

Twelfth Annual AAPL Conference
Hyatt Regency, Jersey City, NJ
June 20-22, 2012

Program Agenda
Wednesday, June 20

- 10:30-12:30 p.m. Exhibit Set Up
- 12:00-1:00 p.m. Registration
- 1:00-2:00 p.m. *“Integration & Collaboration in a Time of Great Change”*
Jery Bridge, Lifeworks Education
- 2:00 -3:15p.m. *“Drive Referral Volume with Integrated PRM”*
Brian Borchardt, Director of Physician Relations, Scott and White Healthcare,
Suzanne Sawyer, Chief Marketing Officer, Associate Vice President,
Penn Medicine
- 3:15-3:30 p.m. Break
- 3:30-4:30 p.m. *Academic Medical Center Breakout Session*
Facilitator: Eric Franke
Co-facilitator: Lorraine Placido
- Private/Community Hospital Breakout Session*
“Changing Role of Physician Relations at the Community Hospital”
Facilitator: Anne Quinn Deitzler
- Children’s Hospital Breakout Session*
Facilitator: Tracie King
- 4:30-6:00 p.m. Welcome Reception

Thursday, June 21

- 7:30-8:00 a.m. Exhibits Open & Breakfast
- 8:00- 8:15 a.m. Welcome – AAPL President, Jim Lawrence
- 8:15-9:30 a.m. *“Health System Reform in Year Three: Where Are We Now?”*
Peter Carmel, MD
President, American Medical Association
- 9:30-10:30 a.m. Membership Business Meeting
- 10:30-11:00 a.m. Break & Visit Exhibits
- 11:00–12:15 p.m. *“Staying Sharp: Strategies to Keep Your Program at its Peak”*
Kriss Barlow, RN MBA
Principal, Barlow/McCarthy
- 12:15–1:30 p.m. Lunch & Visit Exhibits
- 1:30 - 2:45 p.m. *“Stark and Anti-Kickback Compliance in Physician Liaison Programs”*
George W. Bodenger,
Partner, Saul Ewing LLP
- 2:45 – 3:15 p.m. Break & Visit Exhibits

3:15 – 4:30 p.m. ***“Engaging Physicians Around the Liaison Program”***
Susan Solometo, MBA, Montefiore Medical Center, NY

5:00 p.m. Optional Evening Activity (TBD)

Friday, June 22

7:30-8:00 a.m. Exhibits Open & Breakfast

8:00-9:15 a.m. ***“Cupcakes vs. Wedding Cakes”***
Tammy Tiller-Hewitt

9:00-10:00 a.m. ***“Do you like me? Check Yes or No”***
John Bowen, PRC

10:00-10:30 a.m. Break & Visit Exhibits - Door Prize Drawings

10:30-11:30a.m. ***“The State of Physician Practice”***
Pam Moore
Physician’s Practice Magazine

11:30– 12:30pm ***“Successful Strategies” – Panel Discussion***
Brian Borchardt - Moderator