DO Day

Distinctive in Healthcare Advocacy and Leadership

2024 CONFERENCE PROGRAM

AMERICAN OSTEOPATHIC ASSOCIATION
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Registration Now Open! Join us for the osteopathic profession’s largest public policy and advocacy event of the year!

The AOA is pleased to host its annual, premier osteopathic advocacy event -- DO Day - Distinctive in Healthcare Advocacy and Leadership – offering both virtual leadership training and professional development CME sessions for physicians, affiliate leaders and students, and in-person advocacy opportunities to educate lawmakers on osteopathic physician and student issues.

This conference provides two opportunities to participate – the virtual CME sessions on Saturday, April 13, and Sunday, April 14, and in-person briefing sessions and Congressional meetings on Wednesday, April 17 and Thursday, April 18, in Washington, DC. Attendees can sign up for either or both options.

The virtual conference content will be available through June 14 to provide you with the flexibility you need to watch the sessions at your convenience.

Attendees registering for the in-person Congressional meetings will be organized into small groups based on their home address and scheduled for three to six meetings with their U.S. Senate offices and members of the House of Representatives. Participation in Congressional meetings are capped for each state, so you are encouraged to register early to secure a spot.

Registration limits for each state are based on the size of the state’s Congressional delegation and state osteopathic association, with space reserved in each state delegation for physicians and students. Cultivating strong osteopathic advocates and facilitating meaningful relationships with lawmakers to help advance health policy is central to the AOA’s mission, and DO Day is the perfect opportunity to do so.

Thank you in advance for your commitment to making a difference and advocating on behalf of the entire osteopathic community.

Sincerely,

Ira P. Monka, DO, FACOFP
President
American Osteopathic Association
Registration Information

Earn up to 12 AOA Category 1-A CME credits or AMA PRA Category 1 Credit™ from the convenience of your home or office. Registration includes access to two days of CME programming and unlimited access to on-demand session recordings through June 14, 2024.

Registration fees:
- AOA Members: $259
- Non-Members: $599
- Residents: $50*
- Students: $50*
- Affiliate Executive Directors/CEOs: $125*

Registration Options:

Option #1: Virtual Conference & In-Person Congressional Meetings*
- Space is limited for the in-person congressional meetings and registration for this option closes on March 29, 2024.
- This option includes virtual conference access as well as in-person congressional meetings.

Option #2: Virtual Conference Only
- This option includes access to the virtual leadership and professional development CME sessions.
- Residents, Students and Affiliate Executive Directors/CEOs can participate in the virtual conference free of charge.
- Registration is open through the end of May.
- On-demand content is available for viewing through June 14, 2024.

Housing Information

For those participating in the in-person congressional meetings, The Mayflower Hotel has hotel rooms available at the AOA group rate of $379 (plus tax).

BOOK ONLINE HERE!

Social Media

Connect with us on social media and join the conversation using #DODay24
- www.facebook.com/osteopathicphysicians
- https://twitter.com/aoafordos
- https://www.instagram.com/aoafordos
- https://www.linkedin.com/company/american-osteopathic-association

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Continuing Medical Education (CME) Information

Designation

The American Osteopathic Association (AOA) designates this program for up to 12 AOA Category 1-A credits and will report CME credits commensurate with the physician's participation in this program. The AOA designates this internet activity for up to 12 AMA PRA Category 1 Credit™.

The American Osteopathic Association (AOA) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

CME/Certificate of Attendance

To claim your CME certificate or your certificate of attendance, you will need to complete an evaluation and CME credit hour attestation by July 1, 2024.

Disclaimer

The information in this educational activity is provided for general medical education purposes only and is not meant to substitute for the independent medical judgment of a physician relative to diagnostic and treatment options of a specific patient’s medical condition. The viewpoints expressed in this CME activity are those of the authors/faculty. They do not represent an endorsement by the AOA. In no event will the AOA be liable for any decision made or action taken in reliance upon the information provided through this CME activity.
DO Day 2024 will bring together osteopathic physicians, students, and affiliate leaders for virtual educational content and the option to participate in in-person congressional meetings. Earn AOA Category 1-A CME or AMA PRA Category 1 Credit™.

Registration rates start at $259. Take a look at the preliminary schedule of events to see what the overall conference has to offer! All times listed are Eastern Daylight Time.

**Saturday, April 13**

*DO Day Virtual Conference*

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>9-10 a.m.</td>
<td>Main Stage: Keynote</td>
</tr>
<tr>
<td>10:15-11:15 a.m.</td>
<td>CME Sessions</td>
</tr>
<tr>
<td>11:30 a.m.-12:30 p.m.</td>
<td>CME Sessions</td>
</tr>
<tr>
<td>12:45-1:45 p.m.</td>
<td>CME Sessions</td>
</tr>
<tr>
<td>2-3 p.m.</td>
<td>General Session</td>
</tr>
<tr>
<td>3-4 p.m.</td>
<td>General Session</td>
</tr>
</tbody>
</table>

**Sunday, April 14**

*DO Day Virtual Conference*

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-11 a.m.</td>
<td>CME Sessions</td>
</tr>
<tr>
<td>11:15 a.m.-12:15 p.m.</td>
<td>CME Sessions</td>
</tr>
<tr>
<td>12:30-1:30 p.m.</td>
<td>CME Sessions</td>
</tr>
<tr>
<td>1:45-3 p.m.</td>
<td>General Session: DO Day Legislative Issue Overview</td>
</tr>
</tbody>
</table>

The CME Sessions consists of 3 tracks: [Physician], [Affiliate Leader], [Student]
# DO Day 2024 Schedule of Events

## Wednesday, April 17

**DO Day Preparation: In-Person**

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-6 p.m.</td>
<td>Registration Badge Pickup</td>
<td>Grand Ballroom Foyer, Mayflower</td>
</tr>
<tr>
<td>4-6 p.m.</td>
<td>Congressional Meeting Preparation Session</td>
<td>Grand Ballroom, Mayflower</td>
</tr>
<tr>
<td>6-6:45 p.m.</td>
<td>Reception</td>
<td>East Ballroom, Mayflower</td>
</tr>
<tr>
<td>7-8 p.m.</td>
<td>General Session / Awards Presentation</td>
<td>Grand Ballroom, Mayflower</td>
</tr>
<tr>
<td>8-9:30 p.m.</td>
<td>OPAC Reception</td>
<td>East Ballroom, Mayflower</td>
</tr>
</tbody>
</table>

## Thursday, April 18

**DO Day Congressional Meetings: In-Person**

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30-8 a.m.</td>
<td>Continental Breakfast</td>
<td>District Ballroom, Mayflower</td>
</tr>
<tr>
<td>8-8:45 a.m.</td>
<td>March to Hill and Photo Opportunity</td>
<td>Main Lobby, Mayflower</td>
</tr>
<tr>
<td>9:30 a.m.-5 p.m.</td>
<td>Congressional Meetings**</td>
<td>Capitol Hill</td>
</tr>
<tr>
<td>9:30 a.m.-5 p.m.</td>
<td>DC Office Open House</td>
<td>DC Office</td>
</tr>
<tr>
<td></td>
<td></td>
<td>511 2nd Street, NE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington, DC 20005</td>
</tr>
</tbody>
</table>

**Your Congressional Meeting schedule will be provided through Soapbox Consulting**

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*Registration for DO Day Now Open!*
DO DAY KEYNOTE SPEAKER

Saturday General Session Keynote Speaker
April 13 | 9-10 a.m. EDT
Presentation followed by Q&A

Victoria DeFrancesco Soto, PhD
“Unpacking Today’s Political Landscape”

Victoria DeFrancesco Soto is an academic leader and researcher who studies how people interact with each other and how societies work. She offers new insight into the current political climate and policymaking process. Dr. DeFrancesco Soto has contributed to NBC News, MSNBC, and Telemundo for nearly 10 years. Dr. DeFrancesco Soto has experience providing on-air analysis for CNN, Fox, PBS, Univision, and NPR, as well as appearing on HBO’s Real Time with Bill Maher. She translates social science research into more relatable information for a broad range of audiences. She also has publications in scholarly and mainstream journals and websites, including Talking Points Memo, POLITICO, and The Hill.
Drug Pricing, Spending, Affordability, and Access  
Saturday, April 13 | 2-3 p.m. EDT  
Robert Popovian, PharmD, MS

Dr. Robert Popovian is the Founder of the strategic consulting firm Conquest Advisors. He also serves as Chief Science Policy Officer at the Global Healthy Living Foundation, Senior Healthy Policy Fellow at the Progressive Policy Institute, and Visiting Health Policy Fellow at the Pioneer Institute. He previously served as Vice President, U.S. Government Relations at Pfizer.

One of the country’s foremost experts on every significant facet of biopharmaceuticals and the healthcare industry, he is a recognized authority on health economics, policy, government relations, medical affairs, and strategic planning. Dr. Popovian is one of the select few researchers to study and publish clinical and policy-related economic analysis and empirical data regarding emerging payment models in the U.S. healthcare system and for biopharmaceutical reimbursement. His insight and analysis also led to one of the first inclusions of health outcomes data in a labeled indication of a biopharmaceutical.

Dr. Popovian completed his Doctorate in Pharmacy and Master of Science in Pharmaceutical Economics and Policy degrees with honors at the University of Southern California. He has also completed a residency in Pharmacy Practice/Adult Internal Medicine and Infectious Diseases at the Los Angeles County-USC Hospital and a fellowship in Pharmaceutical Economics and Policy at USC.

340B: What Providers Should Know  
Saturday, April 13 | 3-4 p.m. EDT  
Sharon A. Lamberton, RN, MS, and Thomas L. Johnson

Sharon A. Lamberton, RN, MS, serves as Deputy Vice President of State Policy and External Outreach at PhRMA, the Pharmaceutical Research and Manufacturers Association of America, a trade association of 31 biopharmaceutical companies based in Washington, DC. In her role, she analyzes policy, provides strategy, and serves as a lobbyist on state and federal issues for the industry.

Before working at PhRMA, she lobbied on Medicare for a seniors’ organization, supported Senator Chuck Robb (VA) on Capitol Hill, worked on rural health policy issues at GMU’s Center for Research, Policy, and Ethics, and conducted direct patient care at the National Institutes of Health in neurology.

Ms. Lamberton graduated from Texas Woman’s University-Houston School of Nursing and served as President of Texas Student Nurses Association and National Student Nurses Association. She has a Master of Science in Health Policy from GMU and serves on their Advisory Board for College of Health and Human Services. She is a fellow of both the American Academy of Nursing and the National Academy of Practice and enjoys teaching a weekly health policy course for doctoral students at Georgetown University.
Thomas Johnson is the Executive Director of ASAP 340B. A native of Washington, DC, he brings 30 years of professional experience in the health care, nonprofit, and association management space.

Mr. Johnson served for nine years as President and CEO of Medicaid Health Plans of America ("MHPA"), a trade association representing health plans in the Medicaid business. In his role at MHPA, he led advocacy efforts involving the Affordable Care Act and other policy issues affecting the Medicaid managed care industry. Mr. Johnson was President and CEO of the DC Hospital Association. He also served as the Vice President of Compliance and External Affairs with DC Chartered Health Plan, a Medicaid health plan in Washington, DC, and as Senior Advisor to the Gorman Health Group, a consulting firm focused on assisting government-sponsored health plans. Mr. Johnson was also a Staff Director with the Greater Washington Board of Trade and Legislative Director with the Medical Society of the District of Columbia.

Mr. Johnson has also served on several boards and commissions. He is currently the Chair of the Board of the Sickle Cell Disease Association of America. Other boards he has served on include the DC Prisoners Legal Services Project, the Arts and Humanities Council of Montgomery County, and the DC Association of Health Maintenance Organizations.

**DO Day Legislative Overview**

**Sunday, April 14 | 1:45-3 p.m. EDT**

**TBA**

More information coming soon.
## Physician Track

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Title</th>
<th>Speaker</th>
<th>CME Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/13/2024</td>
<td>10:15-11:15 a.m.</td>
<td>Scouting for Skill Sets</td>
<td>Chris McNeil, DO, CSCS</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>11:30 a.m.-12:30 p.m.</td>
<td>Battling the Infodemic: Physicians' Role in Overcoming Social Media Misinformation</td>
<td>Owais U. Durrani, DO</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>12:45-1:30 p.m.</td>
<td>Clinical Artificial Intelligence (AI) and Large Language Models (LLM): The Current Legislative, Regulatory, and Policy Landscape</td>
<td>David Shumway, DO</td>
<td>1.0</td>
</tr>
<tr>
<td>4/14/2024</td>
<td>10-11 a.m.</td>
<td>Investing in Aerospace Medicine: The Appropriations Process and How to Build Congressional Support for Board-Certified Physicians and GME Funding</td>
<td>Kris Belland, DO, Jake Brennan</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>11:15 a.m.-12:15 p.m.</td>
<td>QI Methodology: From Novice to Expert Advocate Utilizing the SMART Aim Process</td>
<td>Jason Jackson, DO, FACOP</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>12:30-1:30 p.m.</td>
<td>Overview of 2024 Trends in Regulatory Policy Impacting Physicians</td>
<td>Gabriel Miller, Selena Raines, DO</td>
<td>1.0</td>
</tr>
</tbody>
</table>
# Affiliate Leader Track

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Title</th>
<th>Speaker</th>
<th>CME Credit</th>
</tr>
</thead>
</table>
| 4/13/2024 | 10:15-11:15 a.m. | Growing Student, Resident, and New Physician in Practice Participation and Engagement in Association Advocacy Initiatives | Jantzen Faulkner, OMS IV  
Brie Howerton, DO  
Amanda Mahan |            |
|           | 11:30 a.m.-12:30 p.m. | The Advocacy Edge: Harnessing Physician Advocacy for Membership Growth | Sean Neal  
Julieanne P. Sees, DO, MBA, FAOAO, FAOA | 1.0        |
|           | 12:45-1:30 p.m. | Collaborative Leadership: Driving Change in Healthcare Through Partnerships and Smart Resource Utilization: A California Experience | Holly Macriss  
John Kowalczyk, DO, FACOS |            |
| 4/14/2024 | 10-11 a.m. | Conference Case Study: Running an Effective State Advocacy Event | Steve Winn  
Marc Kaprow, DO |            |
|           | 11:15 a.m.-12:15 p.m. | Politics or Advocacy? What's the Difference? How to Utilize Both to Your Advantage | Andrew Sandusky  
Hans Zuckerman, DO |            |
|           | 12:30-1:30 p.m. | State of Health: A Current Look at How State Laws Can Shape Healthcare for Physicians and Patients | Tajma Kotoric  
Laurie Clark  
Jon Torres, DO  
Bre Schmidt, MPH | 1.0        |
## Student Track

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Title</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/13/2024</td>
<td>10:15-11:15 a.m.</td>
<td>Embracing a Holistic Perspective on the Political Process</td>
<td>Syed Rizvi, OMS III</td>
</tr>
<tr>
<td></td>
<td>11:30 a.m.-12:30 p.m.</td>
<td>Empowering Healthcare Advocacy Through Social Media</td>
<td>Amber K. Shirley, OMS III Akinchita Kumar, OMS III</td>
</tr>
<tr>
<td></td>
<td>12:45-1:30 p.m.</td>
<td>Perspectives from Congressional Pros: A Conversation on Current Healthcare Policy, Meeting Etiquette, and How to Advocate Effectively</td>
<td>Jennifer Young Laura Friedel Peter Fise Kimberly Brandt</td>
</tr>
<tr>
<td>4/14/2024</td>
<td>10-11 a.m.</td>
<td>Financial Rx: Navigating Student Loan Legislation and Programs</td>
<td>Colin Whitney Palmer Ford</td>
</tr>
<tr>
<td></td>
<td>11:15 a.m.-12:15 p.m.</td>
<td>From Classroom to Countryside: Enhancing Mental Health Care and DO Student Rotations</td>
<td>David Baron, DO</td>
</tr>
<tr>
<td></td>
<td>12:30-1:30 p.m.</td>
<td>The Power of One – or What to Do When the Practice of Medicine Is NOT &quot;Usual and Customary&quot;</td>
<td>Robert B. Goldberg, DO</td>
</tr>
</tbody>
</table>
The In-person conference will take place at the Mayflower Hotel DC, 1127 Connecticut Avenue, Washington, DC. Hotel rooms available at the AOA Group rate.

### Congressional Meetings / In-Person Session Descriptions

#### Wednesday, April 17, 2024

<table>
<thead>
<tr>
<th>TIME</th>
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<tr>
<td>4-6 p.m.</td>
<td>Congressional Meeting Preparation Session</td>
<td>Grand Ballroom, Mayflower</td>
</tr>
<tr>
<td>6-6:45 p.m.</td>
<td>Networking Reception</td>
<td>East Ballroom, Mayflower</td>
</tr>
<tr>
<td>7-8 p.m.</td>
<td>General Session Dinner and Awards Ceremony</td>
<td>Grand Ballroom, Mayflower</td>
</tr>
<tr>
<td>8-9:30 p.m.</td>
<td>OPAC Reception (Fundraising Event)</td>
<td>East Ballroom Mayflower</td>
</tr>
</tbody>
</table>

#### Thursday, April 18, 2024

<table>
<thead>
<tr>
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<th>TIME</th>
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</thead>
<tbody>
<tr>
<td>7:30-8 a.m.</td>
<td>Continental Breakfast</td>
<td>DC Office</td>
</tr>
<tr>
<td>8 a.m.</td>
<td>Group Photo at The Mayflower</td>
<td>511 2nd Street, NE</td>
</tr>
<tr>
<td>8:45 a.m.</td>
<td>Group Photo on Capitol Hill</td>
<td>Washington, DC 20005</td>
</tr>
<tr>
<td>9:30 a.m.-5 p.m.</td>
<td>Congressional Meetings</td>
<td>Capitol Hill</td>
</tr>
</tbody>
</table>

**Congressional Meeting Preparation Description**

Important information about your Congressional meetings will be presented during this session. Participants will learn about the legislative issues that they will be advocating for during their meetings with lawmakers. They will also receive an update on lobby day logistics, receive their updated meeting schedules and have an opportunity to get organized and practice with their fellow participants.

*Attendees will receive individual scheduling with appointment information via Soapbox Consulting*

All times listed are Eastern Daylight Time
The General Session on Wednesday, April 17 will also feature the recognition of the AOA Advocacy award recipients for the following awards:

**Individual Excellence in Advocacy Award**
- James M. Lally, DO

**Excellence in Media Award**
- Amber Shirley, OMS III

**Organizational Excellence in Advocacy Award**
- WAOPS Wisconsin Association of Osteopathic Physicians & Surgeons

**Congressional Champion of Osteopathic Medicine Award**
- Senator Bill Cassidy (R-LA)
- Representative Lisa Blunt Rochester (D-DE-1)
DO Day
Distinctive in Healthcare Advocacy and Leadership

AMERICAN OSTEOPATHIC ASSOCIATION