOYERS Insurance
| a Berkley Company

MOSS-ADAMS LLP
Certified Public Accountants | Business Consultants

UnitedHealthcare®

MERCURY INSURANCE GROUP
Welcome

This weekend, you will hear from health care and leadership experts, surrounded by colleagues, physician leaders, and state and federal power players. This conference has everything physicians and health care leaders need to succeed in today’s constantly changing health care environment, including professional development, networking opportunities, the latest information in health care and policy, as well as innovative ideas to address emerging health care challenges.

Continuing its tradition of excellence, the 2017 Leadership Academy shares strategies and resources for leadership in health care. More than 40 different sessions will cover the most significant operational, financial and environmental issues of today, while presenting proven models and innovative approaches that will enable you to transform care delivery and business practices.

Together we are stronger. Welcome to San Diego!

Sincerely,

Ruth Haskins, M.D.
President
California Medical Association

Dustin Corcoran
CEO
California Medical Association
Featured Keynote Speakers

**Paul Begala**
*CNN Commentator and Political Consultant*

Begala is a commentator for CNN, where he is part of the political team that has won both an Emmy Award and a Peabody Award. In the 2012 campaign, he was a senior adviser for the pro-Obama Super PAC, making Begala one of the few people to play a critical role in electing two different presidents. After helping engineer Bill Clinton’s presidential campaign with his partner, James Carville, Begala served as counselor to the President, one of Clinton’s closest aides. Begala is an Affiliated Professor of Public Policy at Georgetown University. He has also taught at the University of Texas and the University of Georgia. Along with James Carville and GOP strategist Karl Rove, he was recently inducted into the American Association of Political Consultants’ Hall of Fame.

**Lanhee J. Chen, Ph.D.**
*David and Diane Steffy Research Fellow, Hoover Institution, Stanford University*

Chen is the David and Diane Steffy Research Fellow at the Hoover Institution; Director of Domestic Policy Studies and Lecturer in the Public Policy Program at Stanford University; and an affiliate of Stanford’s Freeman Spogli Institute for International Studies. He is also a Counsel at the law firm of Arent Fox LLP. A veteran of several high-profile political campaigns, Chen has worked in government, the private sector and academia. Most recently, Chen was an adviser to Senator Marco Rubio’s 2016 presidential campaign. In 2012, he was the policy director for the Romney-Ryan presidential campaign, as well as Governor Mitt Romney’s chief policy adviser; a senior strategist on the campaign; and the person responsible for developing the campaign’s domestic and foreign policy.

**Ira Flatow**
*Science Correspondent and TV Journalist*

Award-winning science correspondent and TV journalist Flatow is the host of “Science Friday,” heard weekly on PRI and via audio podcast. He anchors the show each Friday, bringing radio and internet listeners worldwide a lively, informative discussion on science, technology, health, space and the environment. Mixing his passion for science with a tendency toward being “a bit of a ham,” Flatow describes his work as the challenge “to make science and technology a topic for discussion around the dinner table.” He has shared that enthusiasm with public radio listeners for more than 35 years. His most recent book is *Present At The Future: From Evolution to Nanotechnology, Candid and Controversial Conversations on Science and Nature.*

**Hugh Hewitt**
*Radio News Host and Political Analyst*

Hewitt is the host of “The Hugh Hewitt Show” on the Salem Radio Network, heard nationally every weekday morning. Hewitt is also an NBC News analyst, a Professor of Law at Chapman University Fowler School of Law in Orange County, CA, and a partner with the Los Angeles law firm of Larson O’Brien LLP. His broadcast career began in 1990 on Los Angeles radio and on television in 1992 as host of the public affairs program “Life & Times Tonight,” for which he received three Emmy Awards. Hewitt is the author of a dozen books on politics, public policy, religion and happiness, and prior to joining NBC in the spring of 2016, was a regular on all networks’ Sunday shows, including “Meet the Press,” “Face the Nation,” “This Week” and “State of the Union.”
Dave Jones
*California Insurance Commissioner*

Jones was first elected as California Insurance Commissioner in 2010 and was re-elected in 2014. Jones leads the California Department of Insurance and regulates the California insurance market. Insurers collect $259 billion a year in premiums in California, making it the nation’s largest insurance market. Jones served in the California State Assembly from 2004 through 2010, where he chaired the Assembly Health Committee, the Assembly Judiciary Committee and the Budget Subcommittee on Health and Human Services. Named “Consumer Champion” by the California Consumer Federation, *Capitol Weekly* named Jones one of California’s “most effective legislators.” The American Psychiatric Association awarded Jones its prestigious Jacob K. Javits Public Service Award in 2015 for his work on mental health parity.

Mitchell Katz, M.D.
*Director, Los Angeles County Health Agency*

Dr. Katz is the director of the Los Angeles County Health Agency, a newly created agency that combines the Departments of Health Services (DHS), Public Health and Mental Health into a single entity so as to provide more integrated care and programming within Los Angeles. The agency has a budget of $7 billion, 28,000 employees and a large number of community partners. For the past five years Dr. Katz served as the director of Los Angeles County DHS, the second-largest public safety net system in the United States. During this time, he created the ambulatory care network and empaneled over 350,000 patients to a primary care home. He eliminated the deficit of DHS through increased revenues and decreased administrative expenses, and used new Affordable Care Act funding to pay for a modern electronic health system.

Wendy Sue Swanson, M.D.
*Chief of Digital Innovation, Seattle Children’s Hospital*

As the Chief of Digital Innovation at Seattle Children’s Hospital, Dr. Swanson leverages the wisdom of clinicians, patients and researchers to transform health care delivery in the digital age. She points the way to the future of medicine — a world where health care providers and patients use new technology to collaborate more closely and build deeper relationships than ever before. Dr. Swanson is a practicing pediatrician, a weekly TV reporter, Huffington Post blogger and active thought leader online. Dr. Swanson is currently piloting two innovative health care technologies at Seattle Children’s, in addition to using social and traditional media in health care. Her online presence on her blog alone has touched the lives of 2 million people who would have been beyond her reach without social media and the Internet. She uses Twitter, Facebook, LinkedIn and various other platforms to educate and improve public health.

Abraham Verghese, M.D., MACP
*Physician and Best-Selling Author of Cutting for Stone*

Dr. Verghese is Linda R. Meier and Joan F. Lane Provostial Professor and Vice Chair for the Theory and Practice of Medicine at the School of Medicine at Stanford University. He is also a critically acclaimed, best-selling author and a physician with an international reputation for his focus on healing in an era where technology often overwhelms the human side of medicine. Today, as a popular invited speaker, he has more forums than his writing to expound on his views on patient care. He talks nationally and internationally on the subject, in addition to talks and readings from his books. He has also led the effort at the Stanford School of Medicine to establish the Stanford 25, where residents and students are taught techniques and skills to recognize the basic phenotypic expressions of disease that manifest as abnormal physical signs.
THE CALIFORNIA MEDICAL ASSOCIATION, WITH NATIONAL PRESENTING SPONSOR THE PHYSICIANS FOUNDATION, present the 20th Annual Western Health Care Leadership Academy

INTENDED AUDIENCE

This program has been planned for:

Physicians in leadership roles, including medical group, organized medical staff and medical/specialty society leaders; physicians in training; and practicing physicians who are affected by health care delivery system changes.

Medical students; medical practice managers and administrators; allied health professionals (NPs, PAs, etc.); health law attorneys; and private and public sector health policy analysts, program administrators and consultants.

LEARNING OBJECTIVES

At the conclusion of this program learners should be able to:

- Identify the challenges our current medical culture creates in providing high-quality, compassionate and cost-effective care.
- Explain new financial and care models that aim to deliver cost-effective, high-quality care while improving patient and provider satisfaction.
- Know how to develop an effective mentoring, coaching or sponsorship program.
- Learn how to use coaching techniques to resolve conflict.
- Describe at least three success factors for physician leaders.
- Understand why physician leadership is essential for health care organizations to succeed in 2017 and beyond.
- Know the basics for how to effectively lead change.
- Understand different negative personality types and describe at least three strategies for dealing with disruptive physicians.
- Understand the Medicare Access and CHIP Reauthorization Act and the payment and delivery system transformation it entails.
- Understand how to re-establish standards of care by understanding the patient experience.
- Understand emerging evidence-based, technology-enabled care models of preventing diabetes and reversing prediabetes, such as the National Diabetes Prevention Program.
- Describe ideas to help patients become passionately engaged in their health care decisions, leading to better quality measures.
- Clarify standards and accountability for your manager and staff members.
- Understand how to bring out leadership roles and improve customer service throughout the practice.
- Learn tips and actions that create a healthy work life balance with a staff that you can depend upon.
- Identify two interpersonal communication triggers and common pitfalls in challenging conversations.
- Describe at least four hidden issues influencing communication outcomes with employees and patient encounters.
- List three components in practicing effective communication that can enhance employee and patient satisfaction.
- Describe the root causes of dysfunction in care delivery in the U.S. health care system.
- Recognize the causes, signs and symptoms of provider burnout.
CONTINUING MEDICAL EDUCATION

The California Medical Association/Institute for Medical Quality (CMA/IMQ) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

The California Medical Association/Institute for Medical Quality designates this live activity for a maximum of **16.75 AMA PRA Category 1 Credits™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Provider approved by the California Board of Registered Nursing, Provider Number CEP370, for 16 contact hours.

The continuing medical education program activities of the California Medical Association are managed by the Institute for Medical Quality, a not-for-profit CMA subsidiary. IMQ’s mission is to be an innovative leader in the evaluation and improvement of the quality of patient care in California and beyond. Learn more at www.imq.org.

PROGRAM PARTNERS

The Physicians Foundation is a nonprofit 501(c)(3) organization that seeks to empower physicians to lead in the delivery of high-quality, cost-efficient health care. As the U.S. health care system continues to evolve, The Physicians Foundation is steadfast in its determination to strengthen the physician-patient relationship, support physicians in sustaining their medical practices and help practicing physicians navigate health care reform.

The California Medical Association (CMA) is one of the nation’s largest state medical society with more than 43,000 members. Founded in 1856, CMA advocates for physicians and patients and for improved access to quality care. CMA represents physicians from all specialties, modes of practice and geographic regions of the state.

NATIONAL PRESENTING SPONSOR

PROGRAM PLANNER AND FACULTY DISCLOSURES

The planners and faculty/speakers for this activity have no relevant financial relationships with commercial interests to disclose. There was no commercial support provided for this activity.

**PROGRAM PLANNERS:** Dustin Corcoran, Chief Executive Officer, California Medical Association; Lance Lewis, Chief Operating Officer, California Medical Association; Mike Steenburgh, Vice President, Membership, California Medical Association; Spencer Tschida, Program Coordinator, California Medical Association; and Kristy Bird, Director of Membership, California Medical Association. The planners disclose no relevant financial relationships with commercial interests as defined in the ACCME Standards for Commercial Support.

**FACULTY:** Faculty members for the CME-approved portions of the 20th Annual Western Health Care Leadership Academy also disclose no relevant financial relationships with commercial interests as defined in the ACCME Standards for Commercial Support.
CONFERENCE TRACKS

The 2017 Western Health Care Leadership Academy offers six educational tracks for easy navigation. Sessions are designed to be educational for all attendees, so mix and match workshops for a meaningful program that fits your needs.

Running Your Practice
For solo and small group physicians, practice managers and office managers:
- What Exceptional Leaders Know
- Finding Your MACRA Rosetta Stone: Discovering Your Essential Clues
- Merging Practices: Marriages Made in Heaven or Hell?
- ADEPT™ Workflow: The Five Pillars of Practice Performance
- MACRA Made Easy
- The Platinum Rule: A Panel Conversation About Diversity in the Medical Practice
- What Will Happen to My Practice and My Family Upon My Death or Disability?
- Top 10 Tips to Avoid “Practice Management Hypertension”

Improving Quality of Patient Care
Learn best practices and leadership roles in quality of care:
- Aligning Clinical Practice with Diabetes Prevention: Screen, Test and Refer
- Using Your Data Advantage to Tackle Transformation
- Quality Care Leadership Issues for Employed Physicians

Future Trends in Health Care
Health care and the art and science of medicine continuously changes and improves. Our country is also in a massive policy transition. How will we practice in the future?
- Where Are They Going? The 115th Congress and 45th President and How They Are Changing Health Care
- Medical Scribes: Innovation in Practice

Physician Leadership
Whether you’re a leader now or hope to be, it’s important for physicians to understand tools and techniques that transform challenges into opportunities:
- Physician Coaching to Improve Performance and Difficult Behavior
- Advanced Communication Skills for Physicians
- The Power of Diversity: Overcoming Bias
- Collaboration and Teamwork in the Health Care Environment
- Leading Change: Dealing with MACRA, Preventing Burnout

Organizational Leadership
These workshops provide the insights needed to run a medical practice, medical association, medical staff or other health care organization:
- Essential Business Fundamentals for Physician Leaders
- Advanced Financial Analysis for Physician Leaders
- Speaker’s Bureau and Media Training: Handling the Media
- The Art of Planning and Running a Board Meeting
- Protecting Self-Governance
- Late Career Practitioners or Difficult Behavior: How Medical Staff Policies and Procedures Can Help You or Hurt You

NEW! Student and Resident Future Leaders
While specifically designed for students and residents, all attendees are welcome to attend:
- Business Skills for Physicians
- Managed Care 101
- Yes! You Can Still Start a New Private Practice
- Leadership Starts in Medical School
- Advocacy 101

RELAXATION STATION
Returning to the 2017 Leadership Academy is the “Relaxation Station,” providing stress-relieving massages and a relaxing lounge area to conference goers courtesy of NORCAL Mutual Insurance Company.
“What do I do if my seriously ill patient asks me to help end her life?”

No matter how you or your organization feel about California’s End of Life Option Act, the Coalition for Compassionate Care of California stands ready to help you meet the challenges of aligning medical treatment with individual patient preferences.

We’re experts in helping healthcare professionals learn how to have quality conversations with patients about serious illness, advance care planning, life-sustaining treatments, POLST, and the end of life.

Special for CMA Members: Call us today to receive a no-cost consult, and find out how the Coalition for Compassionate Care of California can tailor our trainings to align with the philosophy and cultural needs of your organization.

COALITIONCCC.ORG  |  (916) 489-2222

Helping physicians align healthcare with patient preferences since 1998
2017 NEPO BUILDING HEALTHY COMMUNITIES SUMMIT

Striving for Health Equity in the Era of Change

Register Online: 2017neposummit.eventbrite.com
## FRIDAY, MAY 5

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 – 9 AM</td>
<td>REGISTRATION AND CONTINENTAL BREAKFAST</td>
</tr>
<tr>
<td>9 – 10:30 AM</td>
<td><strong>CONCURRENT BREAKOUTS 1</strong></td>
</tr>
<tr>
<td></td>
<td>• What Exceptional Leaders Know*</td>
</tr>
<tr>
<td></td>
<td>• Essential Business Fundamentals for Physician Leaders*</td>
</tr>
<tr>
<td></td>
<td>• Late Career Practitioners or Difficult Behavior:</td>
</tr>
<tr>
<td></td>
<td>How Medical Staff Policies and Procedures Can Help You or Hurt You</td>
</tr>
<tr>
<td></td>
<td>• Physician Coaching to Improve Performance and Difficult Behavior</td>
</tr>
<tr>
<td></td>
<td>• Business Skills for Physicians*</td>
</tr>
<tr>
<td>1:30 – 2:30 PM</td>
<td>VIP SESSION WITH LANHEE J. CHEN, PH.D.*</td>
</tr>
<tr>
<td>1:30 – 3 PM</td>
<td><strong>CONCURRENT BREAKOUTS 2</strong></td>
</tr>
<tr>
<td></td>
<td>• Finding Your MACRA Rosetta Stone:</td>
</tr>
<tr>
<td></td>
<td>Discovering Your Essential Clues*</td>
</tr>
<tr>
<td></td>
<td>• Where Are They Going? The 115th Congress and 45th President</td>
</tr>
<tr>
<td></td>
<td>and How They Are Changing Health Care</td>
</tr>
<tr>
<td></td>
<td>• Advanced Financial Analysis for Physician Leaders*</td>
</tr>
<tr>
<td></td>
<td>• Merging Practices: Marriages Made in Heaven or Hell?</td>
</tr>
<tr>
<td></td>
<td>• Advanced Communication Skills for Physicians*</td>
</tr>
<tr>
<td></td>
<td>• Managed Care 101*</td>
</tr>
<tr>
<td>10:30 – 11 am</td>
<td>Break</td>
</tr>
<tr>
<td>11 AM – NOON</td>
<td><strong>GENERAL SESSION 1 WITH LANHEE J. CHEN, PH.D.</strong></td>
</tr>
<tr>
<td></td>
<td>Market-Based Health Reform After Obamacare: Dead on Arrival, Sick, or</td>
</tr>
<tr>
<td></td>
<td>Alive and Well?</td>
</tr>
<tr>
<td>NOON – 1:30 PM</td>
<td>LUNCHEON WITH MITCHELL KATZ, M.D.</td>
</tr>
<tr>
<td></td>
<td>Can California Achieve Universal Health Care Coverage?</td>
</tr>
<tr>
<td>3 – 3:30 pm</td>
<td>Break</td>
</tr>
<tr>
<td>3:30 – 5 PM</td>
<td><strong>GENERAL SESSION 2 WITH PAUL BEGALA AND HUGH HEWITT</strong></td>
</tr>
<tr>
<td></td>
<td>A Conversation About Health Policy</td>
</tr>
<tr>
<td>5 – 6:30 PM</td>
<td><strong>LEADERSHIP ACADEMY WELCOME RECEPTION</strong></td>
</tr>
</tbody>
</table>

## SATURDAY, MAY 6

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 – 9 AM</td>
<td>REGISTRATION AND NETWORKING BREAKFAST</td>
</tr>
<tr>
<td>9 – 10:15 AM</td>
<td><strong>CONCURRENT BREAKOUTS 3</strong></td>
</tr>
<tr>
<td></td>
<td>• ADEPT™ Workflow: The Five Pillars of Practice Performance*</td>
</tr>
<tr>
<td></td>
<td>• MACRA Made Easy</td>
</tr>
<tr>
<td></td>
<td>• Speaker’s Bureau and Media Training: Handling the Media*</td>
</tr>
<tr>
<td></td>
<td>• Aligning Clinical Practice with Diabetes Prevention: Screen, Test</td>
</tr>
<tr>
<td></td>
<td>and Refer</td>
</tr>
<tr>
<td></td>
<td>• The Power of Diversity: Overcoming Bias</td>
</tr>
<tr>
<td></td>
<td>• Yes! You Can Still Start a New Private Practice*</td>
</tr>
<tr>
<td>1:30 – 2:30 PM</td>
<td>GENERAL SESSION 3 WITH WENDY SUE SWANSON, M.D.</td>
</tr>
<tr>
<td></td>
<td>Social Media, Digital Health, and Innovation in Advocacy and Public</td>
</tr>
<tr>
<td></td>
<td>Health</td>
</tr>
<tr>
<td>2:30 – 3:30 PM</td>
<td><strong>CONCURRENT BREAKOUTS 5</strong></td>
</tr>
<tr>
<td></td>
<td>• Using Your Data Advantage to Tackle Transformation*</td>
</tr>
<tr>
<td></td>
<td>• Medical Scribes: Innovation in Practice*</td>
</tr>
<tr>
<td></td>
<td>• Protecting Self-Governance</td>
</tr>
<tr>
<td></td>
<td>• Quality Care Leadership Issues for Employed Physicians</td>
</tr>
<tr>
<td></td>
<td>• Leading Change: Dealing with MACRA, Preventing Burnout</td>
</tr>
<tr>
<td></td>
<td>• Advocacy 101*</td>
</tr>
<tr>
<td>4 – 5:15 PM</td>
<td><strong>GENERAL SESSION 4 WITH ABRAM VERGHESE, M.D., MACP</strong></td>
</tr>
<tr>
<td></td>
<td>A Doctor’s Touch: The Patient-Physician Relationship</td>
</tr>
<tr>
<td>5:30 – 6:30 PM</td>
<td>VIP SESSION WITH ABRAM VERGHESE, M.D., MACP*</td>
</tr>
<tr>
<td>6:30 pm</td>
<td>Explore San Diego!</td>
</tr>
</tbody>
</table>

## SUNDAY, MAY 7

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 – 9:30 AM</td>
<td><strong>GENERAL SESSION 5 WITH IRA FLATOW</strong></td>
</tr>
<tr>
<td></td>
<td>The Future of Medicine</td>
</tr>
<tr>
<td>9:30 – 11 AM</td>
<td><strong>GENERAL SESSION 6 WITH DAVE JONES</strong></td>
</tr>
<tr>
<td></td>
<td>The Future of Insurance</td>
</tr>
</tbody>
</table>

* Presentation not eligible for CME credit
Here are just a few reasons why CMA has partnered with Mercury for almost 20 years...

- CA drivers save an average of $628 with Mercury\(^1\)
- Recognized by Forbes as one of America’s Most Trustworthy Companies
- Save up to 15% more with the Auto+Home discount\(^2\)
- 24/7 claims reporting
- Repairs guaranteed for life\(^3\)

CMA Members save up to 8.3% off Mercury’s already low rates!

Contact us today for a fast, free quote!

mercuryinsurance.com/cma  (866) 602-5259

\(^1\) Savings info based on 2017 CA Dept. of Insurance rate comparison profile 38B. Individual savings may vary.\(^2\) Discounts subject to qualification requirements.\(^3\) Repairs guaranteed for as long as you own your vehicle when repairs are completed at a Mercury authorized direct repair facility.
1a. What Exceptional Leaders Know*
Tracy Spears, Author, Exceptional Leaders Lab
Pacific Ballroom, Room 24
Spears offers specific strategies taken from her best-selling book, What Exceptional Leaders Know. Because leadership is a skill, it can only be learned through a specific combination of study and experience. Spears identifies the most common mistakes made by leaders and provides strategies to overcome those challenges. Participants will be provided with leadership tools, which can be immediately applied, resulting in increased teamwork and employee productivity.

1c. Essential Business Fundamentals for Physician Leaders*
Lance R. Lewis, MBA, Chief Operating Officer, California Medical Association
Grand Ballroom, Room 1
Understanding your organization’s financials and budget planning are essential to its sustainability. This course will cover the basics and provide even the most seasoned leader with important guidelines and new regulations that pertain directly to non-profit and medical society fiscal management. Several handouts and unique resources will be shared with attendees to provide greater insights and understanding of non-profit compliance with state and federal reporting requirements.

1d. Late Career Practitioners or Difficult Behavior: How Medical Staff Policies and Procedures Can Help You or Hurt You
James T. Hay, M.D., Past President, California Medical Association; Tom Curtis, Esq., Nossaman, LLP; and Richard Barton, J.D., Procopio, Cory, Hargreaves & Savitch LLP
Grand Ballroom, Room 4
Increasing attention is being paid to two important issues affecting the workforce: handling matters related to disruptive behavior, whatever the initiating incident or cause, and identifying the responsibilities of the medical community when physicians continue to practice late into their careers. As situations arise in the hospital or medical group, the actions of individuals on the medical staff or in the administration can start things off on a potentially helpful path, or, conversely, on a potential collision course. This workshop will review how policies and procedures—backed up with consensus guideline documents and combined with education for leadership and members of the hospital community—can make all the difference.

1e. Physician Coaching to Improve Performance and Difficult Behavior
Susan Reynolds, M.D., Ph.D., President and CEO, The Institute for Medical Leadership®
Pacific Ballroom, Room 25
During this program, participants will learn coaching strategies to deal with physicians who are quality outliers. They will also learn how to deal with physicians who demonstrate disruptive behaviors. Through interactive discussions and role-playing exercises, attendees will develop coaching skills to help them work with poor clinical performers, as well as four difficult personality types (bullies, dictators, negativists and silhouettes).
1f. Business Skills for Physicians*
Paul Hegyi, MBA, Chief Executive Officer, San Diego County Medical Society
Grand Ballroom, Room 3
Having recently earned his MBA, Hegyi was inspired to teach medical students the business skills needed to succeed in their careers. His course at UC San Diego is compressed into this one workshop! Find out the key business skills needed for success as a physician. While this workshop is part of the new student and resident track, all physicians are welcome to attend as a refresher.

10:30 – 11 AM
BREAT
Learn more about the benefits of membership with the California Medical Association and meet our staff. Mercer Insurance will also be onsite to discuss your personal, professional and practice insurance needs. Relaxation Station sponsored by NORCAL Mutual Insurance Company.

11 AM – 12 PM
GENERAL SESSION 1
Market-Based Health Reform After Obamacare: Dead on Arrival, Sick, or Alive and Well?
Lanhee J. Chen, Ph.D., David and Diane Steffy Research Fellow, Hoover Institution, Stanford University
Pacific Ballroom 14 - 19
The continuing political and policy debate around health reform in the United States has created uncertainty for providers, payors and other participants in the health care ecosystem. Will the Affordable Care Act continue in its current form and, if so, what might this mean for physicians, clinicians and other providers? If changes are to be made by Republicans in Congress and President Trump, what might they look like? And how might other legal and regulatory changes, such as the Medicare Access and CHIP Reauthorization Act of 2015 (MACRA) and the migration toward more bundled payment arrangements, affect physicians and other health care providers? This session will help providers stay ahead of the curve as they consider the future of their practices and of the American health care system more broadly.

12 – 1:30 PM
LUNCHEON
Can California Achieve Universal Health Care Coverage?
Mitchell Katz, M.D., Director, Los Angeles County Health Agency
Pacific Ballroom 20 - 22

1:30 – 2:30 PM
VIP LIMITED SESSION
Up Close and Personal with Lanhee J. Chen, Ph.D.*
Academy VIP Upgrade registrants meet, ask questions and exchange ideas with keynote speaker Lanhee J. Chen. Attendance limited to VIP Upgrade badge holders.

1:30 – 3 PM
CONCURRENT BREAKOUTS 2

2a. Finding Your MACRA Rosetta Stone: Discovering Your Essential Clues*
Nancy Babbitt, VACMPE, and Irv Barnett, MBA, V2V Management Solutions, Inc.
Pacific Ballroom, Room 24
Join this engaging session to discover your MACRA Rosetta Stone so you can decipher how to identify and apply the requirements vital to the success of your practice. When working through these new regulations, where do you start to bring the most value to the practice? This course will discuss some practical assessments, including how to define readiness and the ability to capture and leverage quality performance requirements. Attendees will leave this session knowing what next steps are needed to aim their practices toward MACRA success.

2b. Where Are They Going? The 115th Congress and 45th President and How They Are Changing Health Care
Donald Moulds, Ph.D., Executive Vice President for Programs, The Commonwealth Fund
Grand Ballroom, Room 2
Moulds will provide an update on recent Congressional efforts to repeal and replace the Affordable Care Act, including their implications and likely next steps. He will also discuss key policy changes by the new president’s administration and what they mean for health care. The Commonwealth Fund underwrote a considerable part of the research underlying the development of the reforms in the Affordable Care Act, and reports of its Commission on a High Performance Health System (1995-2013) helped inform the debate leading up to this landmark legislation.

* Presentation not eligible for CME credit
2c. Advanced Financial Analysis for Physician Leaders*
Lance R. Lewis, MBA, Chief Operating Officer, California Medical Association
Grand Ballroom, Room 1
Physician leaders who have mastered the fundamentals of fiduciary roles and responsibilities often find a need for more in-depth understanding of accounting and financial analysis. This workshop expands on the earlier “Essential Business Fundamentals for Physician Leaders” workshop.

2d. Merging Practices: Marriages Made in Heaven or Hell?*
Debra Phairas, President, Practice & Liability Consultants, LLC
Grand Ballroom, Room 4
In this new era of health care, consolidating practices can result in economies of scale, reduction of overhead, increased power in contracting, increased net income, and a greater ability to recruit new partners and retire partners. But, as in a marriage, good communication and shared values are key to compatibility and long-term success. This workshop covers practical strategies to manage a successful merger. Topics include defining partner missions; tactics that reduce the potential for conflict; how to structure vesting in the event of a future external group purchase; what to include or not include in the agreement; decisions on death, disability, slowing down, dropping call and governance; and operations changes needed. Participants will learn the two areas to focus on first when exploring a merger, as well as necessary steps in order to accomplish a successful merger.

2e. Advanced Communication Skills for Physicians
Susan Reynolds, M.D., Ph.D., President and CEO, The Institute for Medical Leadership
Pacific Ballroom, Room 25
This workshop focuses on interactions with colleagues and superiors, whether within small teams or in a larger organizational context. Explore your personal communication style, learn how this differs from others’, improve your rapport building and listening skills, and look at assertiveness strategies to help contribute more and communicate well in a medical environment. The ultimate impact upon patients is always kept top-of-mind.

2f. Managed Care 101*
Mitzi Young, Physician Advocate, California Medical Association
Grand Ballroom, Room 3
This workshop is designed for medical students and residents, as well as practice managers, and will provide an overview of health insurance and managed care principles. Understanding these principles is critical to providing quality health care for patients and for managing a successful practice. Gain insight into different payment methods and why it’s important to understand patient care from a payor’s perspective. Topics to be covered include: what is private insurance, product types, provider contracting, enrollment statistics and fully insured vs. self-insured.

3 – 3:30 PM BREAK
Learn more about the benefits of membership with the California Medical Association and meet our staff. Mercer Insurance will also be onsite to discuss your personal, professional and practice insurance needs. Relaxation Station sponsored by NORCAL Mutual Insurance Company.

3:30 – 5 PM GENERAL SESSION 2
A Conversation About Health Policy
Paul Begala, CNN Commentator and Political Consultant, and Hugh Hewitt, Law Professor and News Analyst
Pacific Ballroom 14 - 19
With a dramatic shake-up happening in Washington, D.C., hear from two of America’s top political contributors and health care analysts. Begala is a Democratic strategist who serves as a political contributor for CNN. Hewitt is the host of the “Hugh Hewitt Show,” author of *The Fourth Way*, and an NBC News Analyst who was profiled in *The New Yorker* in 2005 as “the most influential conservative you have never heard of.” Together, Begala and Hewitt will entertain and inform as they discuss health care reform.

5 – 6:30 PM LEADERSHIP ACADEMY WELCOME RECEPTION
Sponsored by Mercer Insurance
Pacific Ballroom Foyer

* Presentation not eligible for CME credit
SATURDAY, MAY 6

7:30 – 9:30 AM  
REGISTRATION AND NETWORKING BREAKFAST

9 – 10:15 AM  
CONCURRENT BREAKOUTS 3

3a. ADEPT™ Workflow: The Five Pillars of Practice Performance*
Michelle Wier, MBA, CMPE, and Debra Wiggs, FACMPE, V2V Management Solutions, Inc.  
Pacific Ballroom, Room 24
Making a practice successful requires constant attention to the way the work and processes are accomplished. Frequently, new requirements are layered upon old processes, making complex work more complicated. Practice leaders will learn how to assess their practices and look for ways to reduce complication using the Application, Distinction, Effectiveness, Profitability and Talent (ADEPT™) workflow model. This workshop will look at the hidden costs in the way work does or does not get done, concepts that can quickly and effectively change complications, and practical application of tools that will help you recognize where the opportunities reside.

3b. MACRA Made Easy
Catherine Hanson, J.D., Chief Strategy and National Networks Officer; David Ginsberg, Chief Compliance Officer; and Michael Sexton, M.D., Chief Executive Officer and Chief Medical Officer, QVH Systems, LLC  
Grand Ballroom, Room 2
MACRA ushered in a whole new Medicare physician payment system and accompanying set of new acronyms (QPP, MIPS, APM, AACP, ACI, EC, QP, POP, PPFM, etc.). This session will demystify the superficially bewildering choices presented by MACRA’s Merit-Based Incentive Payment System (MIPS) and Alternative Payment Models (APMs). Physicians and practice managers who attend this session will understand the requirements of each of the three MIPS performance categories for 2017. Additionally, participants will understand the how and why of HIPAA security risk analyses.

3c. Speaker’s Bureau and Media Training: Handling the Media*
Jason Kinney, Principal, California Strategies, LLC, and Laura Braden Quigley, Vice President of Strategic Communications, California Medical Association  
Grand Ballroom, Room 1
Whether you’re prepping for a primetime interview with CNN or presenting on current health care issues to your local Rotary club, there are tips and tricks to help ensure you get the right messages across for the audience you’re addressing. This media training will guide you through some of the frequently asked questions on health care topics today and best techniques for answering them. Interview role-play will make this training engaging and experiential.

3d. Aligning Clinical Practice with Diabetes Prevention: Screen, Test and Refer
Thomas Coleman, M.D., Chief of Maternal, Child and Family Health Services for County of San Diego Health and Human Services Agency; Michael Rakotz, M.D., Vice President of Chronic Disease Prevention, American Medical Association; and Rakesh Patel, M.D., Medical Director of Operations, Neighborhood Healthcare  
Grand Ballroom, Room 4
Diabetes remains one of California’s fastest-growing and most costly diseases. An estimated 2.5 million California adults have been diagnosed with diabetes and 13 million – nearly half of the state’s adult population – have prediabetes, increasing their risk of developing diabetes over the next few years. While the prevalence of prediabetes increases with age, one out of every three Californians between the ages of 18 and 39 is estimated to have prediabetes. Rates of prediabetes also vary across groups, with certain ethnic communities experiencing heightened risks. The National Diabetes Prevention Program (NDPP) is an evidence-based lifestyle change program for persons with prediabetes that has been demonstrated to prevent or delay the development of diabetes. This breakout session will describe the clinical practice burden and trends in prediabetes and diabetes; review the evidence that supports systematically screening patients and establishing a referral process to a community-based program, like the NDPP; discuss local implementation efforts to launch and scale up the NDPP; and examine outreach strategies employed by clinicians to reach priority, high-risk patient populations.

* Presentation not eligible for CME credit
3e. The Power of Diversity: Overcoming Bias
Susan Reynolds, M.D., Ph.D., President and CEO, The Institute for Medical Leadership®
Pacific Ballroom, Room 25
This session will allow leaders and organizations to improve self-awareness, understand the power of diversity in a team setting and overcome intrinsic biases. Participants will discuss the strengths and weaknesses of their own personality types and how this can strengthen or weaken a clinical team or a health care organization. Through practical examples and small group discussions, participants will uncover unseen biases and discuss strategies to overcome them.

3f. Yes! You Can Still Start a New Private Practice*
Debra Phairas, President, Practice & Liability Consultants, LLC
Grand Ballroom, Room 3
It is possible to start a new practice, either right out of training or leaving a foundation, hospital, or single or multi-specialty group. Learn from an experienced practice management consultant who has helped physicians start more than 160 new practices in all specialties. Topics include assessing demand for your specialty in a target area, insurance credentialing, choosing a location, operations policies and procedures, and much more. This workshop is part of the medical student and resident track; however, it is applicable for all attendees.

10:30 – 11:45 AM  CONCURRENT BREAKOUTS 4

4a. The Platinum Rule: A Conversation About Diversity in the Medical Practice*
Debra Wiggs, FACMPE, V2V Management Solutions, Inc., and C. Freeman, M.D., Los Angeles County Medical Association
Pacific Ballroom, Room 24
The Platinum Rule is a highly-regarded philosophy in the education community and among intercultural businesses that states, "Do unto others as THEY would do unto themselves." The fundamental empathy found in the Platinum Rule takes into consideration the diverse perspectives of everyone we work with or care for. How can we learn to leverage it as a platform for diversity conversations in health care? This perspective shifts the responsibility for understanding perceptions and experiences in a way that allows for shared learning and communication instead of a linear, or unilateral, perspective. This innovative workshop will discuss the challenges and opportunities created by using bilateral conversations, ideas and concepts to foster diversity awareness.

4b. What Will Happen to My Practice and My Family Upon My Death or Disability?*
Mark Drobny, J.D., Drobny Law Offices
Grand Ballroom, Room 2
This overview of estate planning will help physicians prepare for the future. Drobny will cover planning for disability, what probate means, and the difference between living trusts and trusts. He will also explain estate taxes and what happens to your practice, including patients, staff and family. No matter where you are in your career, it’s always a good time to prepare and plan for the future of those you care for most.

4c. The Art of Planning and Running a Board Meeting*
Tanya Spirtos, M.D., Vice Speaker, California Medical Association
Grand Ballroom, Room 1
Understanding the art of how to properly plan and conduct a meeting is a key part of running an effective board or organization. Developing the ability to clearly frame an issue that the board is asked to consider, ensuring that all points of view on an issue are efficiently heard, and fostering the expression of the will of the majority of the group at the end of the deliberations is the true sign of successful planning and execution. A basic understanding of parliamentary procedure will be shared in this session, along with helpful resources.

4d. Top 10 Tips to Avoid “Practice Management Hypertension”*
Debra Phairas, President, Practice & Liability Consultants, LLC
Grand Ballroom, Room 4
Physicians and managers today are feeling the stress of many aspects of running their practices, which can lead to “Practice Management Hypertension.” This workshop will provide tips to lower your blood pressure and resultant anxiety in order to successfully navigate the business side of your practice. Even though most medical schools never teach physicians in residency about business principles, it’s just as important to invest in education about the business side of medical practice throughout your career as it is to master the clinical aspects.

* Presentation not eligible for CME credit
4e. Collaboration and Teamwork in the Health Care Environment
Susan Reynolds, M.D., Ph.D., President and CEO, The Institute for Medical Leadership®
Pacific Ballroom, Room 25
The goal of this workshop is for clinicians to gain insight into the value of inter-professional collaboration and teamwork as a means of improving health care delivery. Emphasis will be placed on maximizing teamwork and communication during handoffs in order to improve quality care and patient safety. Upon completion of this activity, participants will be able to describe inter-professional collaboration and its significance in the delivery of health care today. They will also improve their handoff communication in the clinical setting.

4f. Leadership Starts in Medical School*
Dustin Corcoran, MBA, Chief Executive Officer, California Medical Association; Nuriel Moghavem, Stanford University Medical Student; Meghana Pagadala, UC San Diego Medical Student; and Emily Mannix, UC San Diego Medical Student
Grand Ballroom, Room 3
This panel discussion is designed for medical students and residents to learn about physician leadership – what it is, how you can develop leadership skills while in training, and why leadership in health care is important for future physicians.

11:45 AM – 12 PM BREAK
Learn more about the benefits of membership with the California Medical Association and meet our staff. Mercer Insurance will also be onsite to discuss your personal, professional and practice insurance needs. Relaxation Station sponsored by NORCAL Mutual Insurance Company.

12 – 1:30 PM LUNCHEON
Pacific Ballroom 20 - 22

1:30 – 2:30 PM GENERAL SESSION 3
Social Media, Digital Health, and Innovation in Advocacy and Public Health
Wendy Sue Swanson, M.D., Chief of Digital Innovation, Seattle Children’s Hospital
Pacific Ballroom 14 - 19
As the Chief of Digital Innovation at Seattle Children’s Hospital, Dr. Swanson leverages the wisdom of clinicians, patients and researchers to transform health care delivery in the digital age. She points the way to the future of medicine – a world where health care providers and patients use new technology to collaborate more closely and build deeper relationships than ever before. Dr. Swanson is a practicing pediatrician, a weekly TV reporter, Huffington Post blogger and active thought leader online. Dr. Swanson is currently piloting two innovative health care technologies at Seattle Children’s in addition to using social and traditional media in health care. Her online presence on her blog alone has touched the lives of 2 million people who would have been beyond her reach without social media and the Internet. She uses Twitter, Facebook, LinkedIn and various other platforms to educate and improve public health.

2:30 – 3:30 PM VIP LIMITED SESSION
Up Close and Personal with Wendy Sue Swanson, M.D.*
Academy VIP Upgrade registrants meet, ask questions and exchange ideas with keynote speaker Dr. Swanson. Attendance limited to VIP Upgrade badge holders.

2:45 – 3:45 PM CONCURRENT BREAKOUTS 5
5a. Using Your Data Advantage to Tackle Transformation*
IrV Barnett, MBA, CMPE, and Michelle Wier, MBA, CMPE, V2V Management Solutions, Inc.
Pacific Ballroom, Room 24
Utilizing evidence-based decision models means you must have identifiable, understandable and usable data. In an environment of electronic health records, clinical decision support systems and practice management systems, our businesses are flush with data but short on practical applications for using it in more meaningful ways. As many medical groups attempt to navigate the demands of transitioning into alternative payment models, they struggle to find ways to effectively communicate the unique quality and cost benefits they bring to the community. Tackling transformation requires providing consistent measurable and perceived value for your patients and payors. Patient satisfaction, cost of care data, outcomes and quality metrics are needed to optimize business performance. This session will give you the structure necessary to use your data to your advantage.

* Presentation not eligible for CME credit
5b. Medical Scribes: Innovation in Practice*  
*Jerry Hizon, M.D., Motion Sports MD  
Grand Ballroom, Room 2  
One way for physicians to focus on patients and reduce stress is to find innovative solutions. Dr. Hizon has increased operational efficiency in his practice and increased attention for patients. Through his new state-of-the-art, iPad-navigated medical office, Dr. Hizon strives to deliver the finest medical services. Dr. Hizon also trains medical scribes in order to meet demand.

5c. Protecting Self-Governance  
*Long Do, J.D., Legal Counsel and Director of Litigation, California Medical Association  
Grand Ballroom, Room 1  
Hear updates about current legal situations that have threatened self-governance rights of medical staffs in California. Do leads CMA’s litigation efforts to protect self-governance and has updates on what’s happening and what lies ahead. Do will also share new updates in regulations and information about CMA’s newly published Model Medical Staff Bylaws.

5d. Quality Care Leadership Issues for Employed Physicians  
*Brian Clay, M.D., Chief Medical Information Officer, UC San Diego Health  
Grand Ballroom, Room 4  
Quality improvement initiatives should enhance quality of care and reduce costs. This workshop will cover quality improvement trends, including aspects of how quality improvement efforts have resulted in curricular development in graduate medical education and have led to focus on how clinical informatics and electronic systems can be used to support and drive these efforts. Participants will review how quality metrics are used to measure performance, and how to guide teams to improve high-quality care and cost-effectiveness, and successfully measure quality outcomes.

5e. Leading Change: Dealing with MACRA, Preventing Burnout  
*Susan Reynolds, M.D., Ph.D., President and CEO, The Institute for Medical Leadership®  
Pacific Ballroom, Room 25  
This session will focus on key elements of leading change in a rapidly changing health care environment. Using MACRA as the example of change brought upon physicians externally by the Centers for Medicare & Medicaid Services, this session will discuss strategies physician leaders can use so that reimbursement is maximized under MIPS or advanced APMs and penalties are avoided. Participants will also discuss strategies to avoid physician burnout as MACRA is implemented.

5f. Advocacy 101*  
*Robert Hertzka, M.D., Physician and Professor, UC San Diego School of Medicine  
Grand Ballroom, Room 3  
Dr. Hertzka has been teaching advocacy and policy to medical students at UC San Diego for many years. In addition, he creates internships for students to work at the California Capitol and coaches students and physicians to be advocates for health care. Part of being a leader in health care is advocating for providers and patients, but few students have the chance to learn. This is an opportunity for all medical students and residents from around the state to learn from Dr. Hertzka. This workshop is part of the medical student and resident track; however, it is applicable for all attendees.

4 – 5:15 PM GENERAL SESSION 4  
A Doctor’s Touch: The Patient-Physician Relationship  
*Abraham Verghese, M.D., MACP  
Pacific Ballroom 14 - 19  
Modern medicine, with all its remarkable advances, is still at its heart a human-to-human interaction. Physician and author Dr. Verghese will talk about our new era of health care, where patients are in danger of becoming data points. He stresses the importance of the physical exam and engagement and presence at the bedside as a complement to cutting-edge technology. The human elements are critical to patient satisfaction and reducing physician burnout, while intrusive electronic medical records can have the opposite effect. With an emphasis on medicine’s timeless values, Dr. Verghese will inspire physicians.

5:30 – 6:30 PM VIP LIMITED SESSION  
Up Close and Personal with Abraham Verghese, M.D., MACP*  
Academy VIP Upgrade registrants meet, ask questions and exchange ideas with keynote speaker Dr. Verghese. Attendance limited to VIP Upgrade badge holders.

6:30 PM ENJOY SAN DIEGO!

* Presentation not eligible for CME credit
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 – 8:30 AM</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>8:30 – 9:30 AM</td>
<td>GENERAL SESSION 5</td>
</tr>
<tr>
<td></td>
<td>The Future of Medicine</td>
</tr>
<tr>
<td></td>
<td><em>Ira Flatow, Science Correspondent and TV Journalist</em></td>
</tr>
<tr>
<td></td>
<td>Pacific Ballroom 14 - 19</td>
</tr>
<tr>
<td></td>
<td>Veteran public radio and TV science correspondent, host of “Science Friday” and award-winning journalist Flatow will discuss the future of health and medicine with a focus on the search for new antibiotics, the promises and pitfalls of CRISPR genomics, and the uncertain future of research funding. His latest reporting has focused on new techniques to re-grow a high volume of sensory hair cells in the lab as well as new advances in stem cell research, making it possible to one day grow human transplant organs in animal hosts.</td>
</tr>
<tr>
<td>9:30 – 11 AM</td>
<td>GENERAL SESSION 6</td>
</tr>
<tr>
<td></td>
<td>The Future of Insurance</td>
</tr>
<tr>
<td></td>
<td><em>Dave Jones, California Insurance Commissioner</em></td>
</tr>
<tr>
<td></td>
<td>Pacific Ballroom 14 - 19</td>
</tr>
<tr>
<td></td>
<td>As California Insurance Commissioner, Dave Jones played a key role in the blocking of mergers between Anthem-Cigna and Aetna-Humana by demonstrating how the mergers are anti-competitive and would harm California consumers, businesses and the California health insurance market. Jones will offer insights into what’s on the horizon for insurance, including ongoing merger attempts, the expansion and/or contraction of the insurance marketplace, and how the Trump administration might change everything. Jones will be joined on stage by CMA CEO Dustin Corcoran and CMA Senior Vice President and General Counsel Francisco Silva to discuss the future of the health insurance marketplace in California.</td>
</tr>
<tr>
<td>11 AM</td>
<td>ACADEMY ADJOURNS</td>
</tr>
</tbody>
</table>

* Presentation not eligible for CME credit

---

**CONFERENCE APP**

Download the official Western Health Care Leadership Academy app for a more connective experience.

Search “Health Care Leadership Academy” in iTunes or Google Play Store

then once downloaded, log in with your email and use password “hcladocs”

Questions? Contact Brooke Byrdwick, bbyrdwick@cmanet.org

Join the Conversation! #HCLAdocs
Saving money, having access to unique services, knowing her dues support the California Medical Association's efforts to protect the viability of her practice, so she can focus on providing her patients with excellent care: **PRICELESS**
NANCY BABBITT, FACMPE
Cofounder, V2V Management Solutions, Inc.

Babbitt began her career in health care in Texas, working in physician billing. She then moved to Atlanta, working first for an independent vascular surgery group, and then the Roswell Pediatric Center, where she spent the next 22 years. One particular area of Babbitt’s expertise includes the successful implementation of electronic health records and other information technology initiatives. During her tenure, the Roswell Pediatric Center won the coveted 2003 Davies Award of Excellence from the Healthcare Information Management Society. In 2015, she joined forces with her long-time colleagues to found Vision to Value (V2V) practice management consultants.

IRV BARNETT, MBA, CMPE
Cofounder, V2V Management Solutions, Inc.

Barnett’s 40-year career in health care spans a vast array of roles, in managerial positions in hospitals and medical groups. He has also managed practice mergers in orthopedics, urology and primary care, providing the initial plan and daily on-site support to ensure a smooth transition. Barnett also developed and administered the UC Davis academic specialty clinic network, in the newly acquired Sacramento medical center. He regularly applies his expertise helping both independent and hospital-based physicians to optimize their relationships with local health systems. In 2015, he joined forces with his long-time colleagues to found V2V practice management consultants.

RICHARD BARTON, J.D.
Procopio, Cory, Hargreaves & Savitch LLP

A partner at Procopio, Cory, Hargreaves & Savitch LLP, Barton has represented health care providers and health systems for more than 30 years. His consulting and litigation practice focuses on health systems, hospitals, health associations, physician groups and individual health care providers. He is experienced in assisting provider organizations with their quality oversight compliance obligations and governance. He also serves as an Adjunct Professor of Law for the University of San Diego School of Law, teaching health law and policy.

PAUL BEGALA
CNN Commentator and Political Consultant

Begala is a commentator for CNN, where he is part of the political team that has won both an Emmy Award and a Peabody Award. In the 2012 campaign, he was a senior adviser for the pro-Obama Super PAC, making Begala one of the few people to play a critical role in electing two different presidents. After helping engineer Bill Clinton’s presidential campaign with his partner, James Carville, Begala served as counselor to the President, one of Clinton’s closest aides. Begala is an Affiliated Professor of Public Policy at Georgetown University. He has also taught at the University of Texas and the University of Georgia. Along with James Carville and GOP strategist Karl Rove, he was recently inducted into the American Association of Political Consultants’ Hall of Fame.

LANHEE J. CHEN, PH.D.
David and Diane Steffy Research Fellow, Hoover Institution, Stanford University

Chen is the David and Diane Steffy Research Fellow at the Hoover Institution; Director of Domestic Policy Studies and Lecturer in the Public Policy Program at Stanford University; and an affiliate of Stanford’s Freeman Spogli Institute for International Studies. He is also a Counsel at the law firm of Arent Fox LLP. A veteran of several high-profile political campaigns, Chen has worked in government, the private sector and academia. Most recently, Chen was an adviser to Senator Marco Rubio’s 2016 presidential campaign. In 2012, he was the policy director for the Romney-Ryan presidential campaign, as well as Governor Mitt Romney’s chief policy adviser; a senior strategist on the campaign; and the person responsible for developing the campaign’s domestic and foreign policy.
BRIAN CLAY, M.D.  
**Chief Medical Information Officer, UC San Diego Health**  
Dr. Clay coordinates and participates in numerous quality improvement projects, including projects related to medication reconciliation, hospital discharge processes, resident handoffs, clinical decision support and physician documentation in the electronic medical record. Dr. Clay was named the Chief Medical Information Officer for UC San Diego in 2012. He also currently serves as one of the associate program directors for the Internal Medicine Residency Training Program, and is a member of the IT Leadership and Education Committee for the Society of Hospital Medicine.

THOMAS COLEMAN, M.D.  
**Chief of Maternal, Child and Family Health Services for County of San Diego Health and Human Services Agency**  
Dr. Coleman has more than 25 years of diverse experience as a physician, public health officer, executive and epidemiologist. In his current position, he is responsible for the management and administration of public health programs that improve the health of mothers, children and adolescents, with oversight of more than 200 employees and a greater than $30 million budget. In conjunction with his role to provide overall direction for the Chronic Disease and Health Equity Unit, he serves as the Program Director of the State and Local Public Health Actions to Prevent Obesity, Diabetes, and Heart Disease and Stroke grant from the Centers for Disease Control and Prevention.

DUSTIN CORCORAN, MBA  
**Chief Executive Officer, California Medical Association**  
Corcoran is Chief Executive Officer for the California Medical Association (CMA), a non-profit professional organization of over 43,000 physicians dedicated to protecting public health and promoting the science and art of medicine. As CEO, Corcoran has the responsibility for the overall supervision, direction and control of the business and staff of CMA. He has advocated tirelessly for California physicians and the patients that they serve since 1998, in roles including membership coordinator for the association’s political action committee, lobbyist, vice president of government relations and senior vice president, before becoming CEO in 2010.

TOM CURTIS, ESQ.  
**Nossaman, LLP**  
Curtis is chair of Nossaman’s Healthcare Practice Group. With more than 40 years of experience, Curtis represents clients in the health care sector on a wide range of issues including medical staff peer review proceedings, licensing proceedings, writ proceedings, state and federal court civil litigation, and related appellate proceedings. Curtis represents hospitals, health systems, health plans, medical staffs, medical groups and other health care providers on regulatory and compliance issues and the development of long-range plans.

LONG DO, ESQ.  
**Legal Counsel and Director of Litigation, California Medical Association**  
As its Legal Counsel and Director of Litigation, Do manages CMA’s activities in the courts and regulatory agencies at the state and federal levels. He works with outside counsel, physician members and other stakeholders to plan and litigate cases that impact physician interests. Do has served as the lead attorney for CMA in numerous legal matters, including CMA v. Department of Managed Health Care; CMA and California Society of Anesthesiologists v. Schwarzenegger; CMA v. Brown; and CMA and California Academy of Eye Physicians & Surgeons v. Board of Optometry.

MARK DROBNY, J.D.  
**Drobny Law Offices**  
Drobny is a California State Bar certified specialist in estate planning, trust and probate Law. He is a recipient of the American Jurisprudence Award in Estate Planning and is a member of
the California State Bar, American Bar Association and Sacramento County Bar. Drobny has been a member of The Sacramento Estate Planning Council since 1982, was the founding editor of their monthly newsletter, a member of their Board of Directors for eight years, and President in 1992 and 1993. He has practiced law for over 35 years, and founded Drobny Law Offices, Inc., in 1989.

IRA FLATOW
Science Correspondent and TV Journalist
Award-winning science correspondent and TV journalist, Flatow is the host of "Science Friday," heard weekly on PRI and via audio podcast. He anchors the show each Friday, bringing radio and internet listeners worldwide a lively, informative discussion on science, technology, health, space and the environment. Mixing his passion for science with a tendency toward being "a bit of a ham," Flatow describes his work as the challenge "to make science and technology a topic for discussion around the dinner table." He has shared that enthusiasm with public radio listeners for more than 35 years. His most recent book is Present At The Future: From Evolution to Nanotechnology, Candid and Controversial Conversations On Science and Nature.

DAVID GINSBERG
Chief Compliance Officer, QVH Systems, LLC
Ginsberg has more than 30 years of experience in the health care industry, with emphasis in physician practice management and problem resolution, electronic health records, managed care, revenue cycles and more. Before joining QVHS, he co-founded and continues to serve as president of PrivaPlan Associates, Inc., a leading provider of HIPAA privacy, security and breach notification services, consulting and products for the health care and business associate industry. He also previously served as Executive Director of the Colorado Physician Network, a statewide group of 2,500 physicians that provided a physician-managed collaboration with a regional HMO, and as Vice President of Intellectron/Medcobill, a large regional physician practice management and billing company that provided services to over 1,000 California physicians.

CATHERINE HANSON, J.D.
Chief Strategy and National Networks Officer, QVH Systems, LLC
Considered one of the nation’s premier experts in health care law, Hanson has provided advice and counsel to physicians, medical associations and other health care-related organizations throughout her 30-year career. Prior to joining QVHS, Hanson spent 21 years as CMA Vice President of Legal Affairs, where she launched the annual California Physician’s Legal Handbook, the state’s premier health law publication. After her tenure at CMA, she served as vice president of the American Medical Association’s (AMA) state and private sector advocacy unit. Hanson is a Past President of the California Society for Health Care Attorneys, a Past President of the American Society of Medical Association Counsel, and a member of the American Health Lawyers Association, the American Bar Association Health Law Section and the American Association of Medical Society Executives.

JAMES T. HAY, M.D.
Past President, California Medical Association
Dr. Hay is a family physician practicing full time in Encinitas, where he founded North Coast Family Medical Group in 1978. He was Chief of Staff at Scripps Hospital, Encinitas in 1985 and 1986, as well as the President of the San Diego County Medical Society in 2001. He was on the CMA Board of Trustees for many years and was elected Vice Speaker of the House of Delegates in 2002, Speaker in 2006 and President in 2011. He is also a Past President of the San Diego County Medical Society Foundation and the “Champion” of its Project Access, a program to connect volunteer physicians to patients who need their care.

PAUL HEGYI, MBA
Chief Executive Officer, San Diego County Medical Society
Hegyi is Chief Executive Officer of the San Diego County Medical Society (SDCMS), the professional association for physicians in San Diego County. Founded in 1870, SDCMS currently counts
approximately 5,455 physicians and medical students within the county as members. He joined SDCMS after five and a half years with CMA, where he served in the roles of lobbyist, vice president of political and external affairs, and vice president of membership, marketing and communications. During his tenure, CMA reversed a 20-year trend of declining membership, posting a 15 percent membership growth and the largest total membership in the history of the association.

ROBERT HERTZKA, M.D.
Professor, UC San Diego School of Medicine

Dr. Hertzka started the first course in the country on medicine and politics at UC San Diego 28 years ago. Over the years, Dr. Hertzka’s passion for political education evolved into several leadership roles within organized medicine – having served as CMA president, SDCMS president and chair of AMA’s political action committee. Those leadership roles gave him more insight and expertise about the political process, and in turn, the students benefit from his personal experience at the local, state and national levels. Helping the next generation of physicians understand the importance of protecting the future of their profession through political and grassroots advocacy is something he takes very seriously.

HUGH HEWITT
Radio News Host and Political Analyst

Hewitt is the host of “The Hugh Hewitt Show” on the Salem Radio Network, heard nationally every weekday morning. Hewitt is also an NBC News analyst, a professor of law at Chapman University Fowler School of Law in Orange County, CA, and a partner with the Los Angeles law firm of Larson O’Brien LLP. His broadcast career began in 1990 on Los Angeles radio and on television in 1992 as host of the public affairs program “Life & Times Tonight,” for which he received three Emmy Awards. Hewitt is the author of a dozen books on politics, public policy, religion and happiness, and prior to joining NBC in the spring of 2016, was a regular on all networks’ Sunday shows, including “Meet the Press,” “Face the Nation,” “This Week” and “State of the Union.” He was a panelist in all four of the 2015-2016 CNN-Salem GOP presidential debates from the Reagan Library and in Las Vegas, Houston and Miami. He is now a regular contributor on all NBC and MSNBC news programs.

JERRY HIZON, M.D.
Motion Sports MD

Dr. Hizon is a primary care sports doctor who is board certified in Family Practice with a subspecialty in Sports Medicine through the American Board of Family Practice. Though his new state-of-the-art iPad-navigated medical office, he strives to deliver the finest medical services. For the last 14 years he has been one of the team physicians for the San Diego Chargers of the NFL®. Currently he is on the Board of Governors for Temecula Valley Hospital. Dr. Hizon has also been involved with the new University of Riverside School of Medicine.

DAVE JONES
California Insurance Commissioner

Jones was first elected as California Insurance Commissioner in 2010 and was re-elected in 2014. Jones leads the California Department of Insurance and regulates the California insurance market. Insurers collect $259 billion a year in premiums in California, making it the nation’s largest insurance market. Jones served in the California State Assembly from 2004 through 2010, where he chaired the Assembly Health Committee, the Assembly Judiciary Committee and the Budget Subcommittee on Health and Human Services. Named “Consumer Champion” by the California Consumer Federation, Capitol Weekly named Jones one of California’s “most effective legislators.” The American Psychiatric Association awarded Jones its prestigious Jacob K. Javits Public Service Award in 2015 for his work on mental health parity.

MITCHELL KATZ, M.D.
Director, Los Angeles County Health Agency

Dr. Katz is the director of the Los Angeles County Health Agency, a newly created agency that combines the Departments of Health Services (DHS), Public Health and Mental Health into a single entity so as to provide more integrated care and programming within Los Angeles. The agency has a budget
of $7 billion, 28,000 employees and a large number of community partners. For the past five years Dr. Katz served as the director of Los Angeles County DHS, the second-largest public safety net system in the United States. During this time, he created the ambulatory care network and empaneled over 350,000 patients to a primary care home. He eliminated the deficit of DHS through increased revenues and decreased administrative expenses, and used new Affordable Care Act funding to pay for a modern electronic health system, which has now been implemented in 90 percent of DHS clinical sites.

EMILY MANNIX
Medical Student, UC San Diego School of Medicine
Mannix is a first-year medical student at UC San Diego School of Medicine and an active participant in CMA’s Medical Student Section, where she serves as the delegate for the UC San Diego School of Medicine, as well as a delegate to AMA’s Medical Student Section. She is passionate about the opportunities and support that CMA provides, including lobbying trips to Sacramento and Washington, D.C., and chances to collaborate with other medical students and physicians who share her interest in health policy.

JASON KINNEY
Principal, California Strategies, LLC
Kinney provides California Strategies’ clients with issues management, crisis communications, messaging and media relations expertise, designing campaigns that have earned him the distinction as one of California’s premier problem-solvers. His clients have included elected leaders, political coalitions, business associations and non-profits such as the California Medical Association, Dignity Health, the Auto Club Speedway, the Think Long Committee of California and AT&T. In his more than two decades of politics, Kinney has developed core expertise in issues management, helping to win more than 30 political and public affairs campaigns. He most recently served as lead strategist for the Gavin Newsom for Lieutenant Governor campaign.

LANCE R. LEWIS, MBA
Chief Operating Officer, California Medical Association
As CMA’s Chief Operating Officer, Lewis has direct responsibility for CMA’s administrative and operational support centers. With more than 20 years of experience, Lewis has distinguished himself as a chief executive with expertise in strategy execution and cultivator of talent, systems and processes that support a high performance culture. During his tenure as Chief Operating Officer, Lewis has transformed the budgeting process from a traditional method to an activity-based costing model, orchestrated the sale of a subsidiary creating a perpetual endowment for CMA, restructured/eliminated long-term debt and executed a new interoperable Association Management System.

NURIEL MOGHAVEM
Medical Student, Stanford University School of Medicine
Moghavem is a graduating medical student at Stanford School of Medicine. He will begin a residency program in neurology at Stanford after finishing his medicine internship at Santa Clara Valley Medical Center in San Jose. Nuriel currently serves on the CMA Board of Trustees and is the author of the California health policy newsletter “Informed Consent.” From 2015-2016, he worked as a legislative assistant to Assemblymember Richard S. Gordon, representing parts of San Mateo and Santa Clara counties. He has published research on health quality in The Journal of Neurosurgery and Medical Care, bioethics writing in The American Journal of Bioethics, and opinion columns in California news outlets.

DONALD MOULDS, PH. D.
Executive Vice President for Programs, The Commonwealth Fund
Moulds is Executive Vice President for Programs at The Commonwealth Fund. Prior to joining the Fund, Moulds was Acting Assistant Secretary for Planning and Evaluation at the U.S. Department of Health and Human Services, where he served as principal policy advisor to Secretary Kathleen Sebelius. In that capacity, he oversaw an office responsible for policy development and coordination, strategic planning, research, evaluation, and economic analysis. Moulds also led
MEGHANA PAGADALA
Medical Student, UC San Diego School of Medicine
Pagadala is a first-year medical student at UC San Diego School of Medicine and serves as a delegate for both the CMA and AMA medical student sections. She additionally serves on the SDCMS Board of Directors as the Medical Student Delegate. She is passionate about working with other students and physicians through lobbying trips to Sacramento; organizing health policy lectures; and inspiring more student involvement in CMA, AMA and SDCMS.

RAKESH PATEL, M.D.
Medical Director of Operations, Neighborhood Healthcare
Dr. Patel is a family physician and serves as the Medical Director of Operations at Neighborhood Healthcare, a Federally Qualified Community Health Center serving about 70,000 of the underserved and medically needy. He also currently works for Sharp Health Plan as a physician reviewer. He serves as a CMA delegate representing the Medium Size Group Practice Forum, while also being a Volunteer Clinical Instructor for the UCSD Department of Family and Preventive Medicine. Dr. Patel completed his family practice residency at Scripps Chula Vista and is currently completing his MBA at the Isenberg School of Management.

DEBRA PHAIRAS
President, Practice & Liability Consultants, LLC
Phairas is president of Practice & Liability Consultants, LLC, a nationally recognized firm specializing in practice management and malpractice prevention. Her background includes medical clinic administration and loss prevention management for NORCAL Mutual, a physician malpractice insurance carrier in Northern California. Her consulting experience includes over 1,800 practices of all sizes and specialties. Typical engagements include: practice start-ups, practice assessments, mergers, financial analysis, revenue enhancement, overhead reduction, personnel management, over 400 practice valuations, expert witness, partnership issues and recruitment support for hospitals and physician groups.

LAURA BRADEN QUIGLEY
Vice President of Strategic Communications, California Medical Association
Quigley serves as CMA’s Vice President of Strategic Communications. Prior, she was Senior Director of Communications for the Sacramento Kings NBA team, where she managed public relations/strategic communications for business operations, including Golden 1 Center and Downtown Commons. From 2011-14, she owned Braden Strategies, LLC, a public relations, social media and public affairs firm representing technology, economic development, infrastructure, political and startup clients. Before that, she served in strategic communications roles for Mercury Public Affairs, then-Governor Arnold Schwarzenegger, Senator John McCain’s 2008 presidential campaign and the Washington, D.C.-based public affairs firm DCI Group.

MICHAEL RAKOTZ, M.D.
Vice President of Chronic Disease Prevention, American Medical Association
Dr. Rakotz currently serves as AMA Vice President of Chronic Disease Prevention, where he oversees efforts to develop and implement national quality improvement initiatives aimed at improving blood pressure control and preventing type 2 diabetes. He is also AMA’s clinical lead of Target: BP® – a nationwide, multi-year collaboration with the American Heart Association to reduce the number of American adults living with uncontrolled hypertension. A practicing family physician for more than 20 years, Dr. Rakotz recently served as the Director of Population Health and Virtual Medicine at Northwestern Memorial Physicians Group in Chicago.
SUSAN REYNOLDS, M.D., PH.D.
President and CEO, The Institute for Medical Leadership®
Dr. Reynolds is president and CEO of The Institute for Medical Leadership, which for over 15 years has been conducting physician leadership development programs, executive and physician coaching, and strategic transformation retreats for numerous hospitals and health care systems, academic medical centers, medical groups and medical associations throughout the United States. A former emergency physician, emergency medical center CEO, White House health care advisor and chief medical officer, Dr. Reynolds is the author of Prescription for Lasting Success: Leadership Strategies to Diagnose Problems and Transform Your Organization.

MICHAEL SEXTON, M.D.
Chief Executive Officer and Chief Medical Officer, QVH Systems, LLC
Dr. Sexton brings his 40 years of experience as a physician practicing accountable care and leadership at the state and national levels to lead QVH Systems. His experience working as an emergency physician in the Kaiser Permanente health care system provided him with a deep understanding of what it takes to successfully practice medicine in the accountable care environment, including the skills and behaviors that lead to successful cross-specialty coordinated care. His long service on CMA's Executive Committee, culminating in his presidency, and on AMA's Council on Legislation, culminating in his service as chair, have positioned Dr. Sexton as one of the leading experts in health care delivery and regulation, and evolving trends affecting medicine in the United States.

TRACY SPEARS
Author, Exceptional Leaders Lab
Spears has coached thousands of professionals through conferences, webinars, broadcasts and videos. Her energetic and interactive approach has helped leaders and aspiring leaders all over the world to improve their leadership skills, their communication and their understanding of how people and organizations succeed. She is the coauthor of What Exceptional Leaders Know, the best-selling book for progressive leaders everywhere, and co-founder of the Exceptional Leaders Lab, a worldwide community of progressive business leaders focused on making a positive difference in their organizations.

TANYA SPIRTOS, M.D.
Vice Speaker, California Medical Association
Dr. Spirtos is Vice Speaker of CMA's House of Delegates and is a board-certified obstetrician-gynecologist practicing in Redwood City. Her medium-sized group of physicians recently affiliated with Stanford Healthcare and she continues to practice gynecology only at both Sequoia Hospital and El Camino Hospital. She was a member of the Board of Trustees of Sequoia Hospital Systems from 2003-07 and served on the Community Board of Directors of Sequoia Hospital from 2007-15. She has also been an adjunct clinical faculty of Stanford University Medical School since 1995, with an academic appointment as adjunct clinical assistant professor from 2006-14. Since 2010 she has served at the Arbor Free Clinic and has been recognized for exemplary contributions in teaching.

WENDY SUE SWANSON, M.D.
Chief of Digital Innovation, Seattle Children’s Hospital
As the Chief of Digital Innovation at Seattle Children’s Hospital, Dr. Swanson leverages the wisdom of clinicians, patients and researchers to transform health care delivery in the digital age. She points the way to the future of medicine — a world where health care providers and patients use new technology to collaborate more closely and build deeper relationships than ever before. Dr. Swanson is a practicing pediatrician, a weekly TV reporter, Huffington Post blogger and active thought leader online. Dr. Swanson is currently piloting two innovative health care technologies at Seattle Children’s in addition to using social and traditional media in health care. Her online presence on her blog alone has touched the lives of 2 million people who would have been beyond her reach without social media and the Internet. She uses Twitter, Facebook, LinkedIn and various other platforms to educate and improve public health.
Western Health Care Leadership Academy Faculty

ABRAHAM VERGHESE, M.D., MACP
Physician and Best-Selling Author of Cutting for Stone

Dr. Verghese is Linda R. Meier and Joan F. Lane Provostial Professor and Vice Chair for the Theory and Practice of Medicine at the School of Medicine at Stanford University. He is also a critically acclaimed, best-selling author and a physician with an international reputation for his focus on healing in an era where technology often overwhelms the human side of medicine. Today, as a popular invited speaker, he has more forums than his writing to expound on his views on patient care. He talks nationally and internationally on the subject, in addition to talks and readings from his books. He has also led the effort at the Stanford School of Medicine to establish the Stanford 25, where residents and students are taught techniques and skills to recognize the basic phenotypic expressions of disease that manifest as abnormal physical signs.

MICHELLE WIER, MBA, CMPE
Cofounder, V2V Management Solutions, Inc.

Wier has spent her entire career in the health care industry, holding executive leadership roles spanning primary and multi-specialty practices. She also has experience working in ambulatory surgery centers, dialysis, home health and clinical research facilities, as well as implementing successful turn-around strategies for hospital-owned physician networks. Wier is a seasoned health care management advisor, first discovering her passion for consulting in 2004. She founded Wier Management Solutions in 2013, and transformed the organization into V2V Management Consultants in 2015 by collaborating with the three other founding partners.

DEBRA WIGGS, FACMPE
Cofounder, V2V Management Solutions, Inc.

When Wiggs began her health care career in the late ’70s, she served as a medical assistant for a small family practice. Later, she transitioned to practice administration, helped establish a 45-plus physician independent family practice, then moved into administering a public hospital district. Throughout her career, Wiggs has played to her strengths as an agent of change, working in primary care as well as specialty clinics, hospital-owned practice networks and independent practices. In 2015, she joined forces with long-time colleagues to found V2V practice management consultants.

MITZI YOUNG
Physician Advocate, California Medical Association

Young is a physician advocate, serving in CMA’s Center for Economic Services and for the Riverside County Medical Association and the San Bernardino County Medical Society. Young has 25 years of experience and expertise in the health care industry, including working with a third-party administrator as a claim and eligibility processor for San Bernardino county hospital’s medically indigent adult program. She went on to further her education and worked as operations and business manager for a specialty practices and for an ambulatory surgery center. Young has a vast knowledge of medical billing and collections, contracting, accreditation, and personnel and business management. She understands the needs of physicians and their staff, the challenges that face medical practices, and is very passionate about advocating on behalf of providers on succeeding in the ever-changing challenges of the health care landscape.
Visit CMA's booth to meet representatives from Mercer and Preferred Employers Insurance, CMA's sponsored insurance program administrator and sponsored Workers' Compensation carrier!

Learn more about the other sponsored programs, including: Off-Exchange Individual and Small Group Health plans, Level Term Life, Long-Term Care, Long-Term Disability, Business Owners Package, Dental, Business Overhead Expense, and more. For more information, call a Client Advisor at 800-842-3761, send an email to CMACounty.Insurance.service@mercer.com, or visit www.CountyCMAMemberInsurance.com.

CMA + Mercer. Protecting the practice of medicine.

LEADERSHIP ACAD PROGRAM AD 2017:AD 4/20/17 12:04 PM Page 1
Visit CMA’s booth to meet representatives from Mercer and Preferred Employers Insurance, CMA’s sponsored insurance program administrator and sponsored Workers’ Compensation carrier!

Learn more about the other sponsored programs, including: Off-Exchange Individual and Small Group Health plans, Level Term Life, Long-Term Care, Long-Term Disability, Business Owners Package, Dental, Business Overhead Expense, and more.

For more information, call a Client Advisor at 800-842-3761, send an email to CMACounty.Insurance.service@mercer.com, or visit www.CountyCMAMemberInsurance.com.

CMA + Mercer. Protecting the practice of medicine.
Relaxation Station