

2024 DAILY SCHEDULE

Thursday, September 12

7:30 a.m. – 1 p.m.
Plaza Ballroom

REGISTRATION OPEN

7:30 – 8:30 a.m.
Plaza Ballroom

BUFFET BREAKFAST

8:30 – 9 a.m.
Grand Ballroom

WELCOME AND GENERAL SESSION

Welcome

Chantell Taylor, Esq., Chief of Public Affairs & Advocacy, AAPA

Jason Prevelige, DMSc, MBA, PA-C, DFAAPA, President and Chair, AAPA

9 – 10 a.m.

Congressional Outlook*

Heather Meade, JD, Partner/Principal, Washington Council Ernst & Young

Get an inside look on the outlook for healthcare legislation in 2024 and 2025. Understand the political dynamics on Capitol Hill and in the Administration to prepare you for your Hill visits.

10 – 10:15 a.m.
Plaza Ballroom

NETWORKING BREAK

10:15 a.m. – 12 p.m.
Grand Ballroom

GENERAL SESSION

You Got This: A Blueprint for Successful Meetings on Capitol Hill*

Kristin Butterfield, MA, Director, Grassroots and Political Advocacy, AAPA

Tate Heuer, Vice President, Federal Advocacy, AAPA

Heather Meade, JD, Partner/Principal, Washington Council Ernst & Young

Learn the steps to a successful meeting on Capitol Hill, and review the materials and messages to share during your visits. Leave this session excited and prepared for an adventurous afternoon in the halls of Congress!

12 p.m.

DEPART FOR CAPITOL HILL

Metro fare cards provided.

12:30 – 5 p.m.

AAPA CAPITOL HILL HQ – RAYBURN HOUSE OFFICE BUILDING

A "Hill Day HQ" will be available in Room 2060 of the Rayburn House Office Building so you can recharge between meetings with a snack and a beverage.

1 – 5 p.m.

APPOINTMENTS ON CAPITOL HILL*

Join forces with your fellow PAs and PA students from across the country as you meet face-to-face with Members of Congress and staff. Discuss two identified priority issues that directly affect you, your patients, and the future of the profession.

5:30 - 7 p.m.
Plaza Ballroom

WELCOME RECEPTION AND EXHIBITS

Finish the day at a welcome reception to share stories about your Hill meetings, network with other PA advocates, visit exhibits, and get to know your AAPA leaders and staff.

7:30 a.m. – 5 p.m.
Plaza Ballroom

REGISTRATION OPEN

7:30 – 8:30 a.m.
Plaza Ballroom

BUFFET BREAKFAST

8:30 – 9 a.m.
Grand Ballroom

GENERAL SESSION

Capitol Hill Debrief

Kristin Butterfield, MA, Director, Grassroots and Political Advocacy, AAPA

Share your experiences meeting with Hill offices the previous day during this open-mic general session. Learn best practices for following up with staff and getting them to say “yes”!

9 – 10 a.m.

Going Beyond in State Advocacy: Amplify Your Voice to Improve Patient Care and Advance the PA Profession*

Chantell Taylor, Esq., Chief of Public Affairs & Advocacy, AAPA

This session will focus on the importance of PA voices in key state legislative priorities that will improve access to care and advance the PA profession.

10 – 10:45 a.m.
Plaza Ballroom

NETWORKING BREAK AND VISIT EXHIBITS

10:45 – 11:45 a.m.
Grand Ballroom

BREAKOUT SESSIONS - Choose one

Emerging Leader Track:

The Impact of Research on Advocacy Work*

Bryan Hannon, Director, State Advocacy and Outreach, AAPA
Sean Kolhoff, PhD, Senior Research Analyst, AAPA

AAPA research and advocacy staff will discuss why research is important to the PA profession and demonstrate a variety of ways to get involved, from staying abreast of clinical research through conducting your own research. At the conclusion of this session, we hope that you find at least one way to get involved in your own project and can see the connection between strong advocacy work and innovative research.

Ambassador

Association Management Track:

How to Keep Members Focused and Engaged Throughout the Legislative Process*

Echo Kopplin, DMSc, PA-C, PA-C at Great Plains Geriatrics
Duncan Daviau, PA, President-Elect, Massachusetts Association of PAs
Deborah Horwitz, PA-C, DermPA, Johns Hopkins Sibley Hospital
Meghan Pudeler, Director, State Advocacy & Outreach, AAPA

Getting favorable legislation passed can take time and sometimes extends over multiple legislative sessions. This session will explore techniques for keeping members engaged and strategies for building momentum with legislative leaders throughout the process. Panelists will share lessons learned from both negative and positive outcomes.

Diplomat

Advanced Advocacy Track:

Amplify Your Advocacy! Best Practices for Securing Media Coverage of State Lobby Days*

Jenni Roberson, Director, Media Relations, AAPA
Josh Birch, Senior Manager, Media Relations, AAPA
Marie Patterson, DHSc, MSM, PA-C, Middle Tennessee State University

Hosting a state lobby day is one of the best ways to engage PAs in your state as advocates and educate lawmakers about the profession and your legislative priorities. It

also presents a strong opportunity to gain media attention to inform a broader audience about the PA commitment to improving healthcare access. This session will provide tips on how to plan and execute a successful lobby day and position the event in a way that attracts media coverage.

11:45 a.m. – 1 p.m.
Plaza Ballroom

BUFFET LUNCH

Network with your peers during this interactive lunch session. Topics will be placed at each table to spark lively conversations about PA leadership, advocacy and current issues.

1 – 2 p.m.
Grand Ballroom

GENERAL SESSION

Artificial Intelligence: Transforming the Healthcare Landscape *

Matt Troup, PA-C, Senior Director of Clinical Success Abridge

The use of Artificial Intelligence (AI) in healthcare has moved well beyond the initial hype—it is already having a transformational impact on the healthcare landscape, including clinician well-being, operational efficiency, and improved clinical outcomes. This session will focus on the emerging applications of AI in healthcare, offer a framework for evaluating these new technologies, and present examples of how AI is already transforming the work of clinicians. Additionally, this session will demonstrate why PAs are well-positioned to play a crucial role in this AI revolution and how this shift in healthcare applications has created new professional opportunities for PAs to lead the charge.

2 – 2:30 p.m.
Plaza Ballroom

NETWORKING BREAK AND VISIT EXHIBITS

2:30 – 3:30 p.m.
Grand Ballroom

BREAKOUT SESSIONS - Choose one

Emerging Leader Track:

Advocating for the PA Profession: How Can Students Get Involved?*

Stephen Lewia, DMSc, PA-C, Director of Clinical Education, Wichita State Physician Associate Program

Rachel Weinzimmer, DMSc, PA-C, CAQ-EM, CPAAPA, Director/Second Vice Speaker of the House, Board of Directors, AAPA

Danika Okpaleke, Director of Student Communications, Student Academy Board of Directors, AAPA

Brittney Dawkins, MPAS, PA-C, President, Student Academy Board of Directors, AAPA

What does it mean to be a PA student and an advocate for the profession? What opportunities are available to students? From getting involved in your state chapter to applying for an AAPA leadership role, members of the panel will discuss their path to advocacy and steps any PA student can take to begin their advocacy journey. This panel is open to PA students, CO leaders seeking to recruit student members, and PA educators who want to bring advocacy into the classroom.

Ambassador

Association Management Track:

How Your CO Could Benefit from Basic Strategic Planning Principles*

Rachel Miller-Bleich, MA, CP, CAE, Senior Director, Governance, AAPA

Hillari Wennerstrom, CAE, Director, Constituent Organizations, AAPA

Strategic planning is an integral component of successful organization management and governance and yet, not all CO Leaders believe they have the resources or capacity to facilitate planning in a meaningful way. This session will explore the value of strategic planning and identify ways to get your CO thinking strategically. We will identify the stages of strategic planning and discuss important questions that need to be addressed throughout the process. This session will also connect attendees to useful models and resources and provide an opportunity to share tips and tricks that have been successful for their individual COs.

Diplomat

Advanced Advocacy Track:

Posting with a Purpose: Elevate your Organization's Social Media Advocacy Efforts*

Paulette Bleam, MBA, Director, Social Media, AAPA

Alexandra Dickinson, Partner, Beekeeper Group

Elevate your organization's advocacy efforts and lobby day success by tapping into the power of social media. This hands-on session delves into designing effective social strategies, crafting impactful content, and creating compelling images and video that resonate and prompt your audience and lawmakers to act. Discover how to transform your organization's supporters into ambassadors and gain valuable insights for leveraging social media to promote positive news about the profession.

3:30 – 4 p.m.

Plaza Ballroom

NETWORKING BREAK AND VISIT EXHIBITS

4 – 5 p.m.

Grand Ballroom

GENERAL SESSION

Pathways to AAPA Leadership*

Brian Lauf, DMSc, MPAS, PA-C, DFAAPA, AAPA Nominating Committee Member

Katherine Geebah Footracer, MS, PA-C, Director-at-Large, AAPA Board of Directors

Paola Gonzalez, MPAS, PA-C, Director-at-Large, AAPA Board of Directors

Rachel Weinzimmer, DMSc, PA-C, CAQ-EM, CPAAPA, Director/Second Vice Speaker of the House, Board of Directors, AAPA

Join a few of AAPA's Board members for a panel discussion about their perspectives and experiences with volunteerism and leadership with an audience Q&A. This session should give insight and inspiration to those interested or curious about pursuing leadership opportunities in AAPA.

7:30 – 11:30 a.m.
Plaza Ballroom

REGISTRATION OPEN

7:30 – 8:30 a.m.
Plaza Ballroom

BUFFET BREAKFAST

8:30 – 9:30 a.m.
Grand Ballroom

GENERAL SESSION

The Power and Courage of Maybe: Leadership in Health Equity*

Nguyen Park, DMSc, MS, PA-C, DFAAPA, President & Owner, Society of PAs in Genetics & Genomics

Uncertainty and change are part of everyday practice in medicine, and no one knows that more than PAs. To become change agents, PAs need to adopt a new definition of expertise and rise to the challenge of leading the fight against inequity in healthcare for our patients and for our profession. This session will explore how those with the power and courage of maybe can tilt the balance toward a more equitable healthcare system.

9:30 – 10 a.m.
Plaza Ballroom

NETWORKING BREAK AND VISIT EXHIBITS

10 – 11 a.m.
Grand Ballroom

GENERAL SESSION

What's in a Name? Everything. Advocacy Strategies for Title Change*

Chantell Taylor, Esq., Chief of Public Affairs & Advocacy, AAPA
Kathleen Moneghan, DHA, MPAS, PA-C, Vice President and President Elect, Maine Association of Physician Assistants
Alisa Gifford, MMS, PA-C, DFAAPA, President, Oregon Association of Physician Associates

This session will focus on the importance of PA voices in key state legislative priorities that will improve access to care and advance the PA profession.

11:05 a.m. – 12 p.m.
Grand Ballroom

GENERAL SESSION

From Claim to Fame: How to do Reimbursement Like a Rockstar *

Sondra DePalma, DHSc, PA-C, DFAAPA, Vice President, Reimbursement and Professional Practice, AAPA
Trevor Simon, MPP, Senior Director, Regulatory Policy, AAPA
Carson Walker, Director, Policy & Professional Advocacy, AAPA
Eric Walczyk, Health Policy Manager, AAPA

Command the healthcare stage with reimbursement knowledge! This session will describe reimbursement policies affecting PAs, give PAs the knowledge to explain their value contribution to various payment models, and explore how emerging technologies will affect reimbursement.