



NATIONAL HEALTH COUNCIL

2023 Health Leadership Conference

February 7 – 9, 2023
Hyatt Regency Coral Gables
Miami, FL

Agenda

As Catalysts for Change on behalf of patients, NHC members are called to lead on the major issues of the day, and to leverage opportunities in the environment in service of their mission. The content of this year's meeting is organized to support attendees on leading and leveraging.

Tuesday, February 7

11:30 a.m. – 2:00 p.m. **Little Havana Food & Cultural Tour** (Pre-registration required)

A 2.5-hour (or ½ mile) walking tour in a small group setting. The original Little Havana Food & Cultural Walking Tour explores the rich history and culinary delights of a vibrant neighborhood. The neighborhood is well-known for its many historical, political, culinary, and artistic contributions to Miami's culture.

12:30 – 2:00 p.m. **NHC Board Lunch**

2:00 – 8:00 p.m. **Registration Open**

3:00 – 4:00 p.m. **Catalysts for Change – Nonprofit Leadership in Uncertain Times**

Introduction by:

- **Randy Rutta**, CEO, National Health Council

Speakers:

- **Sabeen Perwaiz**, Executive Director, Florida Nonprofit Alliance
- **Janetta Cravens**, Senior Consultant for Governance and Strategy, BoardVeritas

- 3:00 – 4:15 p.m. **Connect and Collaborate Session for Senior Staff**
 Come meet senior staff from other NHC member organizations and connect on topics of mutual interest which include, but are not limited to:
- Hybrid Workplace
 - Recruitment, Hiring, Retention
 - Fundraising and Resource Management
 - Patient Engagement
 - DEI and Health Equity
 - Bring discussion topics of your own to share
- 4:00 – 4:30 p.m. Break
- 4:15 – 5:00 p.m. **Small Group Discussions and Report Out**
- Facilitators:
- **Sabeen Perwaiz**, Executive Director, Florida Nonprofit Alliance
 - **Janetta Cravens**, Senior Consultant for Governance and Strategy, BoardVeritas
- 6:00 – 8:00 p.m. **Opening & Networking Reception**
- Live Music with 6-piece music band, *Caesar Vera Y Su Nuevoson*
 - 6:30 p.m. Opening Remarks by Randy Rutta
 - Open Bar & Heavy Hors D' Oeuvres

Wednesday, February 8

- 6:30 – 7:15 a.m. **NHC Fitness Class** (Pre-registration required)
 What a great way to jumpstart your morning! Start the day with a fitness class that focuses on both cardio and resistance training. The instructor-led class will include a modifier and intensifier for every single move, making this class uniquely accessible to people of ALL fitness levels. Attendees may go at their own pace and increase the intensity whenever they like. No equipment is needed.
- 7:30 – 5:45 p.m. **Registration Open**
- 8:00 – 9:00 a.m. **Networking Breakfast Discussion Roundtable**
- Large Voluntary Health Agencies (VHAs) (Invitation only)

8:00 – 9:30 a.m. **Conference Breakfast**

9:30 – 9:40 a.m. **Opening Remarks and Conference Objectives**

Remarks by:

- **Kenny Mendez**, President & CEO, Asthma and Allergy Foundation of America (AAFA)
- **Randy Rutta**, CEO, National Health Council

9:40 – 10:25 a.m. **Leverage: Innovation at a Tipping Point**

This session will focus on the shifting roles of the physician, patient, and caregiver in today's complex healthcare environment. This exploration on the future of healthcare will entice participants with the possibilities, while considering the fears that can hold us back from embracing new ways of doing things.

Introduction by:

- **Kenny Mendez**, President & CEO, Asthma and Allergy Foundation of America (AAFA)

Keynote Speaker:

- **John Nosta**, Innovation Theorist

10:25 – 10:35 a.m. Break

10:35 – 11:20 a.m. **Reactor Panel to Keynote**

How is your organization thinking about innovation and technology for your disease area? What are the opportunities, and fears that you observe?

Moderator:

- **Steven Taylor**, President & CEO, The Arthritis Foundation

Panelists:

- **Barbara Collura**, President & CEO, RESOLVE: The National Infertility Association
- **Calaneet Balas**, President & CEO, ALS Association

11:20 - 11:30 a.m. Break

11:30 – 12:15 p.m. **Lead: The Patient Advocacy Community's Role in Assuring Better Access**

Introduction by:

- **Michael Osso**, President & CEO at Crohn's & Colitis Foundation

Speaker:

- **Kenneth E. Thorpe, Ph.D.**, Chairman, Partnership to Fight Chronic Disease; Robert W. Woodruff Professor and Chair, Department of Health Policy & Management, Rollins School of Public Health, Emory University

12:15 – 1:15 p.m. Lunch

12:15 – 5:15 p.m. **Headshots for Professionals** (Pre-registration required)
In need of a new or updated professional headshot? Your professional headshot should show you as an authoritative figure, which helps in making a dynamic first impression. *Gustavo Fernandez Photography* will provide high quality photographic services for attendees of the 2023 Health Leadership Conference.

1:15 – 2:00 p.m. **Leverage: Current Policy and Advocacy Landscape**
Annual HLC favorite, Kelly Brantley from Avalere Health, will provide her insights on the health policy and political landscape. Topics will include an overview of the 118th Congress and Committees, potential Congressional priorities, the Biden administration's recent and upcoming activities, and the political climate's impact on patient organizations' priorities.

Introduction by:

- **Jeff Todd**, President & CEO, Prevent Blindness

Speaker:

- **Kelly Brantley**, Practice Director, Avalere Health

2:00 – 2:15 p.m. Break

2:15 – 3:00 p.m. **Lead: Strengthening the Role of, and Respect for, Patient Generated Data**
For over a decade, the tide of progress in human health has steadily shifted towards greater access and influence for patients – especially in the US. Join us for a conversation on how this dynamic moment presents both towering opportunities and unexpected challenges for patient organizations.

Introduction by:

- **Lisa Butler**, Executive Director, GBS/CIDP Foundation International

Speakers:

- **William Lawrence**, Senior Director, Patient and Provider Associations, Healthcare Solutions, IQVIA
- **David Voccola**, Senior Principal & Global Strategy Lead, IQVIA Integrated Health Practice
- **Alexandra Weiss**, Director, Nonprofit Strategy, Patient Advocacy, Healthcare Solutions, IQVIA

3:00 – 3:15 p.m. Break

3:15 – 4:00 p.m. **Lead: A Fireside Chat about Progress on Health Equity**
The nonprofit health and patient advocacy sector are critical community support elements in the lives of millions of Americans experiencing chronic health conditions. Dr. Wendy Ellis founded and leads the Building Community Resilience (BCR) collaborative which seeks to improve the health of children, families, and communities by fostering engagement between grassroots community services and public and private systems to develop a protective buffer against Adverse Childhood Experiences (ACEs) occurring in Adverse Community Environments (ACEs). This conversation will expand thinking on the context and impact of the communities built and sustained by patient advocate leaders.

Moderator:

- **LaVarne Burton**, President & CEO, American Kidney Fund

Speaker:

- **Dr. Wendy Ellis**, Assistant Professor at GWU and Director, Center for Community Resilience at the Milken Institute

4:00 – 4:15 p.m. Break

4:15 – 5:00 p.m. **Leverage: Attendees “Show & Tell”**
Sign up in advance to have 5 minutes to enlighten your colleagues with success stories, “ah ha” moments, emerging best practices, pitfalls, partner opportunities, and other news to inform and inspire.

Hosted by:

- **Leah Howard**, President and CEO, National Psoriasis Foundation

- **Eric Racine**, Vice President & US Country Head, Public Affairs & Patient Advocacy, Sanofi

5:00 – 6:00 p.m.

Partner Networking Reception

Connect with those you've met throughout the day on topics of mutual interest

- Live Music by *Greg Diamond and Alex Hernandez*
- 5:15 p.m. Welcome Remarks by Susan Gaffney
- Open Bar & Light Hors D' Oeuvres

6:00 p.m.

Attendees are free for the evening. Dinner on your own.

Thursday, February 9

8:00 – 11:00 a.m.

Registration Open

8:00 – 9:00 a.m.

Conference Breakfast

9:00 – 9:10 a.m.

Opening Remarks & Conference Reflections

Remarks by:

- **Randy Rutta**, CEO, National Health Council
- **Charles D. Henderson**, CEO, American Diabetes Association
- **Michael Zincone**, US Senior Director of Patient Advocacy, Pfizer

9:10 – 9:45 a.m.

Lead: From Chief Executive to Chief Influencer

In today's hybrid and remote work environment, senior leaders have no choice but to leverage new communications tools to reach and influence their audiences. But executives are right to wonder, "Is social media even safe for my brand these days? And is it the best place to find my audience?" Some of the most successful chief executives have embraced a new role: *chief influencer*. They inspire others to follow them - both literally and figuratively. Among the digital channels available, LinkedIn has emerged as the go-to social media platform for leaders to interact with their colleagues, their customers and the communities who matter.

Whether you seek to demonstrate thought leadership in your industry, build your brand among partners, recruit the best talent for your organization, or engage your current workforce, this session will challenge you to embrace the role of chief influencer.

Introduction by:

- **Sue Peschin**, President & CEO, Alliance for Aging Research

Keynote Speaker:

- **Anthony Shop**, Chair, National Digital Roundtable; Co-Founder
+ Chief Strategy Officer, Social Driver

9:45 - 10:00 a.m. Break

10:00 – 11:00 a.m. **Leverage: Attendees “Show & Tell”**

Sign up in advance to have 5 minutes to enlighten your colleagues with success stories, “ah ha” moments, emerging best practices, pitfalls, partner opportunities, and other news to inform and inspire.

Hosted by:

- **Diana Gray**, President & CEO, Hydrocephalus Association
- **Devin Jopp**, CEO, Association for Professionals in Infection Control and Epidemiology (APIC)

11:00 – 11:45 a.m. **Leverage: The Relationship Between Philanthropy and Mission Impact**

The past several years have presented both tremendous challenges and opportunities in the health ecosystem. The philanthropic community is a critical partner to the nonprofit health sector in driving progress for patients. This session will explore both sides of the partnerships creating the future of social impact.

Introduction by:

- **Schroeder Stribling**, President & CEO, Mental Health America

Speaker:

- **Kevin Allan**, Executive Vice President, Changing Our World

11:45 a.m. – 12:00 p.m. **Closing Remarks**

Remarks by:

- **Jeff Todd**, President & CEO, Prevent Blindness
- **Randy Rutta**, CEO, National Health Council

12:00 p.m. Grab & Go Lunch Provided for Conference Attendees