

# FOCUS on Leadership

Three days | Two conferences | One focus: LEADERSHIP  
May 3-5, 2012 | Kansas City, Missouri | [aafp.org/leader](http://aafp.org/leader)

**ALF**  
for current & aspiring leaders  
**NCSC**



[ It's something  
you've just got to  
**EXPERIENCE.**  
Once you try it,  
you'll keep coming back. ]

—Mary Barinaga, MD  
Idaho AFP President

**FIND YOUR ANSWER.**

Register now at [aafp.org/assembly](http://aafp.org/assembly)

AAFP SCIENTIFIC  
**assembly**  
**PHILADELPHIA**

October 16–20, 2012

# WELCOME

**Welcome to the 2012 Annual Leadership Forum (ALF) and National Conference of Special Constituencies (NCSC) — three days of high-energy leadership training with hundreds of current and aspiring leaders in family medicine.**

Even though ALF and NCSC are distinct conferences, attendees share a similar passion for family medicine and quality patient care, and you're all here to focus on leadership. As a result, you will have the opportunity to meet with peers from both conferences during the joint sessions listed throughout the program. Use this time to connect with your colleagues, share your experiences, and learn from one another.

Thank you for attending and have a great time!

## TIPS FOR ENHANCING YOUR CONFERENCE EXPERIENCE

### Free Wireless Access



Free wireless Internet access is available in all session meeting rooms.

### Online Resources

All conference handouts and materials are available online and at the printing station computers. There are a limited number of power outlets in meeting rooms.

### Printing Stations

For your convenience, ALF and NCSC printing stations are available near registration on the Ballroom Level. All onsite materials can be found online, including NCSC resolutions and reference committee reports ([www.aafp.org/ncsc/business](http://www.aafp.org/ncsc/business)) and ALF presentations ([www.aafp.org/leader/handouts](http://www.aafp.org/leader/handouts)), as well as on the desktop of the printing station computers.

### Exhibits

Don't miss the exhibits on Thursday, 12:00 p.m. – 4:30 p.m. and Friday, 8:30 a.m. – 3:30 p.m. Learn about AAFP products, services, and resources, and speak with many of our ALF sponsors and outside exhibitors. You will have the opportunity to purchase AAFP apparel, as well as books by many of the conference presenters.






### Taste of KC

The Power & Light District and the Country Club Plaza are only five to 10 minutes away by cab and offer a multitude of dining and entertainment options. Take time out in the evening to network with attendees from your chapter or colleagues from other chapters or constituencies.

For more KC attractions,  
go to [visitKC.com](http://visitKC.com).















# Who's Who?

## AT ALF

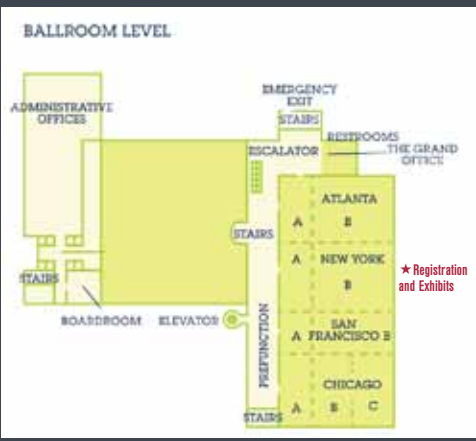
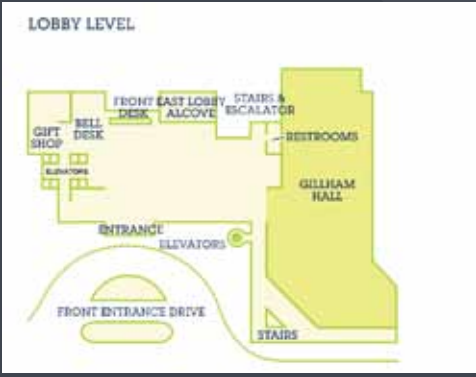
-  Chapter President
-  Chapter President-elect
-  Chapter Board Member
-  Chapter Executive
-  Chapter Staff

## AT NCSC

Ribbon colors represent the diversity of NCSC attendees. Please wear your ribbon proudly.

-  Convener
-  Past Convener
-  Co-Convener
-  SCS Chair
-  CMMS Chair
-  CMMS Member
-  1st Time Attendee
-  Women
-  Minority
-  New Physician
-  IMG
-  GLBT
-  Resident
-  AMA-YPS Eligible

## SHERATON KANSAS CITY HOTEL AT CROWN CENTER FLOOR PLAN



★ Registration and Exhibits



# EARN

## WHILE YOU LEARN

### **CME Credit**

Personalize your curriculum by selecting topics that best meet your Continuing Medical Education (CME) needs. Special sessions are noted throughout. Members attending the denoted sessions are eligible for a maximum of 6 CME credits.\*



Look for this symbol throughout the program for sessions offering CME.

### **CAE Credit**

Breakout sessions are eligible for CAE (Certified Association Executive) credit on an hour-for-hour basis up to six hours per day.

\*This Live activity, with a beginning date of May 2, 2012, has been reviewed and is acceptable for up to 6 Prescribed credit(s) by the American Academy of Family Physicians. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

The AAFP is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

The American Academy of Family Physicians designates this Live activity for a maximum of 6 AMA PRA Category 1 credit(s)<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Focus on leadership.

Share best practices.

Network with colleagues.

# ALF

## CAE Credit

Breakout sessions are eligible for CAE (Certified Association Executive) credit on an hour-for-hour basis up to six hours per day.

Support for ALF is provided in part by:

- Eli Lilly and Company
- Pfizer Inc.
- Purdue Pharma

## Wednesday, May 2

### LEADERSHIP DEVELOPMENT PRE-CONFERENCE

1:00 - 2:00 p.m.

#### **Membership: The Good, the Bad, and the Ugly** (EMPIRE AB)

CHAPTER REPRESENTATIVES

A panel of chapter staff share their successes in membership in this lively "Ignite" session. Ignite's motto is "enlighten us, but make it quick" where presenters get just 20 slides that auto-advance every 15 seconds to share their best practices.

*Session designed for chapter staff.*

2:00 - 3:00 p.m.

#### **What's the State of Your State's Legislative Affairs?** (EMPIRE AB)

GREG MARTIN AND MICHELLE GREENHALGH, AAFP

Join your colleagues to discuss the latest legislative news and information that affects you and your members. *Session designed for chapter staff.*

3:00 - 4:15 p.m.

#### **Leading the Charge: Personal Resiliency and Professional Satisfaction** (CHICAGO AB)

(CHICAGO AB)

ANNE NEDROW, MD

Take away practical information to help identify your own level of burnout and learn the steps toward regaining resiliency and maintaining stress hardiness. These and other essential skills will allow attendees to lead authentically, from mentoring to managing. Humor welcome.

*Session designed for physicians.*

3:30 - 5:30 p.m.

#### **CME Workshop** (EMPIRE AB)

CARLY HARRINGTON, CHRIS HODGES, AND CAROL TIERNEY, AAFP

Review and discuss current CME issues faced by chapters and hear updates of the AAFP Subcommittee on Clinical Content and Accreditation — with the Translation to Practice pilot and 2011 Congress of Delegates Resolution 601 as the main topics.

*Session designed for physicians and chapter staff involved in CME planning.*

4:30 - 5:45 p.m.

#### **Social Media Leadership: Turn Emotion Into Action** (CHICAGO AB)

MIKE SEVILLA, MD

Learn how to leverage social media for family medicine advocacy from the founder of the "Family Medicine Rocks" blog and podcast and Clinical Assistant Professor of Family medicine at the Northeast Ohio Medical University. Hear first-hand tips and tricks on how to utilize social media for family medicine empowerment and leadership development. *Session designed for physicians and chapter staff.*

## Thursday, May 3

6:00 - 6:45 a.m.

**Yoga** (BENTON)

7:15 - 9:00 a.m.

**Networking Breakfast** (BALLROOM FOYER)

9:00 - 11:15 a.m.

**The Elected Leader – CEO Forum** (CHICAGO C)

BUD CROUCH, TECKER INTERNATIONAL, LLC

A unique opportunity for chapter presidents, other officers, Board members, and chapter executives to focus on:

- What defines an effective partnership
- Key challenges they will be facing in the next 2 to 3 years
- Where to focus leadership efforts
- How to work together to keep board members engaged

*This session is open to all elected leaders and chapter staff.*

11:30 a.m. - 1:30 p.m.

**Chapter Presidents/Presidents-elect Lunch** (CHICAGO B)

An opportunity for chapter leaders to discuss chapter activities, share challenges, and explore solutions. *Limited to chapter presidents and chapter presidents-elect.*

**Chapter Staff Lunch with Chapter Relations** (PEPPERCORN DUCK CLUB)

Share information and discuss chapter issues with the AAFP Chapter Relations team over lunch. *Limited to chapter staff.*

12:00 - 4:30 p.m.

**Exhibits Open** (BALLROOM FOYER)

1:45 - 3:15 p.m.

**Elected Leader – CEO Roundtable** (CHICAGO C)

BUD CROUCH, TECKER INTERNATIONAL, LLC

Discuss the concepts shared at the Elected Leader – CEO Forum. Join your fellow chapter executives and elected leaders in this peer-exchange session. *Limited to chapter elected leaders and chapter executives.*

**CME Credit 101** (CHOUTEAU B)

CARLY HARRINGTON AND CHRIS HODGES, AAFP

Learn the basics of the AAFP CME accreditation process. Discuss the ACCME Standards for Commercial Support and the differences in the physician credit systems of the AAFP, the AMA, and the AOA. *Session designed for those staff and new members involved in the CME accreditation process.*



# ALF

## Thursday, May 3, continued

3:30 - 5:00 p.m.

### Chapter Staff with AAFP EVP (CHICAGO C)

Take advantage of this informal session to discuss important current issues with AAFP Executive Vice President/CEO, Douglas E. Henley, MD, FAAFP. *Limited to chapter staff.*

## BREAKOUT SESSIONS

4:15 - 5:30 p.m.

### Persistence Pays — Using Your Voice for Positive Change (CHICAGO A)

STEPHANIE VANCE, ADVOCACY ASSOCIATES

From Medicare reimbursement to restrictions on off-label use of prescription drugs to assistance paying back student loans — the policy environment dramatically impacts physicians and their patients. We need to speak out for positive change, but how? Learn the three As to effective advocacy — your ask, your audience, and your anecdote.

### Harness the Power of 3 to Inspire, Achieve, and Lead! (CHICAGO B)

SARALYN MARK, MD, SOLAMED SOLUTIONS, LLC

Gain insight into the critical elements necessary to be an effective leader from a former federal official in NASA and DHHS. Learn to navigate the complex network of policy, politics, and leadership, and put your skills into practice with current controversial issues. Use your core values to define your leadership style and learn how leadership can be used to incite fear or inspire confident action. *This session is also offered on Friday at 3:15 p.m.*

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Dr. Mark uses the Power of 3 — the magic of three items, thoughts, and ideas found in everyday life — as a tool to navigate the corridors of success.

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### Building Confidence Under the Spotlight (EMPIRE AB)

LORRI ALLEN, THE SOUNDBITE COACH

Learn the basic skills needed to appear confident and comfortable when speaking in front of large groups or responding to questions from the media. This session is for those new to public and media speaking and for experienced speakers in need of a refresher course. *This session is also offered on Friday at 1:30 p.m.*

5:45 - 8:30 p.m.

### Welcome Reception (NEW YORK/ATLANTA)

Join us for a “Hard Day’s Night” of networking and entertainment at this year’s welcome reception. Mingle with colleagues and enjoy heavy hors d’oeuvres and a cash bar. From 6:30 p.m. to 8:30 p.m., listen and bust a move to the musical stylings of Revolve, a Beatles tribute band led by our New Jersey AFP Chapter Executive, Ray Saputelli, MBA, CAE. Revolve will be joined by musically talented AAFP members. Join in the fun and energize yourself for the amazing programming to follow on Friday and Saturday.

## Friday, May 4

6:00 - 6:45 a.m.

**Pilates** (BENTON)

7:00 - 8:30 a.m.

**Meet Your Chapter Peers Breakfast** (NEW YORK/ATLANTA)

Meet and network with members of your chapter attending ALF and NCSC.

7:30 - 8:30 a.m.

**Town Hall Meeting** (NEW YORK/ATLANTA)

Hear AAFP leadership address current issues of importance to you.

8:30 - 9:00 a.m.

**Opening ALF Plenary** (NEW YORK/ATLANTA)

Hear welcome remarks from the Commission on Membership and Member Services Chair, Angelo Patsalis, MD, FAAFP; AAFP President, Glen Stream, MD, MBI, FAAFP; and Steve Busalacchi, author of *White Coat Wisdom: Extraordinary Doctors Talk about What They Do, How They Got There and Why Medicine Is So Much More Than a Job*.

8:30 a.m. - 3:30 p.m.

**Exhibits Open** (BALLROOM FOYER)

## BREAKOUT SESSIONS

9:00 - 10:15 a.m.

**White Coat Wisdom** (EMPIRE B)

STEVE BUSALACCHI, AUTHOR, *WHITE COAT WISDOM*

Join an award-winning medical writer who discusses why there is hope for creating a more efficient health care system — no matter what policy changes are enacted. But don't take his word for it. Busalacchi has spoken with dozens of extraordinary physicians who offer concrete suggestions.

**Kick-start Your Social Media Strategy** (EMPIRE C)

KIKI LITALIEN, AMPLIFIED GROWTH, INC.

Is your chapter interested in using this medium to connect with members and gain visibility, but not quite sure where to start? Learn the difference between hashtags and QR codes, while also discussing the legal implications of social media.

**Model of Care: How Can PCMH Benefit Family Physicians?** (EMPIRE A)

TERRY MCGEENEY, MD, FAAFP, TRANSFORMED

Learn how family physicians can transform their practices to patient-centered care in a way that improves their job satisfaction and allows them to maintain or increase their income.



## Friday, May 4, continued

### BREAKOUT SESSIONS

9:00 - 10:15 a.m.

#### **Wildly Effective Strategies to Boost Membership, Attendance, and Revenue!**

*(CHOUTEAU A)*

RON ROSENBERG, QUALITY TALK

Discover seven outrageous and highly effective marketing strategies to help transform your chapter in this interactive program. Learn proven strategies for increasing membership and retention, setting new attendance records at meetings and conferences, and adding new and profitable sources of non-dues revenue.

#### **Ten Things You Need to Know about Intellectual Property** *(CHOUTEAU B)*

SHELLY B. RODRIGUES, CAE, FACME, CALIFORNIA AFP AND ELIZABETH CAMPBELL, AAFP

...Or, do you have copyright privileges for that cartoon in your latest slide set? A quick summary of the laws and regulations governing copyright and intellectual property is followed by a conversation with producers of intellectual property, reproducers of intellectual property, speakers, and others. Learn how it all applies to CME, communications, and the e-world.

10:15 - 10:30 a.m.

#### **Refreshment Break** *(BALLROOM FOYER)*

### BREAKOUT SESSIONS

10:30 - 11:45 a.m.

#### **New Graham Center Tools for Advocacy** *(CHOUTEAU A)*

BOB PHILLIPS, MD, MSPH, FAAFP, ROBERT GRAHAM CENTER

The Robert Graham Center for Policy Studies in Family Medicine and Primary Care has several new studies that may be useful for chapter advocacy efforts. The Center is developing new web-based health care workforce tools with chapters in mind, and its research continues to be adopted or used by state and federal agencies, increasing its credibility. Your input is needed to understand how to make these resources more useful to chapters.

#### **Life After Presidency** *(EMPIRE B)*

PANEL OF CHAPTER PAST PRESIDENTS

A panel of former chapter presidents discuss unique ways to engage past presidents in current chapter work.

#### **We're Online! Now What?** *(EMPIRE C)*

KIKI LITALIEN, AMPLIFIED GROWTH, INC.

Those with a foundational knowledge of social media will learn why and how to develop a social media strategy. Hear why social media policies are so important, and check out the handy "Social Media Triage Chart" for suggestions on how to troubleshoot those not-so-positive comments left by followers.

## Friday, May 4, continued

### BREAKOUT SESSIONS

10:30 - 11:45 a.m.

#### **Can We Say That? Protecting Your Chapter from Antitrust Claims** (EMPIRE A)

BRIAN O'BLENESS, STINSON MORRISON HECKER LLP

U.S. law makes little distinction between for-profit and not-for-profit when it comes to antitrust violations. How does it limit speech and conduct at the association level? Is it possible to violate the antitrust laws and not know it? This informational session will provide answers to these and other antitrust questions.

#### **A Compelling Reason to Belong. Leadership's Role in Delivering Your Value Proposition** (CHOUTEAU B)

MELYNN SIGHT, NSIGHT MARKETING, INC.

Many associations devote extraordinary time and resources to developing and fine-tuning their products and services, but fail to assess the most fundamental of business success factors: their value proposition. Leave this session with a good understanding of what makes a solid value proposition, and your role in sustaining it.

## Awards, Lunch, and Plenary

**11:45 a.m. – 1:15 p.m.**

(NEW YORK/ATLANTA)

**J.R. MARTINEZ, ACTOR, SPOKESMAN,  
AND RETIRED SOLDIER**

J.R. Martinez was severely burned in 2003 when the Humvee he was driving in Iraq hit a land mine. After undergoing a series of operations over a three-year period, the veteran began a new career as a motivational speaker. Martinez later landed a role on the long-running daytime series *All My Children* and was the winner of Season 13 of *Dancing with the Stars*.



## Friday, May 4, continued

### BREAKOUT SESSIONS

1:30 - 2:45 p.m.

#### **AAFP Members: Who They Are and What They Value** (CHOUTEAU A)

KATHY REID AND JOEL SHIELDS, AAFP

Get to know our members through a data-driven overview of the AAFP member census and member satisfaction study. Learn what they value most in their memberships.

#### **How to Drive Traffic to Your Website and Get Your Newsletter Opened** (EMPIRE B)

RON ROSENBERG, QUALITY TALK

Learn what it takes to create compelling and engaging content and why it's critical to have a content strategy for your communications. Discover proven strategies to help you get people to actually view and use the valuable information you make available.

#### **PCMH and Your Influence on Payers** (EMPIRE A)

PAUL GRUNDY, MD

Discuss transforming family medicine practices into designated PCMHs and influencing payers to adopt a blended payment methodology for practices designated as PCMHs.

#### **Engaging Today's Students and Residents for Tomorrow's Membership and Leadership** (CHOUTEAU B)

ASHLEY BIECK, MPA; ASHLEY BENTLEY, MBA; AND WENDY BIGGS, MD, FAAFP, AAFP

Find out how you can connect with students and residents, as well as their schools and programs. Discuss best practices in establishing programs and relationships with these busy learners.

#### **Building Confidence Under the Spotlight** (EMPIRE C)

LORRI ALLEN, THE SOUNDBITE COACH

Learn the basic skills needed to appear confident and comfortable when speaking in front of large groups or responding to questions from the media. This session is for those new to public and media speaking and for experienced speakers in need of a refresher course. *This session is also offered on Thursday at 4:15 p.m.*

2:45 - 3:15 p.m.

#### **Refreshment Break** (BALLROOM FOYER)

### BREAKOUT SESSIONS

3:15 - 4:30 p.m.

#### **The Decision to Lead** (ATLANTA)

GLEN STREAM, MD, MBI, FAAFP, AAFP PRESIDENT; JEFFREY CAIN, MD, FAAFP, AAFP PRESIDENT-ELECT; AND ROLAND GOERTZ, MD, FAAFP, AAFP BOARD CHAIR

Hear from current officers about factors that influenced their decision to run and learn about the leadership positions and time commitment for each. There will also be time for questions. *This session is for members considering a run for AAFP national office, AAFP Commissions, AMA Delegation, or ABFM Board of Directors.*

## Friday, May 4, continued

### BREAKOUT SESSIONS

3:15 - 4:30 p.m.

#### **Advanced Media Training** (EMPIRE C)

LORRI ALLEN, THE SOUNDBITE COACH

Any high-stakes presentation — or any time you speak in front of anyone who might scrutinize your words — qualifies as speaking under fire. Learn tips and tricks for keeping your cool.

#### **One Action a Month Can Change the World — Advocacy**

##### **Throughout the Year** (CHOUTEAU B)

STEPHANIE VANCE, ADVOCACY ASSOCIATES

Learn one action per month that will take you to the super-advocate level. From election strategies to increasing your social media presence to building coalitions to organizing local site visits, you'll get specifics on becoming not just a long-term advocate, but an advocacy leader.

#### **Engaging New Physicians in Chapter Activities** (CHOUTEAU A)

ROBYN LIU, MD, MPH, FAAFP; ELIZABETH STEINER, MD, FAAFP; AND KERRY GONZALES, OREGON AFP

Learn how to engage new physicians in a dialogue on programs, services, and best practices that will get them involved and active in your chapter during this critical time in their careers.

#### **Cultivating Leadership Across Generations** (EMPIRE A)

ROSETTA THURMAN, THURMAN CONSULTING

The discussion will go beyond traditional research to examine the real needs of each generation and explore new models and practical ways to strengthen leadership throughout the chapter.

#### **Harness the Power of 3 to Inspire, Achieve, and Lead!** (EMPIRE B)

SARALYN MARK, MD, SOLAMED SOLUTIONS, LLC

Gain insight into the critical elements necessary to be an effective leader from a former federal official in NASA and DHHS. Learn to navigate the complex network of policy, politics, and leadership, and put your skills to practice with current controversial issues. Use your core values to define your leadership style and learn how leadership can be used to incite fear or inspire confident action. *This session is also offered on Thursday at 4:15 p.m.*

4:45 - 6:00 p.m.

#### **ACOs — One Year Later** (NEW YORK/ATLANTA)

HAROLD MILLER, CENTER FOR HEALTHCARE QUALITY AND PAYMENT REFORM

Accountable Care Organizations (ACOs) are being portrayed as the solution to what ails health care, and a growing number of payers — Medicare, state Medicaid agencies, and private health plans—are actively encouraging providers to create them. But what exactly will ACOs need to do to be successful? Are the payment systems like “shared savings” enough to support that? Will ACOs be good or bad for family medicine? This session will describe what family physicians can do to make sure that ACOs support truly high-quality, affordable, patient-centered care.

# ALF

## Friday, May 4

5:00 - 6:00 p.m.

### **FMPC Meeting** (EMPIRE A)

The Family Medicine Philanthropic Consortium (FMPC), a collaborative program of the AAFP Foundation, the constituent chapters, and chapter foundations, holds its semi-annual meeting during ALF & NCSC. The FMPC provides grants for chapter-level programs, facilitates sharing of best practices, and seeks to connect chapters with larger-scale initiatives designed to meet mutual philanthropic goals. ALF & NCSC attendees are welcome to attend.

## Saturday, May 5

6:00 - 6:45 a.m.

### **15/15/15 (Cardio, Strength, and Yoga)**

(BENTON)

7:00 - 8:00 a.m.

### **Networking Breakfast**

(NEW YORK/ATLANTA)



7:00 - 8:00 a.m.

### **Chapter Presidents/Presidents-elect Breakfast** (SAN FRANCISCO)

FACILITATED BY AAFP PRESIDENT GLEN STREAM, MD, MBI, FAAFP AND AAFP PRESIDENT-ELECT JEFFREY CAIN, MD, FAAFP

Network with national and chapter leaders as you discuss current issues.

*Limited to chapter presidents and presidents-elect.*

8:00 - 8:30 a.m.

### **ALF Plenary** (NEW YORK/ATLANTA)

HARRISON COERVER, AUTHOR, *RACE FOR RELEVANCE*

Associations today face intense pressures that threaten their continuing relevance. Gone are the days when members would automatically renew. Today, individuals expect value in return for their membership. Hear about the bold actions necessary for survival.

## BREAKOUT SESSIONS

8:45 - 10:00 a.m.

### **The Race for Relevance** (EMPIRE AB)

HARRISON COERVER, AUTHOR, *RACE FOR RELEVANCE*

A bold, no-nonsense look at the realities of today's marketplace and what it will take for your chapter to prosper. We will examine how you need to lead and manage the chapter, how you should look at your member market, and how you might structure your programs and services.

## Saturday, May 5, continued

### BREAKOUT SESSIONS

8:45 - 10:00 a.m.

#### **Innovations in Social Media** (CHOUTEAU B)

CHAPTER REPRESENTATIVES

Are you wondering what other chapters are doing in social media? Join this session to discuss ideas and innovations.

#### **Providing Value to Employed Physicians** (EMPIRE C)

BRUCE BAGLEY, MD, FAAFP AND KATHY REID, AAFP

Learn what information has been gathered and how chapters can utilize it to meet the needs of this growing segment of membership.

10:00 - 10:15 a.m.

#### **Refreshment Break** (BALLROOM FOYER)

10:15 - 11:30 a.m.

#### **Small Chapter Roundtables** (CHOUTEAU A)

CARLETTA HAUCK, ELIZABETH GRAVLEY, MD, AND SUZANNAH SPENCER, MD, SOUTH DAKOTA AFP

Chapters with fewer than 400 Active members have a unique set of challenges. Network with your colleagues to discuss issues and share best practices.

#### **Advocacy RX — Staffing For Change** (CHOUTEAU B)

JEFF ARRINGTON, ALABAMA AFP, TOM BANNING, TEXAS AFP, AND GREG GRIGGS, CAE, MPA, NORTH CAROLINA AFP

Learn about the different staffing structures for lobbying activities used by AAFP chapters and what might work for you.

#### **Pharma-free! Now, Where's the Money?** (EMPIRE C)

CHAPTER REPRESENTATIVES

Join a lively discussion on where chapters are experiencing success in sponsorships, grants, and partnerships.

11:30 a.m. - 1:00 p.m.

#### **Boxed Lunches Available**

(NEW YORK/ATLANTA)

Take your lunch with you or enjoy one last networking opportunity with your peers.



# MEMBERSHIP AWARDS

## 2011 Highest Percent Increase in Active Membership (as of 12/31/11)

	<b>Small</b>	<b>Medium</b>	<b>Large</b>
1st place	Hawaii	Maryland	Texas
2nd place	Vermont	New Mexico	South Carolina

## 2011 Highest Percent Retention of Active Members (as of 12/31/11)

	<b>Small</b>	<b>Medium</b>	<b>Large</b>
1st place	Vermont	Nebraska	North Carolina
2nd place	Delaware/Montana	Utah	Iowa/Minnesota/Wisconsin

## 2011 Highest Percent Increase in Student Membership (as of 12/31/11)

	<b>Small</b>	<b>Medium</b>	<b>Large</b>
1st place	Rhode Island	New Jersey	North Carolina
2nd place	Wyoming	Kentucky	Colorado

## 2011 Highest Percent Retention of New Physicians (as of 12/31/11)




	<b>Small</b>	<b>Medium</b>	<b>Large</b>
1st place	Montana	Idaho	North Carolina
2nd place	Delaware	Mississippi	Minnesota

## 100% Resident Membership (as of 4/2/12)







Alabama	Maine	South Carolina
Alaska	Massachusetts	South Dakota
Arizona	Mississippi	Tennessee
Arkansas	Missouri	Texas
Colorado	Montana	Utah
Connecticut	Nevada	Vermont
Delaware	New Hampshire	Virginia
District of Columbia	New Jersey	Washington
Florida	New Mexico	West Virginia
Hawaii	North Carolina	Wisconsin
Idaho	North Dakota	Wyoming
Indiana	Ohio	
Iowa	Oregon	
Kansas	Pennsylvania	
Kentucky	Puerto Rico	
Louisiana	Rhode Island	

# WEDNESDAY Leadership Pre-Conference Schedule






11:00 a.m.			<b>Learn more at <a href="http://aafp.org/leader">aafp.org/leader</a></b>		
11:30 a.m.			 <b>ALF</b>  <b>NCSC</b>  <b>Joint Events</b>	<b>A = Advocacy</b> <b>C = Communications</b> <b>L = Leadership</b> <b>M = Membership</b>	
12:00 p.m.					
12:30 p.m.					
1:00 p.m.	Membership: The Good, the Bad, and the Ugly <i>EMPIRE AB</i>				
1:30 p.m.					
2:00 p.m.	What's the State of Your State's Legislative Affairs? <i>EMPIRE AB</i>				
2:30 p.m.					
3:00 p.m.	Leading the Charge: Personal Resiliency and Professional Satisfaction <i>CHICAGO AB</i> <small>CME</small>	CME Workshop <i>EMPIRE AB</i>			
3:30 p.m.					
4:00 p.m.					
4:30 p.m.					
5:00 p.m.			Social Media Leadership: Turn Emotion into Action <i>CHICAGO AB</i> <small>CME</small>		
5:30 p.m.					
6:00 p.m.					

# ALF Schedule – THURSDAY

6:00 a.m.	Yoga <i>BENTON</i>		<p>Learn more at <a href="http://aafp.org/leader">aafp.org/leader</a></p> <p>  <b>ALF</b>      <b>A = Advocacy</b>   <b>NCSC</b>      <b>C = Communications</b>   <b>Joint Events</b>      <b>L = Leadership</b>  <b>M = Membership</b> </p>		
6:30 a.m.					
7:00 a.m.					
7:30 a.m.	Breakfast <i>BALLROOM FOYER</i>				
8:00 a.m.					
8:30 a.m.					
9:00 a.m.	The Elected Leader – CEO Forum <i>CHICAGO C</i>				
9:30 a.m.					
10:00 a.m.					
10:30 a.m.					
11:00 a.m.		L			
11:30 a.m.	Chapter Presidents/ Presidents-elect Lunch <i>CHICAGO B</i>	Chapter Staff Lunch with Chapter Relations <i>PEPPERCORN DUCK CLUB</i>			
12:00 p.m.					
12:30 p.m.					
1:00 p.m.	L				
1:30 p.m.	Elected Leader – CEO Roundtable <i>CHICAGO C</i>	CME Credit 101 <i>CHOUTEAU B</i>			
2:00 p.m.					
2:30 p.m.					
3:00 p.m.	L	L			
3:30 p.m.	Chapter Staff with AAFP EVP <i>CHICAGO C</i>				
4:00 p.m.					
4:30 p.m.					
5:00 p.m.		Persistence Pays – Using Your Voice for Positive Change <i>CHICAGO A</i>	Harness the Power of 3 to Inspire, Achieve, and Lead! <i>CHICAGO B</i>	Building Confidence Under the Spotlight <i>EMPIRE AB</i>	
5:30 p.m.		A <i>CHICAGO A</i> 	L <i>CHICAGO B</i> 	C <i>EMPIRE AB</i> 	
6:00 p.m.	Welcome Reception <i>NEW YORK/ATLANTA</i>				
6:30 p.m.					
7:00 p.m.					
7:30 p.m.					
8:00 p.m.					

**EXHIBIT TIMES**  
Thursday:  
12:00 – 4:30 p.m.



# NCSC Schedule – THURSDAY

6:00 a.m.	Yoga <i>BENTON</i>				<b>EXHIBIT TIMES</b> Thursday: 12:00 – 4:30 p.m.
6:30 a.m.					
7:00 a.m.					
7:30 a.m.	Breakfast <i>NEW YORK/ATLANTA</i>	First-time Attendee Orientation and Resolution Writing <i>CHICAGO AB</i>			
8:00 a.m.					
8:30 a.m.					
9:00 a.m.	Opening Session and Plenary <i>NEW YORK/ATLANTA</i>				
9:30 a.m.					
10:00 a.m.					
10:30 a.m.	Refreshment Break				
11:00 a.m.	Constituency Discussion Groups • Women <i>EMPIRE A</i> • Minority <i>EMPIRE B</i> • New Physicians <i>EMPIRE C</i> • IMG <i>VAN HORN</i> • GLBT <i>BENTON</i>				
11:30 a.m.					
12:00 p.m.					
12:30 p.m.			Lunch <i>NEW YORK/ATLANTA</i>		
1:00 p.m.	Resolution Writing • Women <i>EMPIRE A</i> • Minority <i>EMPIRE B</i> • New Physicians <i>EMPIRE C</i> • IMG <i>VAN HORN</i> • GLBT <i>BENTON</i>				
1:30 p.m.					
2:00 p.m.					
2:30 p.m.					
3:00 p.m.	Refreshment Break				
3:30 p.m.	Joint Session Caucus <i>NEW YORK/ATLANTA</i>				
4:00 p.m.					
4:30 p.m.	Persistence Pays – Using Your Voice for Positive Change <i>CHICAGO A</i>	Harness the Power of 3 to Inspire, Achieve, and Lead! <i>CHICAGO B</i>	Building Confidence Under the Spotlight <i>EMPIRE AB</i>		
5:00 p.m.					
5:30 p.m.		Reference Committee Orientation <i>BENTON</i>	Tellers Committee Orientation <i>VAN HORN</i>		
6:00 p.m.	Welcome Reception <i>NEW YORK/ATLANTA</i>				
6:30 p.m.					
7:00 p.m.					
7:30 p.m.					
8:00 p.m.					

# ALF Schedule – FRIDAY

6:00 a.m.	Pilates <i>BENTON</i>				<b>EXHIBIT TIMES</b> Friday: 8:30 a.m. – 3:30 p.m.
6:30 a.m.					
7:00 a.m.	Meet Your Chapter Peers Breakfast <i>NEW YORK/ATLANTA</i>	Town Hall Meeting <i>NEW YORK/ATLANTA</i>			
7:30 a.m.					
8:00 a.m.					
8:30 a.m.	Opening ALF Plenary <i>NEW YORK/ATLANTA</i>				
9:00 a.m.	White Coat Wisdom <i>EMPIRE B</i>	Kick-start Your Social Media Strategy <i>EMPIRE C</i>	Model of Care: How Can PCMH Benefit Family Physicians? <i>EMPIRE A</i>	Wildly Effective Strategies to Boost Membership, Attendance and Revenue! <i>CHOUTEAU A</i>	Ten Things You Need to Know About Intellectual Property <i>CHOUTEAU B</i>
9:30 a.m.					
10:00 a.m.					
Refreshment Break					
10:30 a.m.	New Graham Center Tools for Advocacy <i>CHOUTEAU A</i>	Life After Presidency <i>EMPIRE B</i>	We're Online! Now What? <i>EMPIRE C</i>	Can We Say That? Antitrust at the Chapter Level <i>EMPIRE A</i>	A Compelling Reason to Belong. Leadership's Role in Delivery Your Value Proposition <i>CHOUTEAU B</i>
11:00 a.m.					
11:30 a.m.					
12:00 p.m.	Awards, Lunch, and Plenary <i>NEW YORK/ATLANTA</i>				
12:30 p.m.					
1:00 p.m.					
1:30 p.m.	AAFP Members: Who They Are and What They Value <i>CHOUTEAU A</i>	How to Drive Traffic to Your Website and Get Your Newsletter Opened <i>EMPIRE B</i>	PCMH and Your Influence on Payers <i>EMPIRE A</i>	Engaging Today's Students/Residents for Tomorrow ... <i>CHOUTEAU B</i>	Building Confidence Under the Spotlight <i>EMPIRE C</i>
2:00 p.m.					
2:30 p.m.					
Refreshment Break					
3:00 p.m.	The Decision to Lead <i>ATLANTA</i>	Advanced Media Training <i>EMPIRE C</i>	One Action a Month Can Change the World <i>CHOUTEAU B</i>	Engaging New Physicians in Chapter Activities <i>CHOUTEAU A</i>	Cultivating Leadership Across Generations <i>EMPIRE A</i>
3:30 p.m.					
4:00 p.m.					
4:30 p.m.	ACOs – One Year Later <i>NEW YORK/ATLANTA</i>				
5:00 p.m.					
5:30 p.m.					
6:00 p.m.					FMPC Meeting <i>EMPIRE A</i> 5:00 – 6:00 P.M.
6:30 p.m.					
7:00 p.m.					
7:30 p.m.					
8:00 p.m.					

# NCSC Schedule – FRIDAY

6:00 a.m.	Pilates <i>BENTON</i>						<b>EXHIBIT TIMES</b> Friday: 8:30 a.m. – 3:30 p.m.
6:30 a.m.							
7:00 a.m.							
7:30 a.m.	Meet Your Chapter Peers Breakfast <i>BALLROOM FOYER</i>		Town Hall Meeting <i>NEW YORK/ATLANTA</i>				
8:00 a.m.							
8:30 a.m.							
9:00 a.m.	Constituency Caucuses and Elections						
9:30 a.m.	<ul style="list-style-type: none"> <li>Women <i>CHICAGO A</i></li> <li>Minority <i>CHICAGO B</i></li> <li>New Physicians <i>CHICAGO C</i></li> <li>IMG <i>VAN HORN</i></li> <li>GLBT <i>BENTON</i></li> </ul>						
10:00 a.m.	Refreshment Break						
10:30 a.m.	Reference Committee Hearings						
11:00 a.m.	<ul style="list-style-type: none"> <li>Advocacy <i>CHICAGO A</i></li> <li>Minority <i>CHICAGO B</i></li> <li>Practice Enhancement <i>CHICAGO C</i></li> </ul>						
11:30 a.m.							
12:00 p.m.	Awards, Lunch, and Plenary						
12:30 p.m.	<i>NEW YORK/ATLANTA</i>						
1:00 p.m.							
1:30 p.m.	Reference Committee Hearings						
2:00 p.m.	<ul style="list-style-type: none"> <li>Health of the Public and Science <i>CHICAGO A</i></li> <li>Organization and Finance <i>CHICAGO B</i></li> </ul>						
2:30 p.m.							
3:00 p.m.	Refreshment Break						
3:30 p.m.	The Decision to Lead <i>ATLANTA</i>	Advanced Media Training <i>EMPIRE C</i>	One Action a Month Can Change the World <i>CHOUTEAU B</i>	Engaging New Physicians in Chapter Activities <i>CHOUTEAU A</i>	Cultivating Leadership Across Generations <i>EMPIRE A</i>	Harness the Power of 3 to Inspire, Achieve, and Lead! <i>EMPIRE B</i>	
4:00 p.m.	L	C	A	M	L	L	
4:30 p.m.							
5:00 p.m.	Business Session: Candidate Forum and Elections <i>CHICAGO</i>						
5:30 p.m.							
6:00 p.m.			<b>Learn more at <a href="http://aafp.org/leader">aafp.org/leader</a></b>				
6:30 p.m.			<ul style="list-style-type: none"> <li><b>ALF</b></li> <li><b>NCSC</b></li> <li><b>Joint Events</b></li> </ul>				
7:00 p.m.			<ul style="list-style-type: none"> <li><b>A = Advocacy</b></li> <li><b>C = Communications</b></li> <li><b>L = Leadership</b></li> <li><b>M = Membership</b></li> </ul>				
7:30 p.m.							
8:00 p.m.							

# ALF Schedule – SATURDAY

6:00 a.m.	15/15/15 (Cardio, Strength, and Yoga) <i>BENTON</i>				
6:30 a.m.					
7:00 a.m.	Networking Breakfast <i>NEW YORK/ATLANTA</i>	Chapter Presidents/ President-elect Breakfast <i>SAN FRANCISCO</i>			
7:30 a.m.					
8:00 a.m.	ALF Plenary <i>NEW YORK/ATLANTA</i>				
8:30 a.m.					
9:00 a.m.	The Race for Relevance <i>EMPIRE AB</i>	Innovations in Social Media <i>CHOUTEAU B</i>	Providing Value to Employed Physicians <i>EMPIRE C</i>		
9:30 a.m.				L	C
10:00 a.m.	Refreshment Break				
10:30 a.m.	Small Chapter Roundtables <i>CHOUTEAU A</i>	Advocacy RX – Staffing For Change <i>CHOUTEAU B</i>	Pharma-Free! Now, Where's the Money? <i>EMPIRE C</i>		
11:00 a.m.				L	A
11:30 a.m.	Boxed Lunches Available <i>NEW YORK/ATLANTA</i>				
12:00 p.m.					
12:30 p.m.					
1:00 p.m.					




Focus on leadership while

advocating for issues relevant to

your constituency, your practice,

and your patients.

# NCSC Schedule – SATURDAY

6:00 a.m.	15/15/15 (Cardio, Strength, and Yoga) <i>BENTON</i>		<p style="text-align: center;"><b>Learn more at <a href="http://aafp.org/leader">aafp.org/leader</a></b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">   <b>ALF</b> </div> <div style="text-align: center;">   <b>NCSC</b> </div> <div style="text-align: center;">   <b>Joint Events</b> </div> </div> <div style="margin-top: 10px;"> <p><b>A = Advocacy</b></p> <p><b>C = Communications</b></p> <p><b>L = Leadership</b></p> <p><b>M = Membership</b></p> </div>		
6:30 a.m.					
7:00 a.m.	Breakfast Caucus and Networking				
7:30 a.m.	<i>BALLROOM FOYER</i>				
8:00 a.m.					
8:30 a.m.	Business Session <i>CHICAGO</i>				
9:00 a.m.					
9:30 a.m.					
10:00 a.m.	Refreshment Break				
10:30 a.m.	Business Session and Conference Closing <i>CHICAGO</i>				
11:00 a.m.					
11:30 a.m.					
12:00 p.m.	Boxed Lunches Available <i>NEW YORK/ATLANTA</i>				
12:30 p.m.					
1:00 p.m.					





# WHAT YOU NEED TO KNOW ABOUT NCSC

## **CME Credit**

- If you attend the Wednesday NCSC Pre-conference leadership training workshops, you will claim 1.25 credits per session.
- If you attend the Thursday NCSC plenary, one Thursday NCSC breakout session, and either the Allen, Mark, or Vance breakout session on Friday, you will claim 3.5 credits.
- If you attend the Thursday NCSC plenary and one Thursday NCSC breakout session, you will claim 2.25 credits.

## **Business Proceedings**

- In order for any vote to be held in the Business Session, a majority of the registered chapter delegates must be present. If a sufficient number are not present, voting must be suspended until a later time or subsequent meeting.
- General registrants may contribute to discussions, run for office (if they are an Active member and meet the constituency definition and position requirements), volunteer for reference committees or parliamentarian, and testify in the reference committees and Business Session, but may not vote on any policy issues.
- As of 6:00 a.m. on Friday and Saturday, you can access all onsite business materials at [www.aafp.org/ncsc/handouts](http://www.aafp.org/ncsc/handouts).

## **Helpful URLs**

- NCSC Rules of Order: [www.aafp.org/ncsc/rules](http://www.aafp.org/ncsc/rules)
- Candidate information: [www.aafp.org/ncsc/elections](http://www.aafp.org/ncsc/elections)
- Resolution guidelines, format, and previous actions: [www.aafp.org/ncsc/resolutions](http://www.aafp.org/ncsc/resolutions)
- Volunteer information: [www.aafp.org/ncsc/volunteer](http://www.aafp.org/ncsc/volunteer)

### **CME**

Look for this symbol throughout the program for sessions offering CME. For details, see page 5.

# NCSC

## Wednesday, May 2

### LEADERSHIP DEVELOPMENT PRE-CONFERENCE

3:00 - 4:15 p.m.

#### Leading the Charge: Personal Resiliency and Professional Satisfaction (CHICAGO AB)

ANNE NEDROW, MD

Take away practical information to help identify your own level of burnout and learn the steps toward regaining resiliency and maintaining stress hardiness. These and other essential skills will allow attendees to lead authentically, from mentoring to managing. Humor welcome.

*Session designed for physicians.*

4:30 - 5:45 p.m.

#### Social Media Leadership: Turn Emotion into Action (CHICAGO AB)

MIKE SEVILLA, MD

Learn how to leverage social media for Family Medicine advocacy from the founder of the “Family Medicine Rocks” blog and podcast and Clinical Assistant Professor of Family Medicine at the Northeast Ohio Medical University. Hear first-hand tips and tricks on how to utilize social media for family medicine empowerment and leadership development.

*Session designed for physicians and chapter staff.*

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Dr. Mike Sevilla,  
2007 NCSC  
Convener,  
returns for this  
informational and  
inspirational talk  
on social media.

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## Thursday, May 3

6:00 - 6:45 a.m.

Yoga (BENTON)

7:15 - 9:00 a.m.

Breakfast (BALLROOM FOYER)

7:30 - 8:45 a.m.

#### First-time Attendee Orientation and Resolution Writing Workshop (CHICAGO AB)

PRESENTED BY MELISSA JEFFERIS, MD; AJOY KUMAR, MD; AAFP SPEAKER, JOHN S. MEIGS, JR., MD, FAAFP; AND AAFP VICE-SPEAKER, JAVETTE ORGAIN, MD, MPH, FAAFP

First-time attendees to NCSC are highly encouraged to attend this session. Bring your breakfast and get an overview of the conference. Learn relevant takeaways from NCSC and AAFP leaders.

Attention first-time attendees: This is where you'll meet your mentors.

Each session on Wednesday is eligible for 1.25 AMA PRA Category 1 credit(s)<sup>™</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Thursday, May 3, continued

## Opening Session and Plenary

### **Opening Session 9:00 – 9:30 a.m.** (NEW YORK/ATLANTA)

Hear welcome remarks from AAFP President, Glen Stream, MD, MBI, FAAFP; Commission on Membership and Member Services Chair, Angelo Patsalis, MD, FAAFP; and NCSC Convener, Jay Lee, MD, MPH.

### **Plenary 9:30 – 10:30 a.m.**

#### **The Generalist's Role in American Medicine: From Counterculture to Revolution** (NEW YORK/ATLANTA)

G. GAYLE STEPHENS, MD, FAAFP

*Eligible for 1.0 AMA PRA Category 1 credit(s)<sup>TM</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity.*

Hear G. Gayle Stephens, MD, FAAFP — a central figure in the evolution of family medicine as a specialty — recount the actions that led to the official approval of the American Board of Family Practice (now Family Medicine). Learn how the role of the family physician has evolved since then, and how the family physician's covenant and contract pertain to today's need for expanded primary care services to alleviate problems of health care equity for all patients.

*Follow Dr. Stephens on Twitter @ggstephens*

10:30 – 10:45 a.m.

**Refreshment Break** (BALLROOM FOYER)

10:45 a.m. – 12:15 p.m.

### **Constituency Discussion Groups/Resolution Writing**

Each constituency will meet to discuss issues and identify priorities. Constituency co-conveners facilitate the sessions to help members prepare for resolution writing in the afternoon.

- Women (EMPIRE A)
- Minority (EMPIRE B)
- New Physicians (EMPIRE C)
- International Medical Graduates (IMG) (VAN HORN)
- Gay, Lesbian, Bisexual, Transgender (GLBT) (BENTON)

12:00 – 4:30 p.m.

**Exhibits Open** (BALLROOM FOYER)

12:15 – 1:15 p.m.

**Lunch** (NEW YORK/ATLANTA)

## Thursday, May 3, continued

1:15 - 3:15 p.m.

### Resolution Writing

Finalize discussions from the constituency group sessions and write resolutions. Limited reference materials are available in Chouteau A as well as online. AAFP leadership and staff are also available to answer questions. Wireless internet is available in all conference meeting rooms to access online resources.

Bring  
your  
laptop!

*Note: Each resolution will be reviewed by a committee of content experts and is subject to minor grammatical and substantive changes as deemed appropriate.*

- Women (EMPIRE A)
- Minority (EMPIRE B)
- New Physicians (EMPIRE C)
- International Medical Graduates (IMG) (VAN HORN)
- Gay, Lesbian, Bisexual, Transgender (GLBT) (BENTON)

3:15 - 3:30 p.m.

### Refreshment Break (BALLROOM FOYER)

3:30 - 4:00 p.m.

### Joint Session Caucus (NEW YORK/ATLANTA)

**NEW THIS YEAR!** Chapter Delegates from all five constituencies come together to elect the 2013 NCSC Convener. Hear speeches from the two Convener candidates as well as a question-and-answer session.

*Note: Voting for the 2013 NCSC Convener will take place during the Constituency Caucuses on Friday morning.*

## BREAKOUT SESSIONS

4:15 - 5:30 p.m.

### Persistence Pays — Using Your Voice for Positive Change (CHICAGO A)

STEPHANIE VANCE, ADVOCACY ASSOCIATES

From Medicare reimbursement to restrictions on off-label use of prescription drugs to assistance for paying back student loans — the policy environment dramatically impacts physicians and their patients. We need to speak out for positive change, but how? In this session, you'll learn the three As to effective advocacy — your ask, your audience, and your anecdote.

*Each session is eligible for 1.25 AMA PRA Category 1 credit(s)<sup>™</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity.*

## DEADLINES

12:00 p.m.

### Volunteer Service Applications

[www.aafp.org/ncsc/volunteer](http://www.aafp.org/ncsc/volunteer)

4:00 p.m.

### Resolutions

[www.aafp.org/ncsc/resolutions](http://www.aafp.org/ncsc/resolutions)

5:00 p.m.

### Candidate Declaration Forms

[www.aafp.org/ncsc/elections](http://www.aafp.org/ncsc/elections)

# NCSC

**Thursday, May 3, continued**

## BREAKOUT SESSIONS

**4:15 - 5:30 p.m.**

### **Harness the Power of 3 to Inspire, Achieve, and Lead!** (CHICAGO B)

SARALYN MARK, MD, SOLAMED SOLUTIONS, LLC

Gain insight into the critical elements necessary to be an effective leader from a former federal official in NASA and DHHS. Learn to navigate the complex network of policy, politics, and leadership, and put your skills to practice with current controversial issues. Use your core values to define your leadership style and learn how leadership can be used to incite fear or inspire confident action. *(This session is also offered on Friday at 3:15 p.m.)*

### **Building Confidence Under the Spotlight** (EMPIRE AB)

LORRI ALLEN, THE SOUNDBITE COACH

Learn the basic skills needed to appear confident and comfortable when speaking in front of large groups or responding to questions from the media. *This session is for those new to public and media speaking, and for experienced speakers in need of a refresher course.*

**5:30 - 6:00 p.m.**

### **Reference Committee Orientation** (BENTON)

AAFP SPEAKER, JOHN S. MEIGS, JR., MD, FAAFP AND AAFP VICE-SPEAKER, JAVETTE ORGAIN, MD, MPH, FAAFP

Required for attendees who volunteer and are selected to serve on an NCSC reference committee.

**5:30 - 6:00 p.m.**

### **Tellers Committee Orientation** (VAN HORN C)

Required for attendees who volunteer and are selected to serve on the NCSC Tellers Committee.

**5:45 - 8:30 p.m.**

### **Welcome Reception** (NEW YORK/ATLANTA)

Join us for a “Hard Day’s Night” of networking and entertainment at this year’s welcome reception. Mingle with colleagues and enjoy heavy hors d’oeuvres and a cash bar. From 6:30 p.m. to 8:30 p.m., listen and bust a move to the musical stylings of Revolve, a Beatles tribute band led by New Jersey Chapter Executive Ray Saputelli, MBA, CAE! Revolve will be joined by musically talented AAFP members. Join in the fun and energize yourself for the amazing programming to follow on Friday and Saturday.



## Friday, May 4

6:00 - 6:45 a.m.

**Pilates** (BENTON)

7:00 - 8:30 a.m.

### **Meet Your Chapter Peers Breakfast**

(BALLROOM FOYER)

Meet and network with members of your chapter attending ALF and NCSC.



7:30 - 8:30 a.m.

### **Town Hall Meeting** (NEW YORK/ATLANTA)

Hear AAFP leadership address current issues of importance to you.

8:30 a.m. - 3:30 p.m.

**Exhibits Open** (BALLROOM FOYER)

8:45 - 10:15 a.m.

### **Constituency Caucuses and Elections**

Each of the five constituencies meet simultaneously to discuss the resolutions assigned to all reference committee agendas. Each session will begin with candidate remarks for Co-Convenor followed by voting. In addition, voting will take place for the 2013 NCSC Convenor. (Speeches presented on Thursday afternoon.) **Pick up your electronic keypads for voting as early as 8:30 a.m. outside your constituency meeting room.**

- Women (CHICAGO A)
- Minority (CHICAGO B)
- New Physicians (CHICAGO C)
- International Medical Graduates (IMG) (VAN HORN)
- Gay, Lesbian, Bisexual, Transgender (GLBT) (BENTON)

*Note: Voting for the six Special Constituency Alternate Delegate seats, AMA-YPS Delegate, and New Physician Board candidate will take place during the Candidate Forum on Friday afternoon.*

10:15 - 10:30 a.m.

**Refreshment Break** (BALLROOM FOYER)

10:30 - 11:45 a.m.

### **Reference Committee Hearings**

Discuss resolutions referred to the following reference committees:

- Advocacy (CHICAGO A)
- Education (CHICAGO B)
- Practice Enhancement (CHICAGO C)

Friday, May 4, continued

## Awards, Lunch, and Plenary

**11:45 a.m. – 1:15 p.m.**

(NEW YORK/ATLANTA)

**J.R. MARTINEZ, ACTOR, SPOKESMAN,  
AND RETIRED SOLDIER**

J.R. Martinez was severely burned in 2003 when the Humvee he was driving in Iraq hit a land mine. After undergoing a series of operations over a three-year period, the veteran began a new career as a motivational speaker. Martinez later landed a role on the long-running daytime series *All My Children* and was the winner of Season 13 of *Dancing with the Stars*.



**1:30 – 2:45 p.m.**

### Reference Committee Hearings

Discuss resolutions referred to the following reference committees:

- Health of the Public and Science (*CHICAGO A*)
- Organization and Finance (*CHICAGO B*)

**2:45 – 3:15 p.m.**

**Refreshment Break** (*BALLROOM FOYER*)

## BREAKOUT SESSIONS

**3:15 – 4:30 p.m.**

### The Decision to Lead (*ATLANTA*)

GLEN STREAM, MD, MBI, FAAFP, AAFP PRESIDENT; JEFFREY CAIN, MD, FAAFP, AAFP PRESIDENT-ELECT; AND ROLAND GOERTZ, MD, FAAFP, AAFP BOARD CHAIR

Hear from current officers about factors that influenced their decision to run and learn about the leadership positions and time commitment for each. There will also be time for questions. *This session is for members considering a run for AAFP national office, AAFP Commissions, AMA Delegation, or ABFM Board of Directors.*

### Advanced Media Training (*EMPIRE C*)

LORRI ALLEN, THE SOUNDBITE COACH

Any high-stakes presentation — or any time you speak in front of anyone who might scrutinize your words — qualifies as speaking under fire. In this valuable session, learn tips and tricks for keeping your cool.

## Friday, May 4, continued

### BREAKOUT SESSIONS

3:15 - 4:30 p.m.

#### **One Action a Month Can Change the World — Advocacy Throughout the Year**

**CME** (CHOUTEAU B)

STEPHANIE VANCE, ADVOCACY ASSOCIATES

Learn one action per month that will take you to the super-advocate level. From election strategies to increasing your social media presence to building coalitions to organizing local site visits, you'll get specifics on becoming not just a long-term advocate, but an advocacy leader.

#### **Engaging New Physicians** (CHOUTEAU A)

ROBYN LIU, MD, MPH, FAAFP; ELIZABETH STEINER, MD, FAAFP; AND KERRY GONZALES, OREGON AFP

Learn how to engage new physicians in a dialogue on programs, services, and best practices that will get them involved and active in your chapter during this critical time in their careers.

#### **Cultivating Leadership Across Generations** (EMPIRE A)

ROSETTA THURMAN, THURMAN CONSULTING

The discussion will go beyond traditional research to examine the real needs of each generation and explore new models and practical ways to strengthen leadership throughout the chapter.

#### **Harness the Power of 3 to Inspire, Achieve, and Lead!** **CME** (EMPIRE B)

SARALYN MARK, MD, SOLAMED SOLUTIONS, LLC

Gain insight into the critical elements necessary to be an effective leader from a former federal official in NASA and DHHS. Learn to navigate the complex network of policy, politics, and leadership and put your skills to practice with current controversial issues. Use your core values to define your leadership style and learn how leadership can be used to incite fear or inspire confident action. *(This session is also offered on Thursday at 4:15 p.m.)*

4:45 - 5:45 p.m.

#### **Business Session: Candidate Forum and Elections** (CHICAGO)

ELECTIONS FACILITATED BY NCSC CONVENER, JAY LEE, MD, MPH; AMA-YPS DELEGATE, AJAY KUMAR, MD; AND AAFP NEW PHYSICIAN BOARD MEMBER, ROBYN LIU, MD, MPH, FAAFP

Hear candidate remarks for AMA-YPS Delegate and Special Constituency Alternate Delegate seats as well as candidate speeches and question-and-answer session for the New Physician board member.

Voting follows. **Pick up your electronic voting keypads as early as 4:30 p.m. outside the meeting room.**

*Note: All New Physician attendees that meet the AAFP and AMA criteria will vote in the AMA-YPS Delegate election. Chapter Delegates from the Women, Minority, IMG, and GLBT constituencies will vote in the Special Constituency Alternate Delegate election. Only New Physician Chapter Delegates will vote in the New Physician board candidate election.*



# NCSC

## Saturday, May 5

6:00 - 6:45 a.m.

**15/15/15 (Cardio, Strength, and Yoga)** (BENTON)

7:00 - 8:00 a.m.

**Breakfast Caucus and Networking** (BALLROOM FOYER)

Begin your day by sharing ideas with your conference peers. During breakfast, special constituency delegates are encouraged to caucus and discuss Reference Committee actions.

8:00 - 10:00 a.m.

**Business Session** (CHICAGO)

A BASIC OVERVIEW OF PARLIAMENTARY PROCEDURE TO ASSIST WITH BUSINESS PROCEEDINGS PROVIDED BY AAFP SPEAKER, JOHN S. MEIGS, JR., MD, FAAFP AND AAFP VICE-SPEAKER, JAVETTE ORGAIN, MD, MPH, FAAFP

Each of the five constituencies will come together to begin debate of resolutions discussed previously in the Reference Committee hearings. The Business Session will use a consent calendar.

10:00 - 10:15 a.m.

**Refreshment Break** (BALLROOM FOYER)

10:15 a.m. - 12:00 p.m.

**Business Session and Conference Closing** (CHICAGO)

Each of the five constituencies reconvenes to continue debate of resolutions discussed previously in the Reference Committee hearings.

12:00 - 1:00 p.m.

**Boxed Lunches Available** (NEW YORK/ATLANTA)

Take your lunch with you or enjoy one last networking opportunity with your peers.



FOCUS  
on leadership.

REMEMBER  
to have fun!

## National Conference of Special Constituencies Advisory Group

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### 2012 NCSC Convener

Jay Lee, MD, MPH  
Long Beach, California

### Special Constituencies Subcommittee Chair

Sarah Nosal, MD  
Bronx, New York

### Women Co-Conveners

Karla Booker, MD  
East Point, Georgia

Rachel Franklin, MD  
Oklahoma City, Oklahoma

### Minority Co-Conveners

Tamaan Osbourne-Roberts, MD  
Denver, Colorado

Joseph Perez, MD, FAAFP  
New London, Connecticut

### New Physicians Co-Conveners

Kisha Davis, MD  
North Potomac, Maryland

Christina Kelly, MD, FAAFP  
Harker Heights, Texas

### New Physician Board Member

Robyn Liu, MD, MPH, FAAFP  
Portland, Oregon

### IMG Co-Conveners

Sarah Jacob, MD  
West Bloomfield, Michigan

Asim Jaffer, MD  
Peoria, Illinois

### GLBT Co-Conveners

Leila Hagshenas, MD  
San Francisco, California

Kevin Wang, MD  
Seattle, Washington

### AMA-YPS Delegates

Melissa Jefferis, MD  
Columbus, Ohio

Ajoy Kumar, MD  
Saint Petersburg, Florida



# EXHIBITS

## **AAFP Apparel**

Wear your membership with pride. Pick up your AAFP gifts and apparel. Show your support of and dedication to the only medical society devoted solely to primary care.

## **AAFP Foundation**

Stop by the AAFP Foundation booth and be among the first to purchase your 2012 Assembly commemorative lapel pin. Foundation staff will be on hand to share information on new and existing programs including *Highlight on Diabetes* and *Family Medicine Cares*, as well as the Family Medicine Philanthropic Consortium (FMPC).

## **Continuing Medical Education**

AAFP CME is family medicine CME. It is evidence-based, unbiased, and developed especially for family physicians. Explore the variety of CME including live clinical courses, online, self-study, and subscriptions. AAFP CME is designed for family physicians' lifelong learning with a focus on resources for Maintenance of Certification and Board Review.

## **FamMedPAC**

Speak with PAC Board members and staff about how FamMedPAC is increasing the visibility of family medicine in Washington, D.C. and across the country in this important election year. Make a donation and learn how your support allows FamMedPAC to help elect candidates who support the AAFP's agenda.

## **Health of the Public and Science**

Find out what's new with Tar Wars, Ask and Act and Office Champions, and Americans in Motion-Healthy Interventions. Get immunization information or learn more about the Commission on Health of the Public and Science and the National Research Network. Stop by to speak with staff and pick up free materials.

## **Speaker "Bookstore"**

Books by some of the conference speakers will be available before and after their sessions in the Ballroom Foyer. Many of the authors will also be on site during this time to sign their books.

## **Medical Education**

Learn more about the AAFP's work in residency and medical school education, student interest of the specialty, global health, international health, and more. Medical education programs include the National Conference of Family Medicine Residents and Medical Students, Program Directors' Workshop, Residency Program Solutions Conference, *Residency to Reality*, and the development of many publications and resources for students and residents.

## **Membership**

Meet with the Member Support and Operations (Contact Center) staff who will be available to answer questions about member benefits and services including the navigation of My Academy and CME reporting.

## **Practice Advancement**

Talk with staff and gather resources on practice management, coding and payment, practice redesign, Health Information Technology (HIT), advocacy with insurers, and office laboratory proficiency testing. Find out how the AAFP and chapters can engage and educate members about the patient-centered medical home (PCMH).

## **Publishing Concepts, Inc.**

Publishing Concepts, Inc. began publishing the journals of a number of AAFP chapters in 1997 and currently publishes 15 AAFP chapter journals. Circulations range from 700 to 8,500. Costs are defrayed through approved advertising, affording chapters with both a full-color printed publication and a fully interactive ePub at little or no cost.

## **Society of Teachers of Family Medicine (STFM)**

Learn more about family medicine education resources, including TeachingPhysician.org, a premiere source for preceptor and clerkship resources and our 50+ special interest groups, which include Minority and Multicultural Health, Women in Family Medicine, and GLBT Health. Stop by to share your education stories and to pick up information you can take back to share.

## **TransforMED**

TransforMED is how primary care practices become patient-centered medical homes (PCMH). TransforMED practice enhancement facilitators leverage best practices to provide clinical integration services, collaborative environments, and learning opportunities to medical practices and stakeholders such as payers, hospital systems, independent physician associations, as well as state and federal government bodies.

# 2011–2012 AAFP Conference Leadership

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## Accelerate your patient-centered medical home practice transformation.

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- Connect with PCMH peers and thought leaders.**
- Share best practices and access resources.**
- Stay up-to-date on accreditations.**

Delta-Exchange® is an award-winning collaborative online network offering PCMH resources, such as:

- ▲ Online seminars, live and on demand
- ▲ How-to articles on practice improvement topics
- ▲ "Ask an expert" feature
- ▲ Knowledge and document sharing
- ▲ Practice tools and support

*Free to AAFP members*

[www.aafp.org/d-x](http://www.aafp.org/d-x)



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**Visit the TransformMED booth to learn more.**

# TransforMED<sup>SM</sup>

TRANSFORMING MEDICAL PRACTICES



Stop by our booth to learn more about how TransforMED helps Family Medicine practices become medical homes.

## AAFP and TransforMED – Stronger Together

TransforMED's mission is the transformation of health-care delivery to achieve optimal patient care, professional satisfaction and success of primary care practices.

In 2005 the AAFP founded TransforMED because it believed in the future and critical importance of Family Medicine to the US healthcare system. We are your trusted resource for practice transformation and the Patient-Centered Medical Home.

Sincerely,



Terry McGeeney, MD, MBA, FAAFP  
President and CEO of TransforMED

### ■ Delta-Exchange

TransforMED's online, collaborative network where primary care practices can collaborate on transformation projects; discuss issues, challenges and successes; ask questions; share practical knowledge and experiences - and work together to maintain the momentum for transformation to a Patient-Centered Medical Home.

### ■ Practice Assessments

TransforMED offers a Baseline Practice Assessment, Change Readiness Assessment, the Patient Experience Assessment Tool, the Financial Assessment Revenue Opportunity Tool as well as the free MHIQ medical home assessment.

### ■ The Small Practice Package

Designed specifically for small practices with 1-4 providers, this package bundles together the change components small practices need to become PCMHs and leverages the power of the Delta-Exchange peer learning and collaboration platform to create engagement and help keep up the momentum.

### ■ PCMH Facilitation

TransforMED's PCMH facilitation services – Full, Targeted and Virtual – combine experienced guidance and an effective structured process with implementation options to fit any size practice or budget.

[www.TransforMED.com](http://www.TransforMED.com)

**3 days**

2 conferences

**1 FOCUS:**

**Leadership**



**SAVE THE DATE**

**2013 ALF & NCSC**

**April 25 - 27**

**Kansas City, Missouri**