



NATIONAL HEALTH COUNCIL

## 2024 Health Leadership Conference

February 21 – 23, 2024

Hotel Valley Ho

Scottsdale, AZ

### Schedule Outline – Content Subject to Change

#### *The Urgency of Now: “Think Patient”*

### Wednesday, February 21

11:30 a.m. – 1:00 p.m. **Western Spirit: Scottsdale’s Museum of the West Tour**  
Docent-led tour of the #1 voted Western Museum in the US.  
(Pre-registration required)

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

3:00 – 4:15 p.m. **Quality Care and Patient Access: A Panel Discussion with Leaders in Health Insurance** (CEOs and Board Members Only)  
Ms. Corlette will give an overview of the landscape of the health insurance industry in the U.S. and identify current market trends. Panelists will offer examples of best practices for engaging with the patient advocacy community and offer possibilities for further collaboration. The audience – comprised of patient advocacy CEOs and Board members - will have the opportunity to comment on and ask questions about the health insurance sector, and its practices and contribute suggestions for collaboration.

Panelists:

- **Adam Beck**, SVP for Commercial, Product and Employer Policy, AHIP
- **Sabrina Corlette**, J.D., Research Professor, Founder, and Co-Director, Center on Health Insurance Reforms
- **Other panelists to be announced**

3:00 – 4:15 p.m. **Senior Staff Session – Feedback and Evaluation**  
All organizations have in common the critical need for stakeholder engagement in providing perspectives, feedback, and evaluation of

programs and activities. NHC staff will lead a discussion on what is working and not working with the methods currently popular in use (surveys, event evals etc.). What do our stakeholders tell us (or not tell us) about the best ways to engage them to inform our work? What tips, tricks and best practices can we share with each other to help our organizations improve?

4:15 – 4:30 p.m.

Break

4:30 – 5:15 p.m.

**NHC Member Organizations as Employers** (CEOs and Board Members Only)

As EVP at Lockton Companies, the world's largest privately-held independent insurance brokerage firm, Mr. Brown is an expert in helping employers develop a deep understanding of their objectives regarding a well-tailored benefits program that advances their human capital strategy for attracting and retaining key talent. He will facilitate a dialogue with participants to explore current market trends for healthcare purchasers and offer tips and hints for how to select and utilize the knowledge and skills of your health insurance broker.

Facilitator:

- **Jacob Brown**, Executive Vice President, Lockton Companies

6:00 – 8:00 p.m.

**Opening & Networking Reception**

- Live Music provided by *Guitarres Flamencas*
- 6:30 p.m. Opening Remarks by Randy Rutta
- Open Bar, Small Bites, and Heavy Hors D' Oeuvres

## Thursday, February 22

6:30 – 7:15 a.m.

**Sunrise Yoga** (Pre-registration required)

What better way to start the day than with balance, strength, and watching the sunrise?

- **Cortney Halstead**, Wellness Guide, Daily Breath Yoga

7:00 a.m. – 5:45 p.m. **Registration Open**

7:30 – 8:30 a.m.

**Networking Breakfast Discussion Roundtable**

- Large Patient Organizations (Invitation only)

7:30 – 8:30 a.m.

**Networking Breakfast Discussion Roundtable**

- Filling in the Gaps - Small and Medium Patient Organizations With extensive experience in the political sphere and public and private health insurance – Ms. Christy Ferguson is an expert in

what's missing when leaders in the public and private spheres make decisions about healthcare. Recognizing this need she has built a company to address it "providing leaders with information, intelligence, and insights into how health care services, drugs, and devices are accessed and covered through health insurance, across both markets and payers". In this session, Ms. Ferguson will demonstrate the tool her company has developed and preview and upcoming opportunity for patient advocates to access the tool on behalf of their communities at no charge.

Facilitator:

- **Christine Ferguson**, Principal, Leverage Global Consulting

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

8:00 a.m. – 5:00 p.m. **Massage Therapy**

Reduce stress, improve concentration, and increase relaxation. Our complimentary 15-minute chair massage will provide attendees with a relaxing experience while improving their overall health and wellness. Sign-up is available onsite.

Service provided by:

**Tod Miller's Spa & Wellness**

9:00 – 9:10 a.m.     **Opening Remarks and Conference Objectives**

Remarks by:

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

9:10 – 9:55 a.m.     **The State of the Sector - Keynote Remarks**

Dr. Watkins will share insights from her first year at the helm of Independent Sector, the leading voice for America's non-profit community. Her national listening tour has given her a pulse on the opportunities and challenges for nonprofits in the current environment. She will also share highlights from the IS 2023 Health of the Sector Report and provide her perspective on the workforce challenges facing non-profits.

Introductions by:

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

Keynote Remarks:

- **Dr. Akilah Watkins**, President & CEO, Independent Sector

9:55 – 10:05 a.m.    Break

- 10:05 – 10:50 a.m. **NHC Member Reactor Panel**  
Members discuss the state of the sector from their perspective; what is the “new normal” post-pandemic? What innovations have come forward? What challenges have emerged and/or persisted?
- 10:50 - 11:00 a.m. Break
- 11:00 – 12:00 p.m. **Growing Health Equity Success from the Grassroots**  
A panel of experts in community-based care will offer expertise on how local care models are leading the way for a more equitable and just health care delivery system. With representation from the national, local, and patient perspectives, the audience will gain a deeper understanding of the thread that connects national strategy all the way through to the individual experience.
- Panelists:
- **Wendy Armendariz**, Chief Executive Officer, Neighborhood Outreach Access to Health (NOAH)
  - **Amanda Pears Kelly**, Chief Executive Officer, Advocates for Community Health
  - **Tara McCollum-Plese**, Chief External Affairs Officer, Arizona Alliance for Community Health Centers (AACHC)
- 12:00 – 1:15 p.m. Lunch
- 1:15 – 2:00 p.m. **Amazon Chief Medical Officer: The Future of Healthcare**  
The business model of Amazon is characterized by a relentless focus on the quality of customer experience. As the company turns its attention to the healthcare market, this focus translates to new and different ways of addressing the needs of patients. Dr. Mishra will explore the company’s vision for its place in the healthcare market – as a leader and a collaborator.
- Moderator:
- **Michael Osso**, President & CEO, Crohn's & Colitis Foundation
- Speaker:
- **Dr. Sunita Mishra, MBA**, Chief Medical Officer, Amazon Health Services
- 2:00 – 2:15 p.m. Break
- 2:15 – 3:00 p.m. **The Future is Here – How Can Patient Advocates Ensure Patient Perspectives Inform the Role of Artificial Intelligence in Healthcare**  
It seems there is no conversation about healthcare these days that does not include AI. Questions about its role – and its potential, both good and bad – abound. The National Health Council has

been exploring how our members can make sure there is a place at the table for patient perspectives as decisions are being made that impact everyone's health. Dr. Anderson will lend some important perspective on how the structures of decision-making are shaping up and how patient advocates can explore their role in that framework.

Speaker:

- **Brian Anderson**, Co-Founder CHAI (Coalition for Health AI) and Chief Digital Health Physician, MITRE

3:00 – 3:15 p.m. Break

3:15 – 4:00 p.m. **Fireside Chat with a MedTech Innovator**  
From online scheduling and electronic health records to health tracker apps and wearables to surgical robots and AI diagnostics – the role of medical technology in the lives of patients is undeniable. In this exciting conversation, Mr. Paul Grand will pull back the curtain on innovation in the medical technology space and invite the audience to explore with him how patient perspectives can be elevated in this market to ensure innovation responds to patient needs.

Speaker:

- **Paul M. Grand**, CEO, MedTech Innovator

4:00 – 4:15 p.m. Break

4:15 – 5:00 p.m. **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.

5:00 – 6:00 p.m. **Partner Networking Reception**  
Connect with those you've met throughout the day on topics of mutual interest.

- Live Acoustic Music provided by *AJ Odneal*
- Open Bar & Light Refreshments

6:00 p.m. **Attendees are free for the evening. Dinner on your own.**

## Friday, February 23

6:30 – 11:00 a.m. **Registration Open**

7:00 – 8:00 a.m. **Conference Breakfast**

8:00 – 8:15 a.m. **Opening Remarks & Conference Reflections**

Remarks by:

- **Susan Gaffney**, Executive Vice President, Membership, Development & Events, National Health Council

8:15 – 9:00 a.m. **Chief Influencer: Nonprofit Leaders Driving the Conversation**  
Back by popular demand, Mr. Shop will energize participants with tips and hints for how to lead the conversation in their sectors for maximum organizational influence. The session will be recorded and featured on Mr. Shop’s podcast “Chief Influencer” which explores how today’s successful leaders inspire and influence others.

Speaker:

- **Anthony Shop**, Chief Strategy Officer & Co-Founder, Social Driver

9:00 - 9:30 a.m. **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.

9:30 – 9:45 a.m. Break

9:45 – 10:30 a.m. **NHC Member Panel – Leading the Patient Narrative as Thought Leaders**

10:30 – 11:15 a.m. **The Political Outlook for the 2024 National Election**  
Like it or not national politics has a major influence on how the healthcare system operates in the United States. As patient advocates, we must keep our finger on the pulse of what is happening in Washington – from the White House to Congress and the federal agencies – in order to advance our missions on behalf of the stakeholder communities we serve. For our closing session we will be joined by the renowned elections analyst, Mr. David Wasserman, to get an insider’s view of what to watch over the course of 2024 as we close in on election day in November.

Speaker:

- **David Wasserman**, Senior Editor & Elections Analyst, The Cook Political Report

11:15 a.m. – 11:30 a.m. **Closing Remarks**

Remarks by:

- **Randy Rutta**, Chief Executive Officer, National Health Council

11:30 a.m. Grab & Go Lunch Provided for Conference Attendees