Decoding Healthcare Policy

The Graduate and Executive Education (GEE) programs at the Haslam College of Business have partnered with The Washington Campus to offer an unparalleled educational experience for our current executive MBA students, executive alumni, and healthcare industry clients.

PROGRAM DETAILS
April 18-20, 2018
The Washington Campus
1150 18th Street, NW
Washington, DC 20036
www.washcampus.edu
Program cost: $2,900

Certified for
19 CME credits or 1.9 CEUs

Join University of Tennessee faculty and Executive MBA in Healthcare Leadership students for an intensive three-day immersion learning about the intersection of healthcare policy, business, and government.

Hear from policy insiders including current and former legislators and regulators as well as corporate and industry public affairs and government relations executives. Understand how healthcare policies, government, and business affect the strategy, operations, and performance of individual corporations, specific industries, and the US and global economies. Participants will:

- Learn the foundations of legislative, executive, and regulatory processes
- Understand how public policy can be shaped by business, media, advocacy groups, lobbyists—and by you and your organization
- Identify, interpret, and analyze public policy threats and opportunities
- Determine integrated strategies to influence policy and improve overall organizational performance
- Engage in real-world case studies on the interaction among business, politics, and public policy
WEDNESDAY, APRIL 18, 2018
How Washington Works: Implications for Healthcare (The Washington Campus President & CEO)
Members’ Perspectives on the Agenda for the 115th Congress (Capitol Hill, Senators Lamar Alexander and Bob Corker)
The Challenges of Health Care Reform (American Health Policy Institute)
Health Care Policy Making in the Executive Branch (Department of Health & Human Services)
AAMC Discussion: Key Healthcare Policy Issues and Advocacy (on-site / Association of American Medical Colleges)

THURSDAY, APRIL 19, 2018
Overview of Health Care Reform: Past, Present, Future (American Enterprise Institute)
The Affordable Care Act and Its Implications (Robert Wood Johnson Foundation)
The Legislative Policy Making Process (Cigna/Senate Finance Committee)
Health Care Policy and Corporate Strategy (Medtronic, Inc.)
How Congress Works (or Not): Politics, Partisanship & Policy, Capitol Hill (The Aspen Institute)
Reception and Dinner, National Press Club
The Media, Politics and Public Policy (George Washington University faculty)

FRIDAY, APRIL 20, 2018
Program Questions & Answers (The Washington Campus)
The Regulatory Landscape: Payors and Providers (Corporate entity)
The Role of the Agencies: The FTC & Health Care Policy (on-site/Federal Trade Commission)
The Future of Health Care Reform in Congress (American Medical Association)
Lobbying, Advocacy, & Corporate Strategy (Lobbying entity)
Program concludes

LODGING & TRANSPORTATION
Participating individuals must secure their own lodging and transportation. Please call for lodging information.

Contact:
Michael Bowman
Graduate and Executive Education
mbowma15@utk.edu
(865) 974-6363
http://ExecEd.utk.edu

*Tentative schedule, final program may vary.

ACCREDITATION This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the University of Tennessee College of Medicine and the Haslam College of Business. The University of Tennessee College of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

EDUCATION CREDITS The University of Tennessee College of Medicine designates this live activity for a maximum of 19 AMA PRA Category 1 Credits TM. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

PAs, NPs and Nurses: Physician Assistants, Nurse Practitioners and Nurses may use these credit hours toward certification renewal. This credit is acceptable by the American Academy of Physician’s Assistants (AAPA), American Nurses Credentialing Association (ANCC) and American Academy of Nurse Practitioners (AANP).

Allied Health Professionals: Professional associations may choose to convert the hours earned to contact hours. Please contact your certifying board to ensure these credit hours will be accepted.