Embracing the Revolution in Health Care

American Association of Medical Society Executives Annual Conference

Boston, MA
JULY 20–23, 2011

www.aamse.org
### SCHEDULE AT A GLANCE

#### Wednesday, July 20
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. - 6:30 p.m.</td>
<td>Registration Desk Open</td>
<td>Atrium</td>
</tr>
<tr>
<td>7:30 a.m. - 3:30 p.m.</td>
<td>ACO/COOP Summit</td>
<td>Waterfront</td>
</tr>
<tr>
<td>8:00 a.m. - 4:00 p.m.</td>
<td>State Membership Directors Meeting</td>
<td>Skyline</td>
</tr>
<tr>
<td>6:00 - 6:30 p.m.</td>
<td>New Member / First Timer Gathering</td>
<td>Harborview 1</td>
</tr>
<tr>
<td>6:30 - 8:30 p.m.</td>
<td>Opening Reception</td>
<td>Harborview 2 &amp; 3</td>
</tr>
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#### Thursday, July 21
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
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<tbody>
<tr>
<td>7:30 a.m. - 4:30 p.m.</td>
<td>Registration Desk Open</td>
<td>Atrium</td>
</tr>
<tr>
<td>8:00 - 9:00 a.m.</td>
<td>[200] Breakfast [200A] New Member / First Timer</td>
<td>Harborview 3</td>
</tr>
<tr>
<td></td>
<td>[200B] Leadership Academy Alumni</td>
<td>Skyline</td>
</tr>
<tr>
<td></td>
<td>[200C] General Membership</td>
<td>Harborview 1 &amp; 2</td>
</tr>
<tr>
<td>9:15 - 10:45 a.m.</td>
<td>[201] Opening General Session</td>
<td>Amphitheatre</td>
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<tr>
<td></td>
<td>Turning Doctors into Leaders</td>
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<tr>
<td>10:45 - 11:15 a.m.</td>
<td>Break in Exhibit Hall</td>
<td>Cityview</td>
</tr>
<tr>
<td>11:15 a.m. - 12:30 p.m.</td>
<td>[202] Breakout Sessions [202A] Leadership Academy Alumni: Being an Exemplary Leader in Practice</td>
<td>Skyline</td>
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<tr>
<td></td>
<td>[202B] Making More with What You Have</td>
<td>Harborview 3</td>
</tr>
<tr>
<td></td>
<td>[202C] Technology Tips You Can Use</td>
<td>Beacon Hill</td>
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<tr>
<td></td>
<td>[202D] Enhancing the Value of Political Action Committees</td>
<td>Federal</td>
</tr>
<tr>
<td>12:30 - 1:55 p.m.</td>
<td>[203] Lunch in Exhibit Hall</td>
<td>Cityview</td>
</tr>
<tr>
<td>2:00 - 3:30 p.m.</td>
<td>[204] Breakout Sessions [204A] Building Fans and Followers: Cross-Channel Success with Facebook, Twitter and LinkedIn</td>
<td>Waterfront 1BC</td>
</tr>
<tr>
<td></td>
<td>[204B] Your Website, Your Members and the New Internet: How to Use What You Already Have to Enhance Your Brand and Boost Your Membership</td>
<td>Beacon Hill</td>
</tr>
<tr>
<td></td>
<td>[204C] Turn Physicians into Effective Patient Advocates</td>
<td>Skyline</td>
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<tr>
<td></td>
<td>[204D] Survey Design and Member Research Tools</td>
<td>Back Bay</td>
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<tr>
<td></td>
<td>[204E] Adapting to a New Funding Climate</td>
<td>Harbovview 3</td>
</tr>
<tr>
<td></td>
<td>[204F] Collaboration Opportunities: How REC and SMS Can Increase Use of EHRs and HIE Participation</td>
<td>Federal</td>
</tr>
<tr>
<td>3:30 - 3:45 p.m.</td>
<td>Break</td>
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<tr>
<td>3:45 - 5:00 p.m.</td>
<td>[205] General Session</td>
<td>Harborview 1 &amp; 2</td>
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<tr>
<td></td>
<td>Health System Reform: Where are We Now?</td>
<td></td>
</tr>
<tr>
<td>5:00 - 6:30 p.m.</td>
<td>[206] Exhibitor Reception</td>
<td>Cityview</td>
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#### Friday, July 22
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
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</thead>
<tbody>
<tr>
<td>7:30 a.m. - 3:30 p.m.</td>
<td>Registration Desk Open</td>
<td>Atrium</td>
</tr>
<tr>
<td>8:00 - 9:00 a.m.</td>
<td>[300] Breakfast in Exhibit Hall</td>
<td>Cityview</td>
</tr>
<tr>
<td>9:15 - 10:45 a.m.</td>
<td>[301] General Session</td>
<td>Harborview 1 &amp; 2</td>
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<tr>
<td></td>
<td>Medical Societies of the Future: The Challenge of Change</td>
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<tr>
<td>10:45 - 11:15 a.m.</td>
<td>Break in Exhibit Hall</td>
<td>Cityview</td>
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</tbody>
</table>
## SCHEDULE AT A GLANCE

### Friday, July 22, continued

<table>
<thead>
<tr>
<th>Time</th>
<th>Breakout Sessions</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:15 a.m. - 12:30 p.m.</td>
<td>[302A] Conflict Management for Conflict Avoiders PD</td>
<td>Federal</td>
</tr>
<tr>
<td></td>
<td>[302B] Breakthrough Marketing Copy C</td>
<td>Back Bay</td>
</tr>
<tr>
<td></td>
<td>[302C] Politics and Physician Payment A</td>
<td>Beacon Hill</td>
</tr>
<tr>
<td></td>
<td>[302D] Strategic Planning Made Simple and Useful for Medical Societies of Tomorrow AM</td>
<td>Harborview 3</td>
</tr>
<tr>
<td></td>
<td>[302F] ACOICOOP Topic A</td>
<td>Waterfront 1BC</td>
</tr>
<tr>
<td>12:30 - 1:55 p.m.</td>
<td>Board Installation Lunch</td>
<td>Harborview 1 &amp; 2</td>
</tr>
<tr>
<td>2:00 - 3:15 p.m.</td>
<td>[304A] Building Fans and Followers: Cross-Channel Success with Facebook, Twitter and LinkedIn</td>
<td>Federal</td>
</tr>
<tr>
<td></td>
<td>[304B] Your Website, Your Members and the New Internet: How to Use What You Already Have to Enhance Your Brand and Boost Your Membership T</td>
<td>Beacon Hill</td>
</tr>
<tr>
<td></td>
<td>[304C] Getting Physicians Involved in Advocacy A</td>
<td>Skyline</td>
</tr>
<tr>
<td></td>
<td>[304D] Defining Value in a Shifting Paradigm: Moving from Solo Docs to the Employed Physician M</td>
<td>Harborview 3</td>
</tr>
<tr>
<td></td>
<td>[304E] Your Message in 30 Seconds or Less PD</td>
<td>Waterfront 1BC</td>
</tr>
<tr>
<td></td>
<td>[304F] Creativity...Offering Unconventional Access to Ways of Thinking PD</td>
<td>Back Bay</td>
</tr>
<tr>
<td>3:15 - 3:30 p.m.</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>3:30 - 4:45 p.m.</td>
<td>[305] General Session</td>
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<tr>
<td></td>
<td>Cohesiveness of Medical Groups in the Brave New World</td>
<td>Harborview 1 &amp; 2</td>
</tr>
<tr>
<td>9:00 - 11:00 p.m.</td>
<td>[307] Sweet Dreams Reception</td>
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### Saturday, July 23

<table>
<thead>
<tr>
<th>Time</th>
<th>Breakfast</th>
<th>Room</th>
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<tbody>
<tr>
<td>8:00 a.m. - 10:00 a.m.</td>
<td>Registration Desk Open</td>
<td>Atrium</td>
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<tr>
<td>8:00 - 9:00 a.m.</td>
<td>[400A] National Specialty</td>
<td>Cityview 2</td>
</tr>
<tr>
<td></td>
<td>[400B] State</td>
<td>Cityview 1</td>
</tr>
<tr>
<td></td>
<td>[400C] County</td>
<td>Back Bay</td>
</tr>
<tr>
<td></td>
<td>[400D] State Specialty</td>
<td>Skyline</td>
</tr>
<tr>
<td></td>
<td>[400E] General Membership</td>
<td>Federal</td>
</tr>
<tr>
<td>9:00 - 10:15 a.m.</td>
<td>[401A] Top Ten Legal Pitfalls AM</td>
<td>Federal</td>
</tr>
<tr>
<td></td>
<td>[401B] Confessions of a “Dashboard-a-holic” AM</td>
<td>Skyline</td>
</tr>
<tr>
<td></td>
<td>[401C] Moving to Accountable Care through Payment Reform and Delivery System Change A</td>
<td>Harborview 3</td>
</tr>
<tr>
<td></td>
<td>[401D] The Presses Never Stop: Media Relations in a 24/7 World C</td>
<td>Back Bay</td>
</tr>
<tr>
<td>10:15 - 10:30 a.m.</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>10:30 a.m. - 12:00 p.m.</td>
<td>General Session</td>
<td>Harborview 1 &amp; 2</td>
</tr>
<tr>
<td></td>
<td>Race for Relevance: 5 Radical Changes for Associations</td>
<td></td>
</tr>
</tbody>
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A = Advocacy  AM = Association Management  C = Communication  E = Education  L = Leadership  M = Membership  PD = Professional Development  T = Technology

For full descriptions, see page 10.
Welcome to the 2011 Annual Conference
July 20 – 23, 2011

American Association of Medical Society Executives
555 E. Wells Street, Suite 1100 Milwaukee, WI 53202-3823
Telephone: (414) 221-9275 | Fax: (414) 276-3349 | Email: aamse@aamse.org | Web: www.aamse.org

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### 2011 ANNUAL CONFERENCE PROGRAM

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Deputy Executive Vice President, Administration  
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**ASSOCIATE EXECUTIVE DIRECTOR**
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Alisha T. Campbell, MS

**PROGRAM MANAGER**
Kathryn Agard
On behalf of the AAMSE Board of Directors and the Annual Conference Program Committee, we are delighted to welcome you to the 2011 AAMSE Annual Conference in Boston.

The AAMSE Annual Conference is the nation’s premier meeting of medical society executives. Our goal is to provide you education and training while enjoying unique opportunities to meet and interact with colleagues and experts from around the nation.

Each and every one of us has felt the effects of the economy and we all need fresh ideas, support from our fellow medical society executives and knowledge from seasoned professionals to help us create a “battle plan” and embrace the changes to come. The sessions at this year’s conference are designed to help you prepare for; implement and manage the revolution in health care. Together, we can be inspired and prepare our medical societies for the changes that lie ahead.

Before you leave, don’t forget to mark your calendar for the 2012 Annual Conference scheduled for July 18-21 in Los Angeles, CA. Give a hooray for Hollywood! Be an A-list AAMSE attendee and we’ll roll out the red carpet for you.

Enjoy your time in Boston and have a fun and productive conference.

Sincerely,

Donald R. Wall
2010-2011 AAMSE President
North Carolina Medical Association

Kelly Haenlein, MHA
2011 Annual Conference Program Committee Chair
Genentech (formerly with American Academy of Dermatology)
GOVERNOR’S LETTER

July 2011

Dear Friends:

On behalf of the citizens of the Commonwealth of Massachusetts, welcome to Boston as you gather for the Annual Conference of the American Association of Medical Society Executives.

The American Association of Medical Society Executives is committed to the stewardship and professional development of its members and the health care needs of communities across our country. This convention provides a chance for people committed to quality patient care to gather and exchange ideas.

As a national leader in health care, Massachusetts is honored to host you here in the Bay State. During your time in Boston, we encourage you to visit and enjoy our many museums, historic sites, and fantastic restaurants. Please accept our best wishes for a successful and informative conference.

Sincerely,

[Signature]
MAYOR’S LETTER

CITY OF BOSTON • MASSACHUSETTS

OFFICE OF THE MAYOR
THOMAS M. MENINO

Dear Friends,

On behalf of the people of Boston it gives me great pleasure to welcome the attendees, sponsors, and exhibitors to The American Association of Medical Society Executives Conference.

Boston is home to some of the finest medical institutions and facilities in the world. By bringing together medical specialists and executives in a focused setting to address the issues of health system reform, demographic changes, economic uncertainty and more, this conference is guaranteed to be a one of a kind event. Boston is proud to have been selected as host city for your conference.

As Mayor, I invite you to share our vitality and take advantage of all that Boston has to offer. Our exceptional selection of world-class hotels, nationally acclaimed restaurants, outstanding attendee attractions, and extensive transit system make Boston the ideal city for The American Association of Medical Society Executives Conference.

Enjoy your stay. We are pleased that you could be with us.

Sincerely,

Thomas M. Menino
Mayor of Boston

BOSTON CITY HALL • ONE CITY HALL PLAZA • BOSTON • MASSACHUSETTS 02201 • 617/635-4000

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SESSION DESIGNATIONS

New for 2011

Designations have been added at the end of the session topics to help easily identify sessions that might be of interest to you. You do not have to choose sessions along a specific designation, they are meant only as a guide.

A **Advocacy** is the process of defending or maintaining a cause or proposal on behalf of a medical society which includes government affairs and practice viability. Topics include grassroots organizing, lobbying, political action committees and current trends in the political landscape.

AM **Association Management** is the executive and administrative aspects of operating medical societies. Topics include the administrative, financial, operations, governance and legal aspects of running an association.

C **Communication** is how medical societies disseminate their message to all stakeholders. Topics include social media strategies, publications, marketing and media relations.

E **Education** is the development and instruction of knowledge to both members and nonmembers, including clinic staff. Topics include continuing medical education, general clinic management, revenue generation and fundraising.

L **Leadership** is the act of guiding and influencing others to enlist their support. Topics include principles of leadership, leadership development and physician leadership.

M **Membership** focuses on the recruitment and retention of members to the medical society. Topics include marketing materials, survey design, research tools and membership trends.

PD **Professional Development** is the process of progressing in one’s career path through education and training. Topics include earning your CAE, conflict resolution, developing your professional message, stress management and work-life balance.

T **Technology** is the collection of crucial tools developed with the purpose of making everyone’s job easier. Topics include website design, using social media and general best practices.

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- [877] 925-8375

Kristine Piazza
Project Lead, Medical Associations
Embracing the Revolution in Health Care

AAMSE Annual Conference
Boston, MA
July 20–23, 2011

PROGRAM DESCRIPTIONS

Wednesday, July 20

102  NEW MEMBER / FIRST TIMER GATHERING
6:00 – 6:30 P.M. (HARBORVIEW 1)
If you have never attended an AAMSE conference or you are a new member of AAMSE, come meet fellow colleagues prior to the opening reception. This is an invitation-only event – watch your email for more information.

103  OPENING RECEPTION
6:30 – 8:30 P.M. (HARBORVIEW 2&3)
Kick off the 2011 Annual Conference, reconnect with old friends and network with new ones.

Thursday, July 21

200  BREAKFAST
8:00 – 9:00 A.M.
200A  NEW MEMBER / FIRST TIMER (HARBORVIEW 3)
If this is your first AAMSE conference or you are a new member to AAMSE, plan to attend this breakfast to meet members of the AAMSE Board of Directors, Membership Committee and Annual Conference Program Committee. Find out how to make the most of your AAMSE membership and first annual conference experience.

200B  LEADERSHIP ACADEMY ALUMNI (SKYLINE)
Graduates of the AAMSE Leadership Academy are invited to attend this breakfast to reconnect with fellow alumni.

200C  GENERAL MEMBERSHIP (HARBORVIEW 1&2)
Reconnect with colleagues prior to a great day of education.

201  OPENING GENERAL SESSION
9:15 – 10:45 A.M. (AMPHITHEATER)

TURNING DOCTORS INTO LEADERS
Thomas H. Lee, MD, Partners HealthCare
Writing in the April edition of the Harvard Business Review, Dr. Thomas H. Lee, network president of Partners HealthCare System outlined the major problem facing medicine today: people like him. Fifty-something doctors trained in an era of autonomous hero-practitioners may work hard, but they don’t provide the best possible care, because they’re embedded in a fragmented, chaotic, performance-blind system. Fixing this will require a new kind of leader who can organize doctors into teams, measure their performance not by how much they do but by how their patients fare, deftly apply financial and behavioral incentives, improve processes and dismantle dysfunctional cultures. Using examples from leading health care organizations across the nation, Dr. Lee will show how this new leader is already being developed and affecting the health care system in a positive manner. Learn what role your society can play in helping your members adjust to their changing environment.

202  BREAKOUT SESSIONS
11:15 A.M. – 12:30 P.M.
202A  LEADERSHIP ALUMNI: BEING AN EXEMPLARY LEADER IN PRACTICE L (SKYLINE)
Dan Kelsey, MBA, MS, CAE, Indiana State Medical Association
As Alumni of the AAMSE Leadership Academy, you are intimately familiar with Kouzes & Posner’s (K&P’s) Five Practices of Exemplary Leaders. The question is: Have you incorporated these practices into your career? If execution has been a struggle, come learn how other medical society executives have successfully integrated these practices into their everyday job. Survey responses from fellow alumni will form the basis of this session’s practical look at how K&P’s practices are implemented by your colleagues and can help you to be a better leader.

202B  MAKING MORE WITH WHAT YOU HAVE AM (HARBORVIEW 3)
Suzanne Lothary, MBA, American Academy of Dermatology, Susan J. Oliver, MBA, Tropomedia
Budgets are tight everywhere. What if you could cut costs or increase revenue for your organization by repurposing or rechanneling programs and communications assets you already have? This course will take you through a case study of how one association did just that. Learn about a process that examines existing assets to see if they can be re-considered, re-deployed or re-packaged, with the end result of generating ideas for new utilization, recognition and revenue.

202C  TECHNOLOGY TIPS YOU CAN USE T (BEACON HILL)
David A. Coriale, MBA, DelCor Technology Solutions, Inc.
More tips than you can count will be coming at you in this fast-paced session that is sure to give all audience levels something to think about. You are guaranteed to walk away with at least ten tips you can immediately apply and you will wonder what you did before. There will be tips of all sorts, including useful Web sites you never knew about, cool social media tools and much, much more. If you bring some handy tips for your peers, you will reap the rewards of your generosity. Join us for this fun, fast-paced session!

202D  ENHANCING THE VALUE OF POLITICAL ACTION COMMITTEES A (FEDERAL)
Chris Mambu Rasch, Wisconsin Medical Society, Kimble D. Ross, Kimble Public Affairs, Andy Sandusky, Pennsylvania Academy of Family Physicians

For full descriptions, see page 10

A = Advocacy   AM = Association Management   C = Communication   E = Education   L = Leadership   M = Membership   PD = Professional Development   T = Technology
Today’s medical association is becoming more involved in political action committees (PACs) due to the unpredictable health care environment. Learn how to maximize your PAC’s effectiveness to provide access to elected officials and augment legislative agendas, prioritize donations and requests and communicate value to members so they contribute to a PAC to advance priorities.

202E THE NEW CME: LYNCHPIN OF MAINTENANCE OF LICENSURE E (WATERFRONT 1 BC)
Stancel M. Riley, MD, MPA, MPH, Massachusetts Board of Registration in Medicine

This session will cover maintenance of licensure and implications for Continuing Medical Education (CME). We will cover the current CME requirements for licensure and the expected role of CME in the new framework for Maintenance of Licensure (MOL). The role of the state in crafting MOL requirements related to CME will be covered, as well as how CME resources offered by state medical societies and specialty societies support physicians.

202F RESTORING WORK-LIFE BALANCE: GET UNSTUCK BEFORE YOU COME UNGLUED PD (BACK BAY)
Sharon Teitelbaum, MCC, Work-Life and Career Coach

What does work-life balance really mean and what does it actually require of you? In part, it involves eliminating the energy drains in your life (the things that drag you down and drive you nuts) and doing more of the things that restore you and bring you joy. This presentation offers a framework for understanding why it is so critical to everyone in your life (and especially you) for you to keep your batteries fully charged. It offers practical, hands-on strategies for how to pull this off when the demands on your time are constant and insatiable. In addition, you will get to look at some of the classic themes and issues underlying professionals’ often-ambivalent attitudes toward work-life balance and the ineffective behaviors that can result.

203 LUNCH WITH EXHIBITORS
12:30 – 1:55 P.M. (CITY VIEW)

Enjoy lunch and visit with AAMSE partners in the exhibit hall.

204 BREAKOUT SESSIONS
2:00 – 3:30 P.M.

204A BUILDING FANS AND FOLLOWERS: CROSS-CHANNEL SUCCESS WITH FACEBOOK, TWITTER AND LINKEDIN C (WATERFRONT 1BC)
Buck Beighley and Nancy Calaway, American College of Emergency Physicians

Associations large and small are searching for ways to leverage social media to be more than just a water cooler buzz term. As one-to-one marketing channels fragment, associations are challenged to utilize aspects of social media to gain valuable insight from members and non-members to drive measurable business results. Join the presenters as they share key insights from the latest research and explore how some of today’s biggest associations are benefiting from cross-channel communications.

204B YOUR WEBSITE, YOUR MEMBERS AND THE NEW INTERNET: HOW TO USE WHAT YOU ALREADY HAVE TO ENHANCE YOUR BRAND AND BOOST YOUR MEMBERSHIP T (BEACON HILL)
Matt Dunn, VShift

Your website is one of the best, most cost-effective ways to support your brand, highlight information and demonstrate value to members. Making your site work for your organization has less to do with resources, content and design, and more to do with understanding your users; understanding what they are most interested in and understanding how best to give it to them. This session explains how to think about website redesign projects and shows how to turn a mess of a website into something that makes an organization stand out.

204C TURN PHYSICIANS INTO EFFECTIVE PATIENT ADVOCATES A (SKYLINE)
Michael Burgess, MD, US Congressman, Pamela Udall, Texas Medical Association

Each year, state and federal governments pass laws that affect patients, physicians and their practices. Today, it is more important than ever for physicians to be involved in the political process. Physicians already have the tools needed to be effective patient advocates, all they need is help fine tuning their skill set. Learn how you can help your physician members become more comfortable and effective in their advocacy efforts.

204D SURVEY DESIGN AND MEMBER RESEARCH TOOLS M (BACK BAY)
Kevin Whorton, Whorton Marketing & Research

In today’s new health care environment, it is more important than ever to understand your members and customers. What are their concerns and the issues that keep them up at night? How do they see their practices changing in the next five years and how do they view their medical society’s role in helping them? This session will show you how to develop, manage and analyze effective surveys and other research projects among your key constituencies in a way that allows you to drive change and take full advantage of being a truly data-driven organization.

204E ADAPTING TO A NEW FUNDING CLIMATE M (HARBORVIEW 3)
Gail Vertz, GPC, Grant Professionals Association (formerly AAGP)

For decades, medical societies have been working in an environment where obtaining grants for conferences, educational sessions and general operations has been relatively simple and straight forward. Today, however, funders are asking for more comprehensive, research-based proposals. This session will focus on best practices for proposal preparation and lessons learned from the past several years of change in the world of medical society grant writing.
painless. But as pressure has mounted on commercial support, we have seen this funding pool shrink considerably. This session will look at alternative funding sources available to medical societies and how your organization can position itself to capture these dollars as well as show tips and strategies for improving grant applications.

204F COLLABORATION OPPORTUNITIES: HOW REC AND SMS CAN INCREASE USE OF EHRS AND HIE PARTICIPATION A (FEDERAL)
Scott Colby, New Hampshire Medical Society, Jeff Loughlin, Regional Extension Center of New Hampshire

Active collaboration between Regional Extension Centers (REC) and state medical societies (SMS) can significantly increase the effectiveness and trust in the outreach and education efforts of the REC. Having the medical leadership of the SMS support the implementation efforts provides a tremendous opportunity to identify clinical leaders in the use of Health Information Technology (HIT), and leverage local expertise and vanguards of adoption. Facilitating peer-to-peer dialogue and the introduction of continuing medical education (CME) opportunities provides legitimacy and incentives for increased participation.

205 GENERAL SESSION
3:45 – 5:00 P.M. (HARBORVIEW 1&2)

HEALTH SYSTEM REFORM: WHERE ARE WE NOW?
C. Todd Askew, American Medical Association, Alexandra B. Calcagno, Massachusetts Medical Society, Robert B. Doherty, American College of Physicians, John E. Hedstom, JD American Academy of Dermatology

With the passage of the Patient Protection and Affordable Care Act in 2010, health system reform continues to be front and center with each of our organizations. New programs and regulations continue to be rolled out, with everyday bringing new challenges. In this session you will hear from your colleagues on how their organizations are moving forward with implementation and education of their members as health system reform continues to evolve.

206 EXHIBITOR RECEPTION
5:00 – 6:30 P.M. (CITYVIEW)

Enjoy hors d’oeuvres and beverages while visiting with AAMSE partners as well as fellow attendees in the exhibit hall.

Sponsored by:

A=Advocacy AM=Association Management C=Communication E=Education L=Leadership M=Membership PD=Professional Development T=Technology

For full descriptions, see page 10
PROGRAM DESCRIPTIONS

302B BREAKTHROUGH MARKETING COPY (BACK BAY)
Steve Erickson, CAE and Catherine Ort-Mabry, MA, American College of Cardiology
Get powerful tips and tactics to produce marketing copy that breaks through the clutter, grabs the reader and speeds the time from awareness to action. Find your unique selling proposition, understand underlying buyer motivations and write copy that motivates members, meeting registrants and other customers. This session will teach you buyer motivations and how to use both emotion and logic to develop marketing copy.

302C POLITICS AND PHYSICIAN PAYMENT (BEACON HILL)
Tamar Thompson, Jeffrey J. Kimbell & Associates
This session will address the current political environment in Washington and the effects on future physician payment. Healthcare reform legislation passed in March of 2010 known as the Patient Protection and Affordable Care Act largely focused on regulating private healthcare insurance but also included a number of revisions to public payer programs. You will gain knowledge about how physician reimbursement could be affected by these changes and how the current political climate might impact lawmakers’ decisions for implementing a long term solution to the Sustainable Growth Rate (SGR) problem. You will learn which political and federal agency players will drive payment policy in 2011/2012.

302D STRATEGIC PLANNING MADE SIMPLE AND USEFUL FOR MEDICAL SOCIETIES OF TOMORROW (HARBORVIEW 3)
Bruce E. Balfe, MS, Bostrom Corporation
Strategic planning can be a very powerful tool to help ensure the success of your organization or it can simply be an exercise that you go through because everyone says you need to. The process of developing a strategic plan can be very elaborate or very simple and straightforward. This session will provide insight into what a strategic plan really is, a practical approach to developing one and ways to use a strategic plan as an effective management tool.

302E MINDFULNESS – THE POWER OF THE PRESENT MOMENT (SKYLINE)
Tara Healey, Harvard Pilgrim Health Care
Got stress? This session will help you tap into your inner strength, stability and resilience to meet the challenges of your everyday life. Mindfulness is focused awareness. It is the ability to bring full awareness to the present moment. It means to be attentive and conscious about what is happening. It means to be aware. In the same way regular exercise improves physical health, regular mindfulness practice can actually change your thought patterns and your body’s response to stress. You will learn coping skills, stress tolerance, impulse control and methods for being physically and mentally relaxed.

302F ACO/COOP TOPIC (WATERFRONT 1BC)
This session will continue the conversation from the ACO/COOP Summit.

303 BOARD INSTALLATION LUNCH (HARBORVIEW 1&2)
AAMSE President Donald R. Wall will conduct the annual business meeting, preside over the installation of the 2011-2012 AAMSE President, Jay Millson and Board of Directors as well as present the AAMSE Profiles of Excellence Awards.

304 BREAKOUT SESSIONS
2:00 – 3:15 P.M.

304A BUILDING FANS AND FOLLOWERS: CROSS-CHANNEL SUCCESS WITH FACEBOOK, TWITTER AND LINKEDIN (REPEAT) (FEDERAL)
Buck Beighley and Nancy Calaway, American College of Emergency Physicians
Associations large and small are searching for ways to leverage social media to be more than just a water cooler buzz term. As one-to-one marketing channels fragment, associations are challenged to utilize aspects of social media to gain valuable insight from members and non-members to drive measurable business results. Join the presenters as they share key insights from the latest research and explore how some of today’s biggest associations are benefiting from cross-channel communications.

304B YOUR WEBSITE, YOUR MEMBERS AND THE NEW INTERNET: HOW TO USE WHAT YOU ALREADY HAVE TO ENHANCE YOUR BRAND AND BOOST YOUR MEMBERSHIP (REPEAT) (BEACON HILL)
Matt Dunn, VShift
Your website is one of the best, most cost-effective ways to support your brand, highlight information and demonstrate value to members. Making your site work for your organization has less to do with resources, content and design, and more to do with understanding your users, understanding what they are most interested in and understanding how best to give it to them. This session explains how to think about website redesign projects and shows how to turn a mess of a website into something that makes an organization stand out.

304C GETTING PHYSICIANS INVOLVED IN ADVOCACY (SKYLINE)
Michael A. Costello, Massachusetts State House, Brian O. Foy, Westchester Academy of Medicine & Westchester County Medical Society, James FX. Kenealy, MetroWEST ENT Associates, Inc.
Now, more than ever, advocacy is critical in advancing agendas for medical associations. This session will provide information
on the legislative process access and pressure points where physicians can be the most effective in their advocacy efforts. You will learn the importance and value of relationship building and the importance of providing timely information and education material to support advocacy positions.

304D DEFining VALUE IN A SHIFTING PARADIGM: MOVING FROM SOLO DOCS TO THE EMPLOYED PHYSICIAN (HARBORVIEW 3)  
Stephen R. Phelan, Massachusetts Medical Society  
Learn how to promote organization value to a radically changing physician market. In this session you will look at how the medical practice landscape is changing, and how membership professionals can continue to demonstrate the value of membership to those physicians who are employed or are transitioning to employment relationships and to the administration who may be paying the dues. Learn how to sell the value proposition to the “deciders” in various practice settings.

304E YOUR MESSAGE IN 30 SECONDS OR LESS (WATERFRONT 1BC)  
Heather Carpenter, Fisher College  
Have you ever been caught in an awkward situation trying to think on your feet about how to promote yourself or your organization? Are you an introvert and just cannot find the words when meeting someone new? Do your extroverted ways leave others overwhelmed and confused about your mission? Learn how to meet new people and tell them about you or your organization in 30 seconds or less! This interactive workshop will take you out of your comfort zone and teach you how to self-promote and network in a meaningful way.

304F CREATIVITY…OFFERING UNCONVENTIONAL ACCESS TO WAYS OF THINKING (BACK BAY)  
Rhea Blanken, Results Technology, Inc.  
G. B. Shaw said, “We don’t stop playing because we grow old; we grow old because we stop playing.” This session plays with creativity. We are often asked to find a “creative solution” or “be creative” in our work. What does that mean and what are the resources available to help us nurture our creativity? In this session, we will explore why creativity matters and offer insights into how we can begin to align our professional and personal lives with the key advantages creativity offers. Creativity is, by its nature, a process that conjures up thought processes going beyond normal patterns of day-to-day problem solving. Research on creativity suggests that creative thought and development requires structure and discipline. This session will explore ways of thinking about creativity and provide tools and techniques for pursuing the creative process to increase the probability of useful results - this is stuff your brain and heart will love!

305 GENERAL SESSION 3:30 – 4:45 P.M. (HARBORVIEW 1&2)  
COHESIVENESS OF MEDICAL GROUPS IN THE BRAVE NEW WORLD  
Gregg S. Meyer, MD, MSC, Massachusetts General Hospital  
There is a trend toward employment of physicians by hospitals and large integrated delivery systems. Dr. Meyer will present his perspective on this trend as a physician with the Partners Healthcare system in Massachusetts. He will address how the trend, particularly in light of development of Accountable Care Organizations and other delivery system changes resulting from the Patient Protection and Affordable Care Act, will impact the medical profession as well as potential implications for medical societies.

307 SWEET DREAMS RECEPTION 9:00 – 11:00 P.M. (LIGHTHOUSE ROOM, AT HOTEL)  
After a night on the town or at the ballpark, meet back at the Seaport Hotel to celebrate the last night of the 2011 Annual Conference with friends and colleagues. Enjoy views of the Boston Harbor and skyline with desserts, coffee and a nightcap beverage from the cash bar.

Saturday, July 23

400 BREAKFAST 8:00 – 9:00 A.M.  
Meet with other staff members of county, state, state specialty and national specialty societies to discuss issues specific to the respective organizations.

400A NATIONAL SPECIALTY (CITYVIEW 2)  
400B STATE (CITYVIEW 1)  
400C COUNTY (BACK BAY)  
400D STATE SPECIALTY (SKYLINE)  
400E GENERAL MEMBERSHIP (FEDERAL)

401 BREAKOUTS SESSIONS 9:00 – 10:15 A.M.  
401A TOP TEN LEGAL PITFALLS (FEDERAL)  
Paula Cozzi Goedert, JD, Barnes & Thornburg, LLP  
Hear about the mistakes other non-profits have made so you can avoid them. Ms. Goedert will deliver a plain-English presentation on legal mistakes being made by association executives in intellectual property, HR, tax and governance. You’ll laugh. You’ll cry. You’ll learn something.

=Advocacy  AM=Association Management  C=Communication  E=Education  L=Leadership  M=Membership  PD=Professional Development  T=Technology  
For full descriptions, see page 10
401B CONFESSIONS OF A “DASHBOARD-A-HOLIC” AM (SKYLINE)
John Dorman, CPA, Michael Hebert and Grant McInnes, Texas Medical Association
You’ve been tasked with creating an organizational dashboard. You have a lot of great data, but don’t know where to start. Dashboards are a great management tool. They can combine management data, both subjective and objective, and put it in a visual perspective that makes it easier to understand. This session will give you practical tools to take back to your organization. You will learn what data can be used in a dashboard, how to create and develop a dashboard given the size of your budget, how to keep your dashboards current and of course, the pitfalls to avoid along the way.

401C MOVING TO ACCOUNTABLE CARE THROUGH PAYMENT REFORM AND DELIVERY SYSTEM CHANGE A (HARBORVIEW 3)
Harold D. Miller, Center for Healthcare Quality and Payment Reform
With the physician payment reforms that will be implemented from the Patient Protection and Affordable Care Act, focusing specifically on Accountable Care Organizations (ACOs), this session will help you gain a better understanding of how ACOs can be organized and paid, how ACOs and other payment reforms can benefit both patients and member physicians and how medical societies can facilitate and prepare members for the changes that lie ahead.

401D THE PRESSES NEVER STOP: MEDIA RELATIONS IN A 24/7 WORLD C (BACK BAY)
Frank Fortin, Massachusetts Medical Society, Steve Levine, Texas Medical Association
Media relations is now a 24/7 business. Social media, blogs and YouTube have increased the volume and frequency of information and offer new opportunities to influence opinion and produce results. But how do you manage your website, Twitter, Facebook, produce videos, newsletters, magazines and write releases in an 8-hour day with no or limited staff? Some communication experts have found innovative ways to use social and traditional media to stay ahead of the presses. Attend this breakout session and see how they did it.

401E MINDFULNESS – THE POWER OF THE PRESENT MOMENT PD (REPEAT) (BEACON HILL)
Tara Healey, Harvard Pilgrim Health Care
Got stress? This session will help you tap into your inner strength, stability and resilience to meet the challenges of your everyday life. Mindfulness is focused awareness. It is the ability to bring full awareness to the present moment. It means to be attentive and conscious about what is happening. It means to be aware. In the same way regular exercise improves physical health, regular mindfulness practice can actually change your thought patterns and your body’s response to stress. You will learn coping skills, stress tolerance, impulse control and methods for being physically and mentally relaxed.

402 CLOSING GENERAL SESSION
10:30 A.M. – 12:00 P.M. (HARBORVIEW 1&2)
RACE FOR RELEVANCE: 5 RADICAL CHANGES FOR ASSOCIATIONS
Mary Byers, CAE, Mary Byers, Inc.
Join us as we take a bold, no-nonsense look at the realities of today's marketplace – and what it will take for associations to prosper tomorrow. We will examine potential management changes, reevaluating your member markets and rethinking your programs and services. You will learn practical steps for beginning a revolution within your organization and how to focus less on the “what” and more on the “why” and “how” of your work as a leader.

Did You Know? Owning a shop to sell sewing supplies was one of the few occupations available to women in 18th century Boston. Many women were widowed by the French & Indian War and supported their families by working in the sewing trades. By 1770, over 70 shop-owning women in Boston were called “She-Merchants.”

A = Advocacy  AM = Association Management  C = Communication  E = Education  L = Leadership  M = Membership
PD = Professional Development  T = Technology
For full descriptions, see page 10
Come Celebrate with AAMSE for the First Annual Profiles of Excellence Awards!

The AAMSE Membership Committee has worked vigorously to bring you the 2011 Profiles of Excellence Awards. Join us as AAMSE President Donald R. Wall presents the Profiles of Excellence Awards during Friday’s Board Installation Lunch.

These awards recognize AAMSE member organizations for outstanding accomplishments and excellence in professional services in the following areas:

**Membership:** submissions include successful membership development or membership retention programs or campaigns.

2011 WINNER: Massachusetts Medical Society
*Mass Med Soc: Physician Group Enrollment Campaign*

**Advocacy:** submissions include grassroots lobbying, special campaigns and ongoing efforts that created legislative or regulatory success.

2011 WINNER: Connecticut State Medical Society
*CSMS Medicare Survey*

**Communications:** submissions include newsletters, bulletins and magazines which are effective in promotional content, writing, format, graphic design and innovation.

2011 WINNER: Texas Medical Association
*TMA’s Health Reform School*

**Education:** submissions include program development, education curricula and/or special techniques to enhance professional development.

2011 WINNER: Greater Louisville Medical Society
*Pulse of Surgery*

Thank you to all of the organizations that applied:

American Academy of Dermatology
American Academy of Hospice and Palliative Medicine
American Association of Neuromuscular and Electrodiagnostic Medicine
American College of Emergency Physicians
American Orthopaedic Foot & Ankle Society
American Society of Anesthesiologists

Iowa Medical Society
Kentucky Medical Association
Lake Superior Med Association
Medical Association of Alabama
Renal Physicians Association
Travis County Medical Society

Thank you to our judges for accepting the challenge of selecting the best applicants:

Michael Abrams
Loretta Bronson
Chris Busky, CAE

Jennifer Hanscom
Sheree LaCoste, BSN
Shawn Scott, CAE

Susan Shannon
Steve Smith, CAE
Ronald Szabat, JD, LLM

Congratulate the winners at the Board Installation Lunch Friday, July 22 at 12:30 p.m.!

For updates on the 2012 awards:

www.aamse.org/poe
Ensuring the health of our community, one person at a time.

For UnitedHealthcare, the commitment to healthy living begins with our 80,000 employees. Well over 50,000 of our employees volunteer every year in their communities and neighborhoods. These events are not only good for UnitedHealthcare employees, but provide help for those in need.

We also recognize that some children have medical needs that are not fully covered by their commercial health insurance. The UnitedHealthcare Children’s Foundation is a non-profit 501(c)(3) public charity that provides medical grants for costs associated with medical services and equipment, which have the potential to significantly enhance either the clinical condition or the quality of life of a child. To learn more, visit uhccf.org.

Our commitment to health care extends beyond our jobs and our business. It extends into the communities in which we live and work. Learn more by visiting our booth or UnitedHealthcareOnline.com.

The UnitedHealthcare/VolunteerMatch Do Good. Live Well. Survey of more than 4,500 Americans over the age of 18 identified that 68 percent of those who volunteered in the past year report that volunteering has made them feel physically healthier.
GENERAL INFORMATION

Registration
The Annual Conference registration fee includes all general sessions, breakout sessions and the following meals and receptions: Wednesday Opening Reception; Thursday Breakfast, Lunch and Exhibitor Reception; Friday Breakfast, Board Installation Lunch and Sweet Dreams Reception; and, Saturday Breakfast. AAMSE’s registration fee continues to be a superior value for your professional development dollar.

Registration Desk Hours
(Atrium Lobby, Plaza Level, Seaport World Trade Center)
Wednesday: 7:00 a.m. – 6:30 p.m.
Thursday: 7:30 a.m. – 4:30 p.m.
Friday: 7:30 a.m. – 3:30 p.m.
Saturday: 8:00 – 10:00 a.m.

Guest Passes
Guest passes are available for purchase at the registration desk for $75. Guest passes include the Wednesday Opening Reception, Thursday Exhibitor Reception, Friday Board Installation Lunch and Friday Sweet Dreams Reception. Guest passes are available only to registered medical society staff attendees.

Ribbons
If you need or are missing a ribbon, please stop by the registration desk for one.

Online Handouts and Session Materials
Handouts and other session materials are available at http://www.aamse.org/syllabus.
Additional materials may become available post-conference so check back in early August for updates.

Evaluations
Session evaluation forms will be distributed at the end of each session. Please complete the evaluations and return them to the moderator at the door on your way out or drop them off at the registration desk. The overall conference evaluation form will be email on Saturday, July 23. The Annual Conference Program Committee relies on your input to make the 2012 Annual Conference one that focuses on topics that you want.

CAE Hours
You may earn one credit hour towards CAE certification or recertification for each full clock hour, up to a maximum of six hours for each full-day program. Please note, however, that sessions specific to AAMSE procedures and/or medical topics will not earn credit. All credits are subject to the determination of the CAE program.

Sweet Dreams Reception
Friday, July 22, 9:00 – 11:00 p.m.
Lighthouse Room, Seaport Hotel
Sponsored by: Within3
SOCIAL EVENTS AND ACTIVITIES

Wednesday, July 20

100  GOLF OUTING AT TRULL BROOK GOLF COURSE
12:00 – 5:00 P.M.
Price: $57 (pay at course)
Transportation is not provided.

Thursday, July 21

207  SPIRIT OF BOSTON DINNER CRUISE
6:30 – 10:00 P.M.
Price: $65 adult
$35 child (12 and under)
There may still be tickets available – check with the registration desk if interested.
Meet AAMSE staff at the blue awning on the North side of the Seaport World Trade Center promptly at 6:30 P.M.

Friday, July 22

306  RED SOX GAME
5:30 P.M. – END OF GAME
Price: $72
Tickets are sold out.
Bus will depart from the porte cochere on the Seaport Hotel Plaza Level (World Trade Center Avenue) promptly at 5:30 P.M.

On Your Own

THE FREEDOM TRAIL
The Freedom Trail is a 2.5 mile red-brick walking trail that connects 16 nationally significant historic sites – museums, churches, meeting houses, burying grounds, parks, a ship and historic markers that tell the story of the American Revolution and beyond.
The Freedom Trail Foundation offers several guided walking tours with an 18th century costumed guide. www.thefreedomtrail.org
The National Park Service operates many historic sites in the Boston area and also offers free guided walking tours of the Freedom Trail. www.nps.gov/bost

THE INSTITUTE OF CONTEMPORARY ART/BOSTON
For over 50 years, the ICA has presented contemporary art in all media – visual arts, film, video, performance and literature. Throughout the ICA’s history, it has been at the forefront in identifying and supporting the most important artists of its time and bringing them to public attention. The ICA is just one block north of the Seaport Hotel & World Trade Center. www.icaboston.org

OTHER BOSTON SITES
There are many other sites, activities and opportunities for you to enjoy while visiting Boston. Check out the Greater Boston Convention and Visitors Bureau for more ideas. www.bostonusa.com/visit

FANEUIL HALL MARKETPLACE
Faneuil Hall Marketplace includes Faneuil Hall, Quincy Market, North Market and South Market, all set around a cobblestone promenade where jugglers, magicians and musicians entertain passers-by. Constructed in 1742, Faneuil Hall was home to merchants, fishermen, meat and produce sellers and provided a platform for orators. It was here where colonists first protested “no taxation without representation” in 1764; Samuel Adams rallied for independence from Great Britain; and, George Washington toasted the nation on its first birthday. Today, Faneuil Hall Marketplace is still Boston’s central meeting place, offering shops, restaurants and outdoor entertainment. www.faneuilhallmarketplace.com

COMPLIMENTARY SHUTTLE – DAY
A shuttle bus operates roundtrip service between The Seaport World Trade Center and the Old State House (corner of State and Devonshire). Hours of operation are Monday-Friday, 7 a.m. – 7 p.m. Service is continuous every 10 – 15 minutes. Check with the Seaport Hotel concierge for further information.

COMPLIMENTARY SHUTTLE – NIGHT
AAMSE guests will have private use of a shuttle van for round-trip service between the Seaport Hotel and Faneuil Hall. Hours of use will be Thursday, July 21 and Friday, July 22, 5:30 – 9 p.m. Service is continuous every 10-15 minutes.
MEET THE GENERAL SESSION SPEAKERS

THURSDAY, JULY 21 OPENING SESSION AND KEYNOTE
9:15 – 10:45 A.M.

Turning Doctors into Leaders

Thomas H. Lee, MD
Network President, Partners HealthCare

Dr. Lee is Professor of Medicine at Harvard Medical School and the Harvard School of Public Health, and Chair of the Editorial Boards of the Harvard Heart Letter, a publication that he helped to found. He is CEO of Partners Community HealthCare, Inc., the integrated healthcare delivery system established by Brigham and Women’s Hospital, Massachusetts General Hospital and their parent company, Partners HealthCare System, Inc. In addition to his administrative responsibilities, Dr. Lee is a practicing internist and cardiologist and has a research career focusing on clinical epidemiology. He is the recipient of a Clinical Investigator Award from the National Heart, Lung, and Blood Institute and an Established Investigator Award from the American Heart Association. He was a National Councilor for the American Federation for Clinical Research and was elected in 1995 to the American Society for Clinical Investigation. Dr. Lee is also Associate Editor of the New England Journal of Medicine.

THURSDAY, JULY 21 GENERAL SESSION
3:45 – 5:00 P.M.

Health System Reform: Where are We Now?

C. Todd Askew, Director, Congressional Affairs, American Medical Association
Alexandra B. Calcagno, Director, Federal and Community Relations, Massachusetts Medical Society

Ms. Calcagno is the primary liaison between MMS and the federal government. She advocates the society’s position before Congress and the Executive Branch and counsels the society on federal legislation, assists with policy development and implements legislative strategies to achieve the society’s goals. She represents MMS to the AMA and national organizations on federal issues. Ms. Calcagno is also responsible for educating the society’s members about federal legislative issues and grassroots activities. Prior to coming to MMS, she was Assistant Director of the American Academy of Pediatrics Office of Government Liaison in Washington, DC. In this capacity she lobbied Congress and the federal agencies on behalf of children’s health issues and pediatricians nationally. Ms. Calcagno’s first foray into politics was as Assistant Press Secretary for US Representative M. Caldwell Butler, (R-VA). She is a frequent speaker before state and national audiences on federal health care legislation impacting physicians and patients.

Robert B. Doherty, Senior Vice President of Government Affairs and Public Policy, American College of Physicians

Mr. Doherty works with the largest physician specialty society and second largest medical organization in the United States. He has over 31 years of health policy experience and is an accomplished presenter at health conferences. He has senior staff management responsibilities for ACP’s departments of legislative affairs, public policy, regulatory affairs and public affairs. Mr. Doherty has authored several papers for the Annals of Internal Medicine, writes a monthly Washington Perspectives column in The ACP Internist and also writes and hosts The ACP Advocate Blog, winner of the 2009 Best Health Policy/Ethics Blog. Mr. Doherty serves on the Board of Trustees of URAC, a leading health care accreditation organization, and is past-chair of the Policy Steering Committee for the e-Health Initiative (eHI).

John E. Hedstrom, JD, Director, Legislative Policy and Political Affairs, American Academy of Dermatology

Mr. Hedstrom heads up the AAD’s lobbying efforts at the federal and state level. In addition, he directs the activities of the academy’s grassroots activities and its political action committee, SkinPAC. Prior to working for the academy, Mr. Hedstrom served as the Assistant Director of Government Relations for the Society of Thoracic Surgeons for four years and as a lobbyist and PAC Manager for the American College of Ob-Gyns for nearly two years. Prior to entering the political realm, Mr. Hedstrom practiced corporate and securities defense law with Porter Wright Morris & Arthur, LLP in Washington, DC for four years. He is a graduate of Marquette University Law School (1998) and did his undergraduate work at Washington & Lee University in Lexington, VA (1993).

FRIDAY, JULY 22 GENERAL SESSION
9:15 – 10:45 A.M.

Medical Societies of the Future: The Challenge of Change

Catherine D. Bower, CAE, IOM
President, Cate Bower Communications and Co-Founder, Cygnet Strategy, LLC

Ms. Bower has nearly forty years of experience in strategy development, group process and leadership development facilitation, governance/organizational structure alignment, strategic communications and culture change. Her work is primarily with...
MEET THE GENERAL SESSION SPEAKERS

not for profit organizations in the US and Canada. Since 1991, Ms. Bower has operated her own consulting practice – Cate Bower Communications in West River, MD and in early 2010, she co-founded Cygnet Strategy, LLC. Cygnet focuses on large scale organizational transformation. She was previously a principal partner with Tecker Consultants, LLC of Yardley, PA for nearly twenty years. Prior to entering consulting in 1991, she spent twenty years in association management and organizational communications. A Fellow of ASAE, she has chaired both its Research Committee and its Communications Section Council, served on the ASAE Foundation Board of Directors and the ASAE Board and chaired the 2003 Strategic Leadership Forum. She holds a BA from Kent State University and is a frequent speaker on management issues, association management and communications. Ms. Bower is also a CAE and a graduate of the US Chamber’s six year Institute of Organizational Management.

FRIDAY, JULY 22 GENERAL SESSION
3:30 – 4:45 P.M.

Cohesiveness of Medical Groups in the Brave New World

Gregg S. Meyer, MD, MSC
Senior Vice President, MGH/MGPO
Edward P. Lawrence Center for Quality and Safety

Dr. Meyer was named the first Senior Vice President for the Edward P. Lawrence Center for Quality and Safety at the Massachusetts General Hospital and Massachusetts General Physicians Organization in December 2006. A national leader in the area of quality and safety, Dr. Meyer leads the multi-faceted efforts of the MGH/MGPO in quality and safety. Previously, Dr. Meyer served as the Director of the Center for Quality Improvement and Patient Safety at the Agency for Healthcare Research and Quality (AHRQ) where he was responsible for conducting and supporting research on the measurement, improvement and reporting of healthcare quality including clinical performance measurement, patient safety issues and consumer surveys. Dr. Meyer has served on numerous key committees related to quality and safety including the Joint Commission’s Board of Commissioners, National Committee for Quality Assurance’s Committee on Performance Measurement, the World Health Organization’s Scientific Peer Review Group on Health Systems Performance Assessment, Institute of Medicine panels, the Advisory Committee to the Massachusetts Health Care Cost and Quality Council and NASA’s Medical Policy Board. Dr. Meyer is a Phi Beta Kappa and summa cum laude graduate of Union College and magna cum laude graduate of Albany Medical College. He earned a Masters degree at Oxford University where he was a Rhodes Scholar and also holds a Masters degree from the Department of Health Policy and Management at the Harvard School of Public Health. Dr. Meyer served as a fellow in the US Senate Labor and Human Resources Committee’s health office and on President Clinton’s Healthcare Reform Taskforce. He has authored over 100 articles, editorials, chapters and monographs and is board certified in Internal Medicine.

SATURDAY, JULY 23 CLOSING GENERAL SESSION
10:30 A.M. – 12:00 P.M.

Race for Relevance: 5 Radical Changes for Associations

Mary Byers, CAE
President, Mary Byers, Inc.

Ms. Byers, author of Race for Relevance: 5 Radical Changes for Associations, is the former director of communications and member services for the Illinois State Dental Society. She served in that capacity for nine years prior to starting her consulting business in 1998. Since then, she’s spoken in 26 states to a wide variety of audiences, including the Indiana and Illinois Societies of Association Executives, Illinois Bankers Association, First National Bank, the American Dental Association, the American Society of Mechanical Engineers, American Association of Orthopedic Surgeons and the Illinois Movers’ and Warehousemen’s Association. Ms. Byers specializes in working with individuals to help define their roles and clarify their vision through conference programming and facilitating retreats. She is also a skilled listener and adept at getting groups to initiate and manage tough conversations.

Did You Know? The Boston Marathon is the world’s oldest annually contested marathon.

Did You Know? The 60-story-tall John Hancock Tower boasts 13 acres of glass.
BRUCE E. BALFE, MS – BOSTROM CORPORATION
Mr. Balfe is a nationally recognized expert in planning, governance and organizational assessment. At Bostrom Corporation, he serves as a consultant to health and medical associations focusing on strategic planning processes tailored to organizations’ specific needs, conducting planning sessions, assessing organizational alignment with strategic goals and analyzing governance structures and processes. Mr. Balfe served as Vice President for Strategic Management and Planning at AMA for over thirty years. In that capacity, he was responsible for AMA’s strategic planning process, including environmental scans, scenario analysis and strategic positioning analysis, as well as analysis of governance structures and processes. He is a member of The Planning Forum, ASAE, AAMSE and the Institute for Global Ethics IGE. He served on the Board of AAMSE, chaired the AAMSE Futures Trends Committee and the AAMSE Health Policy Committee which sponsored an Expert Summit on the Quality of Medical Care. He is active in the Institute for the Future, through which he has participated in conducting in-depth scenario analyses. Mr. Balfe received a BS in Business Administration from Hartwick College in Oneonta, New York and an MS in Economics from the Graduate School of Public Affairs (now the Rockefeller School of Public Affairs) in Albany, New York.

BUCK BEIGHLEY – AMERICAN COLLEGE OF EMERGENCY PHYSICIANS (ACEP)
Mr. Beighley is the Member Marketing Manager for ACEP. His responsibilities include coordinating and promoting direct marketing efforts to the association’s 28,000 members as well as potential members.

RHEA BLANKEN, CAE – RESULTS TECHNOLOGY, INC.
For almost thirty years, Ms. Blanken has promoted the partnership of association volunteers and staff through her workshops, presentations and consulting using interactive learning activities. Her work is designed to fulfill an organization’s mission, impact and influence. Through easy-to-use exercises and activities, supporting organizations, Boards and staff learn to walk their talk in creative, innovative ways. Ms. Blanken has written over fifty articles on leadership and staff learn to walk their talk in creative, innovative ways. Ms. Blanken has written over fifty articles on leadership and management lessons for everyday use. Since founding Results Technology, Inc., she has continuously pursued her vision to encourage and inspire leadership, strategic thinking and volunteer service within the association community. She is committed to creating an environment where sharing knowledge, sustaining a spirit of curiosity and generating extraordinary value are the operative values. Ms. Blanken is an ASAE Fellow and a founding Board Member and Past Chair of its Marketing Section.

MICHAEL C. BURGESS, MD – US CONGRESSMAN (TX)
Dr. Burgess serves on the prestigious House Energy and Commerce Committee and is the Vice Chair of the Subcommittee on Health. He is a member of the bicameral Joint Economic Committee. In 2009, Dr. Burgess founded and currently serves as Chairman of the Congressional Health Care Caucus. Because of his medical background, Dr. Burgess has been a strong advocate for health care legislation aimed at reducing health care costs, improving choices, reforming liability laws to put the needs of patients first and ensuring there are enough doctors in the public and private sector to care for America’s patients and veterans. Dr. Burgess believes Americans deserve a federal government that is more efficient and effective, less costly and always transparent. He follows a strict adherence to the Constitution, and opposes unnecessary expansion of the federal government’s control over Americans’ personal freedoms and instead believes in giving people more control over their lives and their money.

NANCY CALAWAY – AMERICAN COLLEGE OF EMERGENCY PHYSICIANS (ACEP)
Ms. Calaway is the Member Communications Manager for ACEP. She is responsible for ACEP’s print and online publications, messaging on the website and the association’s social media channels. She has been with ACEP for almost nine years and previously was a reporter for The Dallas Morning News, where she won numerous awards for her writing.

HEATHER CARPENTER, MS – FISHER COLLEGE
Ms. Carpenter has been the Director of Career Services at Fisher College in Boston, MA for over three years. During her tenure, she has built a strong career services program that is integrated in all four years of a student’s experience. Helping students to build their brand and market themselves to potential employers has become her main focus. She highly values education and her role in helping students succeed. Ms. Carpenter serves on multiple career services committees and has presented at conferences. She earned her BA at Providence College and MS at Northeastern University and is MBTI Certified.

Did You Know? The average price for a bowl of New England clam chowder in Boston restaurants is $4.40.

Did You Know? The Union Oyster House, located one block from Faneuil Hall at 41 Union Street is “America’s oldest restaurant” and a Designated National Historic Landmark.

Did You Know? The Boston University Bridge on Commonwealth Avenue is the only place in the world where a boat can sail under a train driving under a car driving under an airplane.
SCOTT COLBY, MS – NEW HAMPSHIRE MEDICAL SOCIETY (NHMS)
Mr. Colby joined NHMS on July 1, 2010 as its Executive Vice President. Reporting to the NHMS Council, he is responsible for the day-to-day operations of the Society including budget oversight, membership growth and retention, strategic planning and execution of Council-driven initiatives. Mr. Colby has over twenty years of healthcare experience including his most recent role at Catholic Medical Center in Manchester, New Hampshire as Director of Government Affairs and Managed Care. Other experience includes network development for Tufts Health Plan and work with Northshore International Insurances Services in Salem, Massachusetts. Mr. Colby received his BS in Business Administration from the University of New Hampshire’s Whittemore School of Business and Economics and MS in Management from New England College.

DAVID CORIALE, MBA – DELCOR TECHNOLOGY SOLUTIONS, INC.
For over 25 years, DelCor has been helping associations and nonprofits realize their mission and fulfill their purpose more effectively by elevating their use of technology. Since his high school days, Mr. Coriale has always been “the tech guy” who had to know how computers worked and what they are capable of accomplishing. His BS in computer science from Syracuse University gave him the engineering and design details to understand the bits and bytes while his MBA from the University of Maryland gave him the business savvy to help organizations become more effective.

MICHAEL A. COSTELLO, JD – MASSACHUSETTS STATE REPRESENTATIVE
Rep. Costello was elected to the Massachusetts House of Representatives in November 2002. During his first term, he served on the Joint Committees on Banks and Banking and Insurance. He appeared on the Pat Whitley Radio Show and on New England Cable News with Chet Curtis to discuss insurance issues and the Bank of America merger with Fleet Bank. He now serves as the Chairman of the Joint Committee on Public Safety and Homeland Security. In his capacity as Chairman, Rep. Costello has taken a leading role on many critical public safety issues. He is a member of the Governor’s Anti-Crime Council which discusses critical issues like gang violence and the spread of assault weapons. In 2007, the Massachusetts Bar Association named Rep. Costello its Legislator of the Year. Within his district, Mike has helped sustain many of the valuable organizations that provide critical social services in the region, including the Newburyport YWCA, the Pettengill House, the Boys and Girls Club of the Lower Merrimack Valley, the Newburyport Learning Enrichment Center and the Jeanne Geiger Crisis Center.

JOHN DORMAN, CPA – TEXAS MEDICAL ASSOCIATION (TMA)
Mr. Dorman is Chief Operating Officer of TMA and has over 25 years of association experience in the areas of finance, information technology, membership operations, property management, student loan administration, resource development and association leadership. Often found on the “bleeding edge” of association information technology, he has expertise in the development of high-end association-specific software applications, automation of data integrity processes, creation of business intelligence tools, consumption of data retrieval web services and exploration of disaster recovery possibilities using cloud computing services. Mr. Dorman advocates association collaboration to “stop creating the same information technology wheel”.

MATT DUNN - VSHIFT
As VShift’s Director of Strategy & Communication, Mr. Dunn leads interactive, branding, communications and technology projects for state-wide political campaigns, national advocacy and nonprofit organizations and global corporate clients. He brings ten years of public relations, advocacy communications and campaign marketing to VShift. His experience creating winning brands, compelling messages, eye-catching designs and targeted outreach strategies has given dozens of campaigns and organizations a unique identity and a far-reaching voice. In addition to providing strategic consulting for VShift’s clients, Mr. Dunn also oversees the day-to-day project teams at VShift, working on everything from logo designs to mobile websites to digital advertising campaigns. Mr. Dunn and VShift have a long history of working with medical- and health-related clients, including the Texas Medical Association, Red Cross of CT, John Theurer Cancer Center, RCHN Community Health Foundation, CenterCare, Chorus, the Physicians’ Foundation, NARAL-NY, VDay and Advocates For Youth, among others.

STEVE ERICKSON, CAE – AMERICAN COLLEGE OF CARDIOLOGY (ACC)
Mr. Erickson is the Chief Communication Officer for ACC. In that role, he leads all of the marketing and communication efforts for the College. A graduate of Florida State University and Syracuse University, he is a certified association executive and brings to ACC a long career in public relations and association management. Prior to joining ACC, Mr. Erickson served as the head of the Washington, DC health care practice of Ketchum, an international public relations firm, and served as Vice President of Communication for the national office of the Arthritis Foundation.

Did You Know? The Big Dig created about 80 miles of underground lanes in a 7.5-mile corridor.
SPEAKERS

FRANK FORTIN – MASSACHUSETTS MEDICAL SOCIETY (MMS)
Mr. Fortin has been communications director of MMS since 1998. He is responsible for all public communications, including the Society’s digital strategies for its members. Previously, he was a television news producer, newspaper editor and a partner in a regional public relations firm in New England.

BRIAN O. FOY – WESTCHESTER COUNTY MEDICAL SOCIETY (WCMS)
Mr. Foy is responsible for the overall management of WCMS as well as its Academy of Medicine, and has served in this capacity since September 2009. Immediately prior to coming to New York, Mr. Foy worked for Compass Management and Consulting, an association management company based in Jacksonville, Florida. As VP of Administration and Policy, he was directly responsible for four Florida state specialty societies: ophthalmology; obstetrics and gynecology; general surgery; and, dermatology. As a part of Compass’ Executive Staff team, he provided policy medical association management services to 15 different medical associations and foundations, both state and national, responsible for policy development, legislative oversight and collaboration, budget planning, CME program planning, communications support, financial oversight, strategic planning and liaison development across all groups. Before coming to Compass, he spent 18 months as an independent, national consultant for state medical affairs representing IMS Health, the world’s leading provider of information, research, and analysis to the health care industry. From 1998-2006, he was the executive director of the Oklahoma State Medical Association. Mr. Foy has been a member of AAMSE for nearly 20 years and served on the board of directors from 2002 to 2005.

PAUL COZZI GOEDERT, JD – BARNES & THORNBURG, LLP
Ms. Goedert is a partner in the law firm of Barnes & Thornburg LLP, where she chairs the Association and Foundations Group. She concentrates her practice on representing nonprofit organizations, including professional societies, trade associations, charities and private foundations. She received the John C. Thiel Distinguished Service Award from Association Forum and the President’s Award from the Association Foundation Group. Ms. Goedert served on the Association Forum’s Board of Directors, Board of the Foundation of the ASAE and Board of Rush Oak Park Hospital.

TARA HEALEY, MED – HARVARD PILGRIM HEALTH CARE (HPHC)
Ms. Healey is the Program Director for Mindfulness-Based Learning at HPHC. She has practiced Insight Meditation for more than 20 years and studied Mindfulness-Based Stress Reduction (MBSR) at the Center for Mindfulness in Medicine, Health Care and Society (CFM) in Worcester, Massachusetts. Tara is a qualified MBSR instructor, with an MS in Health Education and a strong organizational development background. In 2006, Ms. Healey launched Harvard Pilgrim’s first “Mindfulness in the Workplace” program, which quickly evolved into a thriving mindfulness community. Building on this success, she has developed a full suite of Mindfulness programming and a partnership with the CFM to bring these programs to a diverse clientele including Google, Harvard Medical School, Physician Health Services, Inc., Smith College, Springfield College and The MITRE Corporation. Ms. Healey has been a featured presenter at the conference of CFM, the Northeast Human Resource Association conference and the American Heart Association.

MICHAEL E. HEBERT – TEXAS MEDICAL ASSOCIATION (TMA)
Mr. Hebert has 23 years of experience as a small business owner with a focus on providing first class customer service. He joined TMA in 2003 and is the Director of Membership Operations. During that time, he has become proficient in SQL, and is utilizing .NET Development. With those skills, Mr. Hebert has been responsible for assisting in the development of Dashboards for multiple organizations, search engines for the iMIS database and creation of time-saving applications for the processing of data and dues dollars.

SHEILA HEITZIG, JD, MNM, CAE – EXECUTIVE DIRECTOR, INC. (EDI)
Ms. Heitzig is an Account Executive with EDI where she serves as the Director of Practice and Policy for the American Academy of Allergy, Asthma & Immunology (AAAAI). She holds an MS in Nonprofit Management from Regis University and has a graduate certificate in Dispute Resolution as well as a JD from Marquette University. In addition to her work with EDI, Ms. Heitzig maintains a part-time solo law practice providing services to nonprofit organizations and has taught undergraduate and continuing education courses in nonprofit law and governance. She earned the CAE in 2009.

Did You Know? Although the Library of Congress contains the most volumes in the country at more than 30,000,000, Harvard University’s Library is second with more than 15,000,000 and the Boston Public Library is third with more than 14,000,000.

Did You Know? Not until 1835 did folks start referring to the event of December 16, 1773 as “The Boston Tea Party.” For the previous 62 years, the event had been called just what it obviously was, “The Destruction of The Tea.”
SPEAKERS

DAN KELSEY, MBA, MS, CAE – INDIANA STATE MEDICAL ASSOCIATION (ISMA)
During his career, Mr. Kelsey has worked in a variety of capacities in the healthcare arena. Prior to his current position at ISMA, he was a pharmacy technician, business office follow-up specialist, representative for the Indiana Medicaid program and a healthcare consultant with a CPA firm. In his current position with ISMA, he oversees member recruitment, retention, education and the provision of services provided to members regarding Medicare, Medicaid, commercial insurance, HIPAA and Electronic Health Records. Mr. Kelsey currently participates on several committees regarding payer issues with the AMA and is active in AAMSE where he chairs the Leadership Committee. He has an Associates degree from Purdue University at Indianapolis, BS degree from Indiana University at Indianapolis, MS in Media Arts and Science from Indiana University at Indianapolis and MBA from Ball State University.

JAMES F.X. KENEALY, MD – METROWEST ENT ASSOCIATES, INC.
Dr. Kenealy was born in Brooklyn and raised on the south slope of the Catskills in the West Point area. He attended Dartmouth College and graduated in 1981 with a major in Biology. He had a brief alternative life before medical school where he served as a Microscopy Applications Engineer of Hamamatsu Systems, Inc., a Japanese high tech video image processing company, and an Optical Microscopy Consultant for Carl Zeiss, Inc., a well-known German optics firm. Dr. Kenealy graduated from the University of Pennsylvania School of Medicine in 1986 and remained there for his General Surgery Internship and subsequent residency training in Otorhinolaryngology – Head & Neck Surgery, graduating in 1991. He is board certified by the American Board of Otolaryngology (ABO) and a Fellow of the American Academy of Otolaryngology – Head & Neck Surgery (AAO-HNS). Dr. Kenealy is currently in small group single-specialty practice at MetroWest, based in Framingham, MA. He’s been active in organized medicine throughout his career and has been a member of the Massachusetts Medical Society (MMS) Board of Trustees for over twelve years and a member of the MMS Committee on Legislation for seven years, serving as its Chair for the past four years.

STEVE LEVINE – TEXAS MEDICAL ASSOCIATION (TMA)
Mr. Levine is responsible for communication strategy, message development and tactical implementation at America’s largest state medical society. A typical day could include planning a grassroots campaign to influence federal legislation, writing a speech to exotol our members to action or designing a new Facebook cause for a public health initiative. Surveys show that TMA members’ No. 1 expectation from their association is advocacy for the profession. His work typically revolves around two axes: designing and implementing the communications that support advocacy and keeping members informed of how TMA is meeting that expectation.

SUZANNE LOTHARY, MBA – AMERICAN ACADEMY OF DERMATOLOGY (AAD)
Ms. Lothary has worked in association management for over ten years and currently serves as the Marketing Director for AAD. During the course of her career Suzanne has worked for both for-profit companies and non-profit associations. Her experience has allowed her to build expertise in strategic marketing, project management, and product development. Suzanne holds a bachelors degree from DePaul University and an MBA from Roosevelt University.

JEFF LOUGHLIN, MHA – MASSACHUSETTS EHEALTH COLLABORATIVE (MAeHC)
Mr. Loughlin serves as the Executive Director for the Regional Extension Center of New Hampshire, operated by the MAeHC, working with providers, practice leaders and medical and administrative staffs to ensure successful adoption and Meaningful Use of EHR technology in the medical office environment. Prior to joining MAeHC, he served as an information technology (IT) consultant at Boston Medical Center providing implementation and training services for the outpatient medical departments. Before moving to the IT team, Mr. Loughlin spent several years as a practice manager in a variety of outpatient settings at Boston Medical Center, Harvard Vanguard Medical Associates and Boston City Hospital. He is also a veteran with 23 years of military service. Mr. Loughlin is currently serving with the Massachusetts Army National Guard as a Medical Service Corps Lieutenant Colonel. He received an MHA from Simmons College in Boston.

GRANT MCINNES – TEXAS MEDICAL ASSOCIATION (TMA)
Mr. McInnes has more than twenty years of experience in the technology industry with a number of years as a consultant for one of Australia’s top AS/400 consulting companies. He has been an Analyst/Programmer/Developer on many platforms but now focuses his energy on the Microsoft platform and is passionate about developing high quality web and windows applications in the .NET environment. Mr. McInnes manages a small team of software developers and has just completed phase one of releasing a mobile application for TMA for iPhone, iPad, Android and Blackberry devices.

HAROLD D. MILLER – CENTER FOR HEALTHCARE QUALITY AND PAYMENT REFORM (CHQPR)
Mr. Miller is Executive Director of the CHQPR and the President and CEO of the Network for Regional Healthcare Improvement. He also serves as Adjunct Professor of Public Policy and Management at Carnegie Mellon University’s Heinz School of Public Policy and Management, where he was Associate Dean from 1987-1992. Mr. Miller has been working at both the regional and national levels on initiatives to improve the quality of healthcare services and to change the fundamental structure of healthcare payment systems in order to support improved value. He has authored a number
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of papers and reports on health care payment and delivery reform, including “From Volume to Value: Better Ways to Pay for Healthcare,” which appeared in the September 2009 issue of Health Affairs, the CHQPR’s reports How to Create Accountable Care Organizations and Transitions to Accountable Care, and the AMA’s report Pathways for Physician Success Under Healthcare Payment and Delivery Reforms.

SUSAN J. OLIVER, MBA – TROPOMEDIA
Ms. Oliver brings thirty years of management and marketing experience in both the for-profit and non-profit sectors to her consulting practice, grounded in front-line experience in nearly every senior management position in non-profits—including CEO, chief development officer, and chief marketing officer in national organizations. Her passion is to strengthen the business side of non-profits and associations through sensible planning and modeling and creative marketing. Ms. Oliver holds a bachelors degree from Harvard University and an MBA from Boston University.

CATHERINE ORTMABRY, MA – AMERICAN COLLEGE OF CARDIOLOGY (ACC)
Ms. Ort-Mabry is the associate vice president for Marketing for ACC, a 39,000-member professional medical society dedicated to transforming heart health. Her group serves as a full-service, in-house agency for the college’s myriad membership, health care quality improvement, medical education and organizational initiatives. The award-winning team handles promotion, market intelligence, creative services, brand management and video production. With a background in both the profit and non-profit worlds, Ms. Ort-Mabry brings a keen understanding of blending mission and margin to reach an organization’s goals successfully. She holds an MA in communication from The Johns Hopkins University and a BA in journalism from The University of Texas at Austin.

STEPHEN R. PHELAN – MASSACHUSETTS MEDICAL SOCIETY (MMS)
Mr. Phelan has worked in associations for over 25 years. In addition to membership strategies, he has created constituency groups addressing diversity in medicine, from women, international, ethnic, minority and LGBT physicians. Mr. Phelan worked to educate physicians developing a national medical association in Vietnam and presented to representatives from the Ministry of Health of China, the Republic of Georgia and Kazakhstan. Prior to MMS, he was the Director of Finance and Development for the Massachusetts Senior Action Council (MSAC) and represented MSAC with the Massachusetts Coalition for the Homeless, Health Care for All and Community Works. Currently the Chair of the Board of the New England Society of Association Executives (NESA), he is also active in ASAE and AAMSE, served on the AMA National Task Force on Membership and helped establish the All States Network of state medical society’s membership executives.

CHRIS MAMBU RASCH – WISCONSIN MEDICAL SOCIETY (WMS)
Mr. Rasch is a Government Relations Specialist for WMS, lobbying on behalf of the nearly 12,500 statewide WMS physician members and advocating on behalf of physicians’ patients. He is dedicated to grassroots political efforts through the Society’s two political action account programs, WISMedPAC and WISMedDIRECT, which allow individual physicians to express their interests and participate in the political process. He oversees the programs so individual physicians and organized medicine can take an active role in the state political process and health care reform policy implementation. Mr. Rasch is also responsible for strengthening the voice of physicians through the Society’s Legislative Key Contact program which engages physicians to become active in the legislative process. The Key Contact advocacy program is a

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crucial component to the Society’s policy success and enhances physicians’ political engagement. Mr. Rasch is a graduate of the University of Wisconsin - Madison where he received his degrees in Political Science and History.

STANCEL RILEY, MD, MPA, MPH – MASSACHUSETTS BOARD OF REGISTRATION IN MEDICINE
Dr. Riley is Executive Director of the Massachusetts Board of Registration in Medicine, is board certified thoracic surgery and is a Fellow of the American College of Cardiology, the American College of Surgeons and the American College of Chest Physicians. Gaining a Masters in Public Administration and Public Health from Harvard University, Dr. Riley remains active as a mentor and tutor to Harvard Medical School’s Combined MD/MBA program and its Patient Doctor III program with Massachusetts General Hospital. Dr. Riley received his medical degree from the University of Alabama at Birmingham (UAB) and was a Clinical Associate Professor of Surgery at UAB’s Huntsville Campus as well as an Adjunct Assistant Professor for UA’s College of Nursing. He has co-authored numerous studies/articles on patient safety, accountability and health care access and is a member of statewide organizations such as the Massachusetts Coalition for the Prevention of Medical Errors, the Betsy Lehman Center for Patient Safety and Massachusetts Health Care Quality and Cost Council. Dr. Riley is a member of the National Quality Forum Steering Committee for reviewing and changing Serious Reportable Events.

KIMBLE D. ROSS, MA – KIMBLE PUBLIC AFFAIRS
Mr. Ross, a public affairs consultant and partially rehabilitated lobbyist, coordinated for 16 years the political, legislative, legal and regulatory matters for Texas Medical Association (TMA) as their VP for Public Policy and Director of Public Affairs. During his tenure at TMA, he accomplished a range of nationally recognized legislative, litigation, political, and grassroots organizational benchmarks that were acknowledged by many major newspapers, including the Washington Post, Wall Street Journal and New York Times. In 2003, he formed Kimble Public Affairs, which specializes in health care policy and political strategy, with a special emphasis on physicians’ rights. He has served for the last three years in Colorado as the ombudsman between United Health Care, the State Department of Insurance, and the Colorado Medical Society and regularly advises state and national office holders and political candidates on health care policy. He conducts training seminars on the “art” of lobbying and grassroots mechanics and ghost writes for senior corporate managers, physician leaders, litigators and public officials. Mr. Ross received his BS in Journalism at Oklahoma State University and an MA in policy analysis as a research fellow at Tulsa University.

ANDY SANDUSKY, MA – PENNSYLVANIA ACADEMY OF FAMILY PHYSICIANS (PAFP)
Mr. Sandusky is currently the Chief Operating Officer and Deputy Executive Vice President for PAFP. Mr. Sandusky plans and implements PAFP direct lobbying activities with the Pennsylvania General Assembly, Governor’s Office and regulatory officials. He directs the flow of policy position making in the areas of government affairs by providing substantive and political analyses to decision making bodies of the PAFP. He also fosters indirect lobbying by PAFP physician members through timely communications and education efforts. Mr. Sandusky is the Executive Director and Treasurer of the PAFP Political Action Committee. He earned his BA in Political Science from the University of Pittsburgh and an MA in Public Administration at the Pennsylvania State University. He has worked as a legislative staff member in the Pennsylvania House of Representatives and was previously employed as a legislative specialist for the ARC of Greater Pittsburgh.

SHARON TEITELBAUM, MCC – WORK-LIFE AND CAREER COACH
Ms. Teitelbaum, Master Certified Coach, is an authority on work-life balance and an expert advisor to busy professionals, high achievers, working parents and people at mid-career. She coaches individuals by phone or in person, and always offers an initial consultation at no charge. Her book, Getting Unstuck Without Coming Unglued: Restoring Work-Life Balance, is a strategic, tactical guide for maintaining a sane and balanced life, distilled from her experience coaching hundreds of professionals since 1995. A sought-after speaker and trainer, Ms. Teitelbaum has presented to such diverse audiences as Harvard Medical School Faculty, Merrill Lynch, and PricewaterhouseCoopers. She has been featured in The New York Times, Forbes.com and the Boston Globe Magazine and is a frequent expert resource for print and broadcast journalists. Prior to coaching, Ms. Teitelbaum was a corporate trainer and systems analyst.

TAMAR THOMPSON, MS – JEFFREY J. KIMBELL & ASSOCIATES
Ms. Thompson is a health policy and reimbursement strategist with extensive experience working with governmental agencies, private payers, Congressional leaders and patient advocacy groups to improve patient access to existing and new medical therapies. She has more than ten years of health policy experience, holds a MS in Health Sciences with a concentration in Public Health and has active certifications from the American Health Information Management Association (AHIMA) as a Certified Coding Specialist (CCS) and Certified Coding Specialist – Physician Based (CCS-P). Ms. Thompson currently serves as co-chair for the Women in Government Relations (WGR) health and social policies task force.
**SPEAKERS**

**PAM UDALL – TEXAS MEDICAL ASSOCIATION (TMA)**
Ms. Udall has more than 25 years experience in advertising and marketing communications. She currently is the director of media relations and PR for TMA, where she is responsible for developing messaging and implementing communication strategies for the association. Before joining TMA, she was the director of account management and media buying services for an Austin-based advertising/PR firm that focused on public health and sustainability issues.

**GAIL VERTZ, GPC – GRANT PROFESSIONALS ASSOCIATION (GPA)**
Ms. Vertz has been the Chief Executive Officer of the GPA (formerly AAGP) since January 2008. From 2005 to 2008, she served as the association’s Executive Director. Previous to that, Ms. Vertz provided contractual management services for the association since January 2003 and is Legacy member # 32 of the association. She has worked in the grants industry for over twenty years. Previous positions include: Director of Grants, Heart of America United Way for five years; Grants Manager for the Wyandotte/Leavenworth Area Agency Aging for nine years; and, Business Manager for HELP, Inc., a sheltered workshop for the developmentally disabled and mentally retarded.

**KEVIN WHORTON – WHORTON MARKETING & RESEARCH**
Mr. Whorton spent 24 years as nonprofit executive and association consultant. His unusual combination of research and management skills were developed through positions as research director for ASHP (Hospital Pharmacists) & NAHB (Home Builders). He also served as VP for NACDS and co-founded ChainDrugStore.net, and headed development for Catholic Relief Services, an NGO with 4500 staff worldwide. Mr. Whorton conducted 300 quantitative and qualitative studies for 150 associations including employers, marketing agencies, consultancies and clients. He understands the member/volunteer perspective from serving as vice chair for DMA Nonprofit Federation and ASAE Marketing Section Council. He has chaired the ASAE Membership Action Team, several DMAW Association Days and DMA Annual Nonprofit Conferences, and has served on the ASAE Membership and International Sections, Research Committee and content action team. Mr. Whorton has served as faculty for Loyola University and the US Chamber IOM program. He pursued PhD coursework at U-Maryland and George Mason and business at Northwestern’s Kellogg School.

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<td>GNF @ GreenSears</td>
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<td>Massachusetts Medical</td>
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<tr>
<th>ACO/COOP SUMMIT SPONSORS</th>
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<td>AMAGINE</td>
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<td>Covisint</td>
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<td>Physicians Advocacy</td>
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<td>Institute, Inc.</td>
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<td>WebsterBank</td>
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<th>STATE MEMBERSHIP DIRECTORS MEETING SPONSORS</th>
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<tr>
<td>Heartland PAYMENT SYSTEMS</td>
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<td>SOLVERAS PAYMENT SOLUTIONS</td>
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Please make sure to visit the exhibit hall and say "thank you" for the support of these companies.
More than 260 associations have joined the NHCN because...

Unlike other job board networks that send your members to a commercial job board, the NHCN was built for associations, by associations, and keeps associations at the center of the discussion.

- Build Your Brand
- Protect Your Data
- Strengthen Your Member Value
- $$$ to Your Association
AAMSE WISHES TO THANK

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