AMERICAN
**OSTEOPATHIC** ASSOCIATION

MARCH 7-8, 2021

# DO DAY ON CAPITOL HILL PROGRAM

HOSTED VIRTUALLY BY THE AMERICAN OSTEOPATHIC ASSOCIATION

**Join us for Virtual DO Day 2021!**

- Meet with members of Congress.
- Hear from nationally recognized experts on the state of U.S. healthcare and politics.
- Obtain high-quality education.

## LEADERSHIP DEVELOPMENT & ADVOCACY SUMMIT

# WELCOME AND INTRODUCTION

THOMAS L. ELY, DO
AOA PRESIDENT

**WELCOME AND THANK YOU** for your interest in helping to advance the osteopathic profession through advocacy. This year, the AOA is pleased to announce that a revamped DO Day will take place on March 7-8, 2021. This premier event will be held virtually, allowing students, postdoctoral trainees, practicing physicians, and affiliate leaders to engage with lawmakers to discuss important health policy issues. DO Day 2021 will also include a full day advocacy and health policy conference that will be held on Sunday, March 7.

The policy conference will include learning tracks for affiliate leaders, physicians, and student leaders. It will also focus on helping all leaders understand how to disseminate and apply the information they receive to their peers and in their advocacy efforts at home.

Congressional meetings will be scheduled for participants throughout the day on Monday, March 8. Despite the virtual format, meetings will be organized and structured similar to how they would be for an in-person lobby day. DO Day participants will be organized into small groups for Congressional meetings based on their home voting address and will be scheduled for 3 to 6 meetings with their U.S. Senate offices and members of the House of Representatives.

One important difference this year is that participation in Congressional meetings will be limited for each state, and individuals can register for the conference on Sunday if they are unable to participate in Congressional meetings on Monday, March 8. Based on feedback received from participants in recent SOMA and physician leadership fly-ins, there is a strong consensus that Congressional meetings are more productive when meeting group size is limited. Sunday's Advocacy Summit does not have a registration cap; however, registration limits for Monday's Congressional meetings will be based on the size of each state's Congressional delegation and state osteopathic association.

We hope that you will join us for the osteopathic profession's premier advocacy leadership event. If you are participating in Congressional meetings, registrants should plan to attend both days of the conference. Thank you for all that you do and I look forward to seeing you at DO Day 2021.

Sincerely,

Thomas L. Ely, D.O.

# GENERAL INFORMATION

A QUICK GLANCE AT WHAT TO EXPECT FOR DO DAY

## WHAT IS DO DAY?

DO Day is a live, virtual Leadership and Advocacy Summit for osteopathic physicians, osteopathic medical students and leaders of osteopathic affiliate organizations. This premier health policy summit takes place over two days: Sunday, March 7 and Monday, March 8, and offers up to 8.5 hours of CME credit in accordance with the policy listed on page 11 of the agenda. Sunday will be dedicated to leadership training and professional development; Monday will be dedicated to advocacy and Congressional meetings.

## REGISTRATION

Registration for Congressional meetings is now closed. Conference-only registration will remain available until March 8th.

Registration fees for the event are as follows:

- Member - $149
- Non-Member - $499
- Student - $35
- Post Doctoral Trainee/Resident - $35

## KEY DATES & WEBINARS

Congressional meeting participants will receive their schedules approximately 5 days before Monday, March 8th. If you are registered to participate in Congressional meetings, please be sure to take off the entire day on Monday, March 8 in order to participate in all of your meetings.

Key dates are as follows:

- Registration for Congressional meetings is now closed; conference-only registration will remain open until 3/8
- 3/7 DO Day policy conference & advocacy training
- 3/8 Congressional meetings

## SOCIAL MEDIA

Connect with us on social media and join the conversation using #DODay21!

- www.facebook.com/osteopathicphysicians
- https://twitter.com/aoafordos
- https://www.linkedin.com/company/american-osteopathic-association/

## ADVOCACY TRAINING

Is it your first time and not sure what to expect? Don't worry, we're here for you. The AOA will provide advocacy and issue training through reading material and seminars where you will learn from the pros!

# KEYNOTE SPEAKERS

The AOA is pleased to welcome two nationally-recognized speakers to DO Day 2021. They will provide insights into the current healthcare landscape and inspire attendees to advocate for real, lasting change.

Sunday, March 7

### SUSAN DENTZER, SENIOR POLICY FELLOW, ROBERT J. MARGOLIS CENTER FOR HEALTH POLICY AT DUKE UNIVERSITY

Susan Dentzer is Senior Policy Fellow for the Robert J. Margolis Center for Health Policy at Duke University. Based in Washington, DC, where the center's research team is located, she focuses on the COVID-19 pandemic response; health system transformation, such as through telehealth; biopharmaceutical policy; health care issues in the 2020 elections, and other key health policy issues.

Monday, March 8

### STEVE PEMBERTON, CHIEF HUMAN RESOURCES OFFICER, WORKHUMAN AND AUTHOR, A CHANCE IN THE WORLD

Steve Pemberton's triumphant life story is about defying seemingly insurmountable beginnings as a child orphaned into foster care. As told in the major motion picture and acclaimed, best-selling memoir, A Chance in the World, adversity only fueled his desire to become a man of resilience, determination and vision. Steve went on to find success as a corporate executive, innovative diversity and inclusion thought leader, visionary youth advocate and acclaimed speaker devoted to inspiring and helping others. Steve's keynotes, like his life story, amplify his highly motivational messages: Believe in your dreams, rise above obstacles, create opportunities for others, and most of all, persevere.

# FAQ

**Q) How will I meet with my members of Congress virtually?**

A) DO Day participants will virtually meet with their members of Congress or staff via video conference or telephone. The Congressional office has the final say on which method they prefer, so be sure to expect a mix between telephone and video conference calls throughout the day.

**Q) Will I meet with my members of Congress personally?**

A) Possibly, but this varies from meeting to meeting. Members of Congress have very busy schedules. Between votes, committee hearings and meetings with other constituents, their time is scheduled down to the minute. They may spend the whole meeting with you, two minutes or none at all. We always request that the member of Congress be present at the meeting but you may also meet with staff who are experts in the issues and influential in helping members develop their positions.

**Q) Do I make my own appointments?**

A) No, we will handle that for you. The AOA Public Policy team will match your voting address against the Congressional database to request appointments with your elected officials.

**Q) Why is space limited for advocacy meetings on Monday?**

A) Congressional meetings are more productive when meeting group size is limited. Smaller group sizes tend to facilitate more substantive discussions and provide an opportunity for more participants to speak.

**Q) Can I attend only one day?**

A) Participation in Congressional meetings is not required. Anyone unable to participate in Congressional meetings on Monday, March 8 can still attend the advocacy and policy conference on Sunday, March 7, as well as the Monday morning general sessions. However, attendance on Sunday, March 7 is required for anyone participating in Congressional meetings on March 8.

**Q) How or when will I be notified if I've secured a spot to attend Advocacy meetings on Monday?**

A) DO Day registration confirmation will include all event details. Anyone placed on a waitlist for Congressional meetings will be informed of that in their registration confirmation.

# SCHEDULE AT A GLANCE

SUNDAY, MARCH 7

DO Day is the premier osteopathic advocacy event of the year! Advocates will have an opportunity to educate their lawmakers about the issues osteopathic physicians and students face.

Thank you to our Chair

Teresa A. Hubka, DO, Trustee, American Osteopathic Association

Chair, Department of Government Affairs

**All times listed below are Eastern Standard Time (EST)**

## GENERAL SESSIONS

**9 AM – 5:30 PM**
Virtual Exhibits

**9 - 9:55 AM**
**Welcome and Keynote Address**
Thomas Ely, DO, AOA President
Kevin Klauer, DO, EJD, AOA CEO
Susan Dentzer, Senior Policy Fellow, Robert J. Margolis Center for Health Policy at Duke University

**10 - 10:55 AM**
**Congressional Staffer Power Hour**
1 CME Credit
Grace Graham, MPP, Chief Counsel, House Energy and Commerce Health Subcommittee
John-Michael Villarama, MA, AOA Senior Director of Congressional Affairs & Affiliate Engagement

**Noon - 1 PM**
**OPAC Luncheon followed by VIP Q&A**
By Invite Only

**3:45 - 4:00 PM**
Jay C. Butler, MD
Deputy Director for Infectious Diseases Centers for Disease Control and Prevention

**4 - 5 PM**
**Grassroots & Issue Training**
1 CME Credit
David Pugach, JD, AOA SVP of Public Policy
Christopher Kush, MPP, Soapbox CEO
Sean Neal, AOA Director of Grassroots & OPAC

**5 - 5:30 PM**
**Practice Meetings with your Teams**

## BREAKOUT SESSIONS Participants are welcome to join any track or session

### PHYSICIAN TRACK

**11 - 11:55 AM**
**Addressing the Continued Challenges of COVID-19**
1 CME Credit
Dale Bratzler, DO, MPH, University of Oklahoma (OU) Chief COVID Officer, OU Colleges of Medicine and Public Health Professor and OU Medicine Enterprise Chief Quality Officer

**1 - 1:55 PM**
**Policy Solutions to Reduce Administrative Burden and Improve Patient Care**
1 CME Credit
Gregory Harris, DO, AOA Trustee & Bureau of Emerging Leaders Chair
Mark Lukaszewski, AOA Associate Director of Congressional Affairs
Lisa Miller, MS, AOA Senior Director of Regulatory Affairs and Policy Engagement
Raine Richards, JD, AOA Director of State Government Affairs

**2 - 3 PM**
**Physician Payment & Telehealth Update**
1 CME Credit
Michael Brown, DO, Missouri Association of Osteopathic Physicians and Surgeons President and Heartland Health Assistant Chief Medical Information Officer

### STUDENT TRACK

**11 - 11:55 AM**
**Capitol Hill Meetings: Learning How to Navigate Difficult Questions and Situations**
Matthew Mayeda, OMS IV, MPH, Student Osteopathic Medical Association (SOMA) National Vice President
Mark Lukaszewski, AOA Associate Director of Congressional Affairs

**1 - 1:55 PM**
**Ageism and Leadership: How to Negotiate and Pursue Professional Development Early in Your Career**
Seger Morris, DO, MBA, Mississippi Internal Medicine Programs Division Chief, Baptist Memorial Hospital-North Mississippi Internal Medicine Residency Program Director, William Carey University College of Osteopathic Medicine Regional Assistant Dean and Director of Health Policy Programs

**2 - 3 PM**
**On Campus and in Your State: Opportunities for Advocacy and Collaboration**
Shannon Scott, DO, Midwestern University Arizona College of Osteopathic Medicine Assistant Dean and Associate Clinical Professor, Midwestern University Multispecialty Clinic Medical Director and AOA Trustee
Jennifer S. Lee, OMS IV at Touro College of Osteopathic Medicine - Middletown, NY, and SOMA National Director of Political Affairs

### AFFILIATE LEADERSHIP TRACK

**11 - 11:55 AM**
**A Seat at the Table – How to Influence Key Stakeholders to Drive Legislative Change**
1 CME Credit
Nick Birtcil, Osteopathic Physicians & Surgeons of California (OPSC) Executive Director
Joseph Zammuto, DO, OPSC Past President & Osteopathic Medical Board of California Past Chair

**1 - 1:55 PM**
**Affiliate Advocacy: Strategies and Best Practices for Enhancing Member Value**
1 CME Credit
Stephen Bell, DO, Michigan Osteopathic Association (MOA) Board Member
Kris Nicholoff, MOA CEO & Executive Director
Rachel Young, DO, Michigan Association of Osteopathic Family Physicians Past President & Advocacy Chair

**2 - 3 PM**
**2021 Federal and State Legislative Outlook**
1 CME Credit
John-Michael Villarama, MA, AOA Senior Director of Congressional Affairs & Affiliate Engagement
Raine Richards, JD, AOA Director of State Government Affairs

# VIRTUAL ADVOCACY EVENT CONFERENCE AGENDA

SUNDAY, MARCH 7

**All times listed below are Eastern Standard Time (EST)**

| GENERAL SESSIONS | Sunday, March 7, 2021 | |
|---|---|---|
| 9 AM – 5:30 PM | **Virtual Exhibits** | |
| 9 – 9:55 AM | **Welcome and Keynote Address** | |
| | Speakers: | Thomas Ely, DO, AOA President<br>Kevin Klauer, DO, EJD, AOA CEO<br>Susan Dentzer, Senior Policy Fellow, Robert J. Margolis Center for Health Policy at Duke University |
| | Description: | Susan Dentzer is a Senior Policy Fellow for the Robert J. Margolis Center for Health Policy at Duke University. Based in Washington, DC, where the center's research team is located, she focuses on the COVID-19 pandemic response; health system transformation, such as through telehealth; biopharmaceutical policy; health care issues in the 2020 elections, and other key health policy issues. |
| 10 – 10:55 AM | **Congressional Staffer Power Hour** \| 1 CME Credit | |
| | Speakers: | Grace Graham, MPP, Chief Counsel, House Energy and Commerce Health Subcommittee<br>John-Michael Villarama, MA, AOA Senior Director of Congressional Affairs & Affiliate Engagement |
| | Description: | Hear from a Congressional staffer about what a day is like for a staffer and what it takes to be an all-star advocate. |
| **BREAKOUT SESSIONS Sunday, March 7, 2021** | | |
| 11 – 11:55 AM | **STUDENT TRACK – Capitol Hill Meetings: Learning How to Navigate Difficult Questions and Situations** | |
| | Speakers: | Matthew Mayeda, OMS IV, MPH, SOMA National Vice President<br>Mark Lukaszewski, AOA Associate Director of Congressional Affairs |
| | Description: | Learn tips and techniques to deal with difficult questions and situations with the goal of executing effective and productive meetings. |
| 11 – 11:55 AM | **AFFILIATE TRACK – A Seat at the Table – How to Influence Key Stakeholders to Drive Legislative Change** \| 1 CME Credit | |
| | Speakers: | Nick Birtcil, Osteopathic Physicians & Surgeons of California Executive Director (OPSC)<br>Joseph Zammuto, DO, OPSC Past President & Osteopathic Medical Board of California Past Chair |
| | Description: | Whether it is in person, social media, or via Zoom, learn from the best on how to facilitate legislative change through your influence. |
| 11 – 11:55 AM | **PHYSICIAN TRACK – Addressing the Continued Challenges of COVID-19** \| 1 CME Credit | |
| | Speakers: | Dale Bratzler, DO, MPH,<br>University of Oklahoma (OU) Chief COVID Officer,<br>OU Colleges of Medicine and Public Health Professor and<br>OU Medicine Enterprise Chief Quality Officer |
| | Description: | While we continue to see progress in the fight against COVID-19 there is still much that needs to be done. Hear from subject matter experts on the challenges that remain and what we can do to help. |

# VIRTUAL ADVOCACY EVENT CONFERENCE AGENDA

SUNDAY, MARCH 7

**All times listed below are Eastern Standard Time (EST)**

## LUNCH AND OPAC RECEPTION

**Noon – 12:55 PM** **OPAC Luncheon followed by VIP Q&A By Invite Only**

Speakers: Nathan Gonzalez, MA, Inside Elections Editor & Publisher

Description: Join the Osteopathic Political Action Committee (OPAC) to hear about how politics can impact the osteopathic profession and enjoy a VIP reception.

## BREAKOUT SESSIONS Sunday, March 7, 2021

**1 – 1:55 PM** **STUDENT TRACK – Ageism and Leadership: How to Negotiate and Pursue Professional Development Early in Your Career**

Speakers: Seger Morris, DO, MBA,
Mississippi Internal Medicine Programs Division Chief,
Baptist Memorial Hospital-North Mississippi Internal Medicine Residency Program Director, William Carey University College of Osteopathic Medicine Regional Assistant Dean and Director of Health Policy Programs

Description: In this session, you will hear from a leader in the field and learn how to overcome obstacles to leadership advancement.

**1 – 1:55 PM** **AFFILIATE TRACK – Affiliate Advocacy – Strategies and Best Practices for Enhancing Member Value** | 1 CME Credit

Speakers: Stephen Bell, DO, Michigan Osteopathic Association (MOA) Board Member
Kris Nicholoff, MOA CEO & Executive Director
Rachel Young, DO, Michigan Association of Osteopathic Family Physicians Past President & Advocacy Chair

Description: Does your association engage in legislative advocacy to enhance member value? It may seem daunting to launch an effective program, but there are options that make the process seamless. Learn from state leadership on how to leverage advocacy efforts to attract prospects to join your association.

**1 – 1:55 PM** **PHYSICIAN TRACK – Policy Solutions to Reduce Administrative Burden and Improve Patient Care** | 1 CME Credit

Speakers: Gregory Harris, DO, AOA Trustee & Bureau of Emerging Leaders Chair
Mark Lukaszewski, AOA Associate Director of Congressional Affairs
Lisa Miller, MS, AOA Senior Director of Regulatory Affairs and Policy Engagement
Raine Richards, JD, AOA Director of State Government Affairs

Description: Administrative burden in medicine harms patients and costs physicians money. In this session, learn how we can work on legislative and regulatory fixes to improve care delivery.

# VIRTUAL ADVOCACY EVENT CONFERENCE AGENDA

SUNDAY, MARCH 7

**All times listed below are Eastern Standard Time (EST)**

## BREAKOUT SESSIONS Sunday, March 7, 2021 *continued*

**2 – 3 PM** **AFFILIATE TRACK – 2021 Federal and State Legislative Outlook** | 1 CME Credit

Speakers: John-Michael Villarama, MA, AOA Senior Director of Congressional Affairs & Affiliate Engagement
Raine Richards, JD, AOA Director of State Government Affairs

Description: A new year, a new Congress and new state legislative sessions. Learn from AOA staff how this impacts you and your members.

**2 – 3 PM** **STUDENT TRACK – On Campus and in Your State: Opportunities for Advocacy and Collaboration**

Speakers: Shannon Scott, DO, Midwestern University Arizona College of Osteopathic Medicine Assistant Dean and Associate Clinical Professor, Midwestern University Multispecialty Clinic Medical Director and AOA Trustee
Jennifer S. Lee, OMS IV at Touro College of Osteopathic Medicine - Middletown, NY, and SOMA National Director of Political Affairs

Description: Engaging in advocacy doesn't have to end at DO Day. Learn from advocacy leaders how they engage in advocacy throughout the year.

**2 – 3 PM** **PHYSICIAN TRACK – Physician Payment & Telehealth Update** | 1 CME Credit

Speakers: Michael Brown, DO, Missouri Association of Osteopathic Physicians and Surgeons President and Heartland Health Assistant Chief Medical Information Officer

Description: Find out what the future holds for telehealth coverage and payment in this session.

## Break 3 PM - 3:45 PM

## GENERAL SESSIONS Sunday, March 7, 2021

**3:45 – 4 PM** **Centers for Disease Control and Prevention Update on COVD-19 Mitigation Efforts**

Speakers: Jay C. Butler, MD, Deputy Director for Infectious Diseases

Description: Hear an update on federal government efforts to curb the spread of COVID-19, increase access to COVID-19 vaccinations, and what role physicians can play in supporting vaccination efforts.

**4 – 5 PM** **Grassroots & Issue Training** | 1 CME Credit

Speakers: David Pugach, JD, AOA SVP of Public Policy
Christopher Kush, MPP, Soapbox CEO
Sean Neal, AOA Director of Grassroots & OPAC

Description: Do you have questions about your meeting? No sweat, the AOA is here to walk you through what to expect and how to run an efficient meeting.

**5 – 5:30 PM** **Practice Meetings with your Teams**

Description: Practice makes perfect! It is time to take what you have learned and put it into practice. Gather with your team to rehearse your advocacy pitch and discuss topic assignments.

# VIRTUAL ADVOCACY EVENT CONFERENCE AGENDA

MONDAY, MARCH 8

**All times listed below are Eastern Standard Time (EST)**

## GENERAL SESSIONS Monday, March 8, 2021

**8 AM – 6:30 PM** **Virtual Exhibits**

**8 – 8:40 AM** **Welcome & Keynote Address**

Speakers: Teresa A. Hubka, DO, Trustee, American Osteopathic Association and Chair, Department of Government Affairs
Steve Pemberton, Chief Human Resources Officer, WorkHuman and Author, A Chance in the World

Description: Steve Pemberton will discuss how his personal story has inspired and informed his advocacy, leadership, and public service, and will provide insights on how your personal story can strengthen your advocacy.

**8:40 – 9:15 AM** **Being a Source for Change by Building an Online Movement** | 0.5 CME Credit

Speakers: K Kay Moody, DO, MPH, EMDOCS Founder,
American College of Emergency Physicians - Tennessee Chapter President, Indian Path Medical Center Emergency Department Medical Director and Glacier Rock Wellness Ranch CEO
Hala Sabry, DO, MBA, Doctorpedia Chief Community Officer,
Physician Digital Services CEO and
Physician Moms Group Founding Board Member

Description: Social media experts share tips.

**9:15 – 9:30 AM** **Advocacy Awards & Send Off**

Description: Join the AOA before Congressional meetings as we recognize excellence in public policy advocacy and support for the osteopathic profession through public engagement. Awards will presented to AOA members, osteopathic affiliates, a journalist, and members of Congress

**9:30 AM – 5 PM** **Congressional Meetings**

Description: You will attend 3 – 5 Congressional meetings scattered throughout the day. Congressional meeting participants will advocate for the following issues:

- Dr. Lorna Breen Health Care Provider Protection Act
- Medicare Sequester COVID Moratorium Act
- Teaching Health Center Graduate Medical Education Funding

# ABOUT DO DAY CME

The American Osteopathic Information Association (AOIA) is accredited by the American Osteopathic Association (AOA) to provide osteopathic continuing medical education for physicians.

The AOIA designates this program for a maximum of 8.5 AOA Category 1-A credits and will report CME and specialty credits commensurate with the extent of the physician's participation in this activity.

The AOA is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. The AOA designates this internet enduring material for a maximum of 8.5 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

The AOA has implemented a policy to comply with the current ACCME Standards for Commercial Support requiring resolution of all conflicts of interest. A full listing of faculty and planner disclosures will be posted online before the conference on the DO Day webpage.

# THANKS TO OUR SPONSORS

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