

**Tenth Annual AAPL Conference
Denver, CO
June 23-25, 2010**

**Program Agenda
Wednesday, June 23**

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| 12:30-2:30 p.m. | Exhibit Set Up/Registration |
| 1:00-2:00 p.m. | "Target Practice" How to target and plan properly to make your program work smart! – Christine Sasser Perry & Brian Borchardt |
| 2:00-3:00 p.m. | "Sales Skills for Program Building "– Chris Rhodes & Kriss Barlow |
| 3:00-3:15 p.m. | Break |
| 3:15-4:15 p.m. | Physician Liaison 101 (for new liaisons) – Jena Folger & Dee Hammond Taking it to the Next Level (for experienced liaisons) – Kim Welton & June Baker |
| 4:30-6:00 p.m. | Registration & Welcome Reception |

Thursday, June 24

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| 7:30-8:00 a.m. | Exhibits Open & Breakfast |
| 8:00- 8:15 a.m. | Welcome – AAPL President, <i>Ellen Steward</i> |
| 8:15-9:30 a.m. | <i>"The Future of Healthcare"</i> J. James Rohack, M.D., F.A.C.C., F.A.C.P. President, American Medical Association Scott & White Healthcare, Temple Texas |
| 9:30-10:45 a.m. | <i>"Return on Relationship"</i> Lyle D. Green & Michael Fisch, M.D./UT M.D. Anderson Cancer Center |
| 10:45-11:15 a.m. | Break & Visit Exhibits - Door Prize Drawings |
| 11:15–12:15 a.m. | Membership Business Meeting |
| 12:15–1:30 p.m. | Lunch & Visit Exhibits |
| 1:30 - 2:30 p.m. | <i>"Community Hospital Program: Moving From a Physician Liaison to a Strategic Partner"</i> Jim Munz/ Advocate South Suburban Hospital; Chicago, IL |
| 2:30 – 3:00 p.m. | Break & Visit Exhibits - Door Prize Drawings |
| 3:00 – 4:00 p.m. | <i>"Small Ideas Done Well Equal Big Impact"</i> Kriss Barlow/Barlow-McCarthy |

Friday, June 25

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| 7:30-8:00 a.m. | Exhibits Open & Breakfast |
| 8:00-9:00 a.m. | <i>Evolution & Phases of the Cleveland Clinic Program</i> (final title to be confirmed) Stephen Jones, M.D./Cleveland Clinic |
| 9:00-10:00 a.m. | <i>"Engagement for the Ages: Taming the Complexities of a Multi-generational Physician Landscape"</i> David Rowlee, PhD/Morehead Associates |
| 10:00-10:30 a.m. | Break & Visit Exhibits - Door Prize Drawings |
| 10:30-11:30 a.m. | <i>'Get A Grip': Tools for Handling Email or "Step Away from Your Blackberry"</i> Jerry Bridge/Bridge Practice Management Group |
| 11:30-12:30 p.m. | Box/Lunches - Breakout Sessions: Academic – Lorraine Placido & Jane Thornhill Private/Community – Jim Lawrence & Kathy Hansen Children's Health Facility - ? |