



AAFP
STRONG MEDICINE FOR AMERICA

Annual Leadership Forum

April 29 – May 1, 2010

Hyatt Regency Crown Center

Kansas City, Missouri

Early Bird Registration ends March 12
Register online at www.aafp.org/leader

Register by March 12 - \$210
Register after March 12 - \$260

*Fees include breakfast, lunch, one reception and plenary
and breakout sessions.*

Thursday, April 29, 2010

6 – 6:45 a.m. - Yoga

7 am – 8:30 a.m. - Breakfast

8 - 11 a.m. - CME Workshop for Chapters

The CME Workshop provides a forum for reviewing and discussing issues related to the AAFP CME accreditation system, grant funding, collaborations, and the future of CME. Physicians and Chapter staff involved in CME planning are encouraged to attend.

11:15 - 12:30 p.m. - Peer-to-Peer netFORUM Training for Chapter staff

Roundtables for Chapter staff to discuss topics and share best practices related to netFORUM.

12:30 p.m. – 1:30 p.m. - Luncheon

1:45 – 2:45 p.m. - Chapter Staff session with Bob Harris

This session will provide Chapter staff with a chance to discuss management and operational issues with a noted Association Management expert.

Presenter:

*- Bob Harris, CAE
NonProfitCenter.com*

3:00 – 3:45 p.m. - Chapter Staff with AAFP Chapter Relations Team

This session is designed to bring Chapter staff together with the Chapter Relations team to share information and discuss Chapter needs. (Limited to Chapter staff.)

4:00 – 5:30 p.m. - Chapter Staff Meeting with AAFP EVP

This informal session allows Chapter staff and AAFP Executive Vice President Douglas E. Henley, MD, FAAFP, an opportunity to discuss issues of common interest. (Limited to Chapter staff.)

5:45 – 7:00 p.m. - Welcome Reception (Hotel Lobby)

Network with your colleagues attending both conferences.

Friday, April 30, 2010

6:00 – 6:45 a.m. - Yoga

7:00 – 8:00 a.m. - AAFP Meet Your Chapter Peers Breakfast

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

7:00 – 7:55 a.m. - Chapter President/President-Elect Breakfast

Network with your fellow Chapter leaders as you discuss Chapter activities, share concerns, and explore solutions. (Limited to Chapter presidents and presidents-elect.)

Facilitators:

*- Lori J. Heim, MD, AAFP President
- Roland Goertz, MD, AAFP President-Elect*

8:00 – 8:30 a.m. - Welcome & Plenary

- Commission on Membership and Member Services Chair, Ashok Kumar, MD, FAAFP
- AAFP President Lori Heim, MD, FAAFP
- Jim Kane, Loyalty Switch

8:45 – 10:00 a.m. - Breakouts

Session 1: The Elected Leaders – CEO Forum – Part 1

This program will challenge Chapter executives, board presidents and presidents-elect to look at a team approach to understanding your Chapter and its potential, mission, goals, committee effectiveness, risk management and teamwork.

Presenter:

- *Bob Harris, CAE*
NonProfitCenter.com

Session 2: New Graham Center Evidence and Tools for Advocacy

The Graham Center has several new studies published or in process that may be useful for Chapter advocacy efforts. The Center has developed new web-based tools for the Health Resources and Services Administration and for the Macy Foundation that may be useful as well. Graham Center Research helped shape pieces of the health reform bills and are being used by Federal Agencies. Your input is needed to understand how to make these relevant to the Chapters.

Presenters:

- *Bob Phillips, MD, MSPH, FAAFP, The Robert Graham Center*
- *Andrew Bazemore, MD, MPH, FAAFP, The Robert Graham Center*
- *Bridget Teevan, MS, The Robert Graham Center*

Session 3: E-mail Efficiency & Etiquette

This interactive and entertaining session will convey practical strategies that have helped thousands of professionals world-wide reduce e-mail overload, improve their image and get more done. The speaker's work has been featured on CNN, USA Today, ABC News, The Wall Street Journal, The New York Times and Fortune.

Presenter:

- *Tim Burress*
Cohesive Knowledge Solutions, Inc.

Session 4: Building and Maintaining Loyal Relationships

Jim Kane will share the secrets to creating loyal relationships including the seven behaviors every organization must master before they can ever receive the benefits of true loyalty.

Presenter:

- *Jim Kane*
Loyalty Switch

10:00 a.m. – 10:30 a.m. - Refreshment Break on Ballroom Level

10:00 a.m. – 3:00 p.m. - Exhibits Open (Ballroom Level)

10:30 – 11:30 a.m. - Breakouts

Session 5: The Elected Leaders – CEO Forum – Part 2

This program will challenge Chapter executives, board presidents and presidents-elect to look at a team approach to understanding your Chapter and its potential, mission, goals, committee effectiveness, risk management and teamwork.

Presenter:

- *Bob Harris, CAE*
NonProfitCenter.com

Session 6: Achieving Meaningful Use

Where's the money? Where's the value? Understand the requirements from the Federal Government regulating Meaningful Use incentives through Medicare and Medicaid; and how those requirements fit into the Patient-Centered Medical Home.

Presenters:

- Steve Waldren, MD, AAFP Center for Health Information Technology
- Jason Mitchell, MD, AAFP Center for Health Information Technology

Session 7: Capitalizing on Social Media Tools for Chapter Engagement

AAFP Chapter leaders must consider the role social media tools should play as part of any comprehensive strategy for stakeholder engagement. This session will explore how AAFP Chapters can deploy social tools in ways that support connectedness, enable collaboration and building meaningful participation.

Presenter:

- Jeff De Cagna
Principled Innovation, LLC

Session 8: How to Negotiate with Others

From defining specific needs to packaging the final resolution and agreement into the summary, the entire process of negotiating is presented and demonstrated. The session includes 25 tactics to enable one to maintain a level of control in any negotiating situation, understand when the negotiation is slipping into a conflict and recognize negotiating tactics used by others on you.

Presenter:

- Dawn McKenney-Maxwell
effectUs, Inc.

11:45 a.m. – 1:15 p.m. - Luncheon and Plenary (New York/Atlanta)

Tough Choices in Challenging Times – Presentation by Charlie Plumb

Captain Charlie Plumb flew 74 successful combat missions in Vietnam before his F-4 Phantom Jet was shot down. He was captured, tortured and imprisoned in an 8x8 foot cell. He spent the next 2,103 days in communist prison camps. During his nearly six years of captivity, Captain Plumb distinguished himself among his fellow prisoners as a professional in underground communications and served for two of those years as a Chaplain in his camp. His military honors include two Purple Hearts, the Legion of Merit, the Silver Star, the Bronze Star, and the P.O.W. medal.

1:30 – 2:30 p.m. - Breakouts

Session 9: How to Build Successful Collaborative Relationships

What makes an effective coalition, collaboration and partnership? Three Chapters will share about their efforts to build consensus and momentum by working with allied and non-traditional partners, including:

- Partnering with other Chapters on grants to deliver programs and value to members.
- Working with business, health and government on tobacco-free and advocacy efforts.
- Forming multiple coalitions and partnerships to advance PCMH efforts.

Presenters:

- Carolyn Gaughan, CAE, Kansas Chapter
- Fay Brown, Georgia Chapter
- Ann Spicer, Ohio Chapter

Session 10: Quality & the New Payment Environment

At this session, attendees will learn how quality improvement, the patient centered medical home and community connectedness will be rewarded in the new payment environment. A variety of models including blended payment, bundled payments and accountable care organizations will be discussed. The goal is to match the features of the PCMH to enhance payment opportunities and achieve success with performance incentives.

Presenter:

- Bruce Bagley, MD, AAFP

Session 11: Integrating Social Tools into Chapter Communications Strategy

AAFP Chapter leaders can use social media tools as the building blocks of a robust Chapter communications strategy. This session will explore how AAFP Chapters can integrate social tools to support meaningful conversations that are about both listening to others as well as sharing information.

Presenter:

- Jeff De Cagna
Principled Innovation, LLC

Session 12: CME: Methods and Strategies for Shared Topics

This session will address CME sessions of non-Chapter CME providers that are presented and repeated at constituent Chapter meetings.

Session 13: See the Light! Dashboard Indicators for Chapter Success

This session will equip Chapters with a simple dashboard tool that helps you set priorities and track progress in four key areas of administration, leadership, member services and member engagement. This tool will help you allocate energy, focus on priorities and create success.

Presenter:

- Peggy Hoffman
Mariner Management

2:30 – 3:00 p.m. - Refreshment Break on Ballroom Level (Exhibits Open)

3:00 – 4:15 p.m. - Breakouts

Session 14: Ask Your AAFP Officers

Learn about activities, successes, positions and goals. Address your questions to a panel of AAFP officers.

Panel:

- Lori J. Heim, MD, AAFP President
- Roland Goertz, MD, AAFP President-Elect
- Ted D. Epperly, MD, AAFP Board Chair
- Leah Raye Mabry, MD, AAFP Speaker
- Douglas E. Henley, MD, AAFP Executive Vice President

Session 15: Colorado Medical Home Initiatives: Overcoming Anti-Trust in a Multi-Payer Pilot & Systems of Care Grant

This session will explore how the Colorado multi-payer PCMH pilot came together and the Systems of Care Grant and collaborative. The session will:

- Share about overcoming anti-trust concerns and the convening process for the multi-payer pilot
- Results to date of the pilot and experience with becoming NCQA Level recognized
- Changing the culture and creating PCMH neighborhoods
- Tips for success for other Chapters

Presenters:

- Marjie Harbrecht, MD, CCGC
- Scott Hammond, MD
- Raquel Alexander, CAE, Colorado Chapter

Session 16: Meet the Press: Media Training for Physicians

The chances of today's medical leaders getting through their careers without facing the press are slim to nil. Covering under your desk or ignoring reporters' phone calls is not an option. This session offers practical tips and on-camera opportunities to practice telling family medicine's story. You will learn how to dress and act when you step before the cameras; how to develop your message; and--most importantly--how to deliver that message successfully.

Presenter:

- Patricia A. Clark
Ogden Dunes, IN

Session 17: CME: Needs Assessments and Learning Objectives

This session will demonstrate best practices in developing needs assessments and learning objectives for improved learner and patient outcomes through CME activities.

Session 18: Recruiting and Retaining Critical Membership Segments

Member retention and recruiting has become even more vital in this economy. How do we insure that critical member segments such as New Physicians, International Medical Graduates, and Residents are finding value in our organization? Come hear a panel address how Chapters can better their reach to these membership segments.

Panel:

- *Chapter Representatives*

Session 19: From the Exam Room to the Board Room

Have you ever wondered what it might be like to be in corporate medicine or president of a medical organization? Do you know how to get there? Do you know if it is a good fit for you? In this session, we will explore how to identify your personality type and find the right niche for you outside the exam room. Different avenues will be discussed, including corporate medicine, academy leadership opportunities, and volunteerism. We will explore the pros and cons of being in a leadership role. Learn how to make the right choice for you!

Presenter:

- *Jennifer Gholson, MD*

4:15 – 5:30 p.m. - Breakouts

Session 20: Free and Low Cost Tools Your Organization Can't Live Without

Includes more than 100 web-based and downloadable tools that you, your members and your Chapter leaders can use for little or no cost to help you get organized, add creative touches to your graphics, enhance your e-mail...just about everything you can imagine.

Presenter:

- *Beth Ziesenis*
Avenue Z

Session 21: PCMH Best Practices Panel

A panel of Chapters involved with innovative PCMH efforts will share about:

- Minnesota's partnerships and grants with the state's Health Care Home
- Washington's Patient-Centered Medical Home Collaborative
- New Jersey's NCQA Recognition Pilot and collaborative

Presenter:

- *Virginia Barzan, CAE, Minnesota Chapter*
- *Karla Pratt, Washington Chapter*
- *Ray Saputelli, CAE, New Jersey Chapter*

Session 22: PR Strategies at Chapter Level

The AAFP Public Relations Department offers Chapters many resources to kick-start and augment local and regional media outreach campaigns. From downloadable photos and b-roll, to a Media Relations 101 manual that walks through interview preparation to media outreach materials, come learn what we have to offer and how to tap into that.

Presenters:

- *Amanda Holt, AAFP*
- *Cynthia Stapp, AAFP*

Session 23: 3rd Annual netFORUM Users Group Meeting

This 3rd annual session will give Chapters a chance to set the agenda, provide input to Avectra and AAFP and hear from Avectra about the future direction of the product. AAFP IT staff and Avectra will attend. For Chapter staff who have signed contracts and/or launched netFORUM or are in the process of signing a contract.

Facilitators:

- *Gordon Schmittling, AAFP*
- *Patrick Dorsey, Avectra*

Session 24: Creating an Exceptional Member Experience

This session will examine trends and research about volunteerism and member engagement that will help you better understand what it takes to create an exceptional member experience and drive attendance and involvement.

Presenter:

- Peggy Hoffman
Mariner Management

Saturday, May 1, 2010

6:00 – 6:45 a.m. - Yoga

7:00 – 8:00 a.m. - **Networking Breakfast**

Start your day sharing ideas with your conference peers.

8:00 a.m. – 12:00 p.m. - **Exhibits Open (Ballroom Level)**

8:00 – 8:30 a.m. - **Plenary**

8:45 – 10 a.m. - **Breakouts**

Session 25: Conducting a SAM Study Group

Have you heard the buzz about SAM Study Groups that some of your fellow Chapters have conducted and wonder how to go about running one yourself? If the answer is “Yes!”, this session is for you. In this session the ABFM will cover how to organize and conduct a SAM Study Group. You will learn everything that you will need to help your session be a success!

Presenter:

- Ashley Webb, ABFM
Lexington, Kentucky

Session 26: Next Steps with Health Care Reform

Whether or not major health reform legislation passes Congress this year, there are many issues that will still need to be settled by regulatory action; e.g., changes in the physician payment system, medical home demonstration programs, changes in education and training programs. Effective partnership between Chapters and the AAFP will be key to ensuring family medicine’s priorities are included. In this session, you will hear the latest information from Washington and where your organization is going next.

Presenters:

- Kevin Burke, AAFP
- Mark Cribben, FamMedPAC/AAFP
- Greg Martin, AAFP

Session 27: Going Digital: Will your Members Come with You?

In 2009, the Pennsylvania Chapter’s *Keystone Physician* magazine moved to an exclusively digital format. Attend this session to learn the pros and cons and results to date of making the move to digital.

Presenter:

- Don Schumaker, Pennsylvania Chapter

Session 28: Membership Roundtable

Family Physicians do not come in “one size fits all.” Recruiting and retaining these members at different stages is quite a challenge. Participants will learn membership best practices from several Chapters and then get a chance to exchange ideas in a small group roundtable format.

Presenters:

- Chapter Executives

10 – 10:15 a.m. - **Refreshment Break on Ballroom Level (Exhibits Open)**

10:15 – 11:30 a.m. - Breakouts

Session 29: Getting Your Members to Open Their Emails

Ever get the feeling no one's listening? Learn the principles behind creating emails and newsletters that your members will actually read. Discover the key to writing great subject lines, enticing members to click through and measuring the effectiveness of your correspondence.

Presenter:

- Beth Ziesenis
Avenue Z

Session 30: Effective Advocacy on a Budget

This session will focus on effective methods Chapters can use to develop government advocacy programs. Chapter leaders will learn about key figures in their state governments, how Chapters can enhance their ability to vet public policy issues, methods to ensure family medicine's voice is heard in their state capitol, and AAFP resources available to help.

Presenters:

- Neva Santos, CAE, Idaho Chapter
- Vince Keenan, CAE, Illinois Chapter
- Robin Richardson, AAFP

Session 31: Messaging the Medical Home to Members

Learn how AAFP, TransforMED and Chapters are singularly and collectively seeking to reach and engage members to advance the PCMH. The session will:

- Help Chapters understand AAFP's PCMH road map and how to best partner with AAFP;
- Explore how Chapters can best collaborate with and utilize TransforMED;
- Share how one Chapter has developed a comprehensive PCMH strategy to reach and engage its members.

Presenters:

- Donna Valponi, AAFP
- Nathan Bieck, TransforMED
- Susan Hogeland, CAE, California Chapter

Session 32: Non-Dues Revenue Roundtable

As the financial tide continues to change, how do Chapters stay afloat? Are you sailing or bailing? Join a panel of Chapter Executives as we explore new worlds of non-dues revenue. Come ready to share your own ideas in small groups and hear what's happening in other Chapters.

Presenters:

- Chapter Executives

Luncheon and Awards Presentation

11:45 a.m. – 1 p.m.

Friday, April 30	Leadership Empire AB	Advocacy/PCMH Empire C	Communication Chouteau A	Leadership/CME Chouteau B	Misc. Empire B	Misc. New York A
8-8:30 am	Plenary	Plenary	Plenary	Plenary		
8:45-10 am	#1 Elected Leaders- CEO Forum Bob Harris	#2 New Graham Center Evidence and Tools for Advocacy	#3 Email Efficiency & Etiquette Tim Burruss	#4 Loyalty Jim Kane		
10 am-3 pm	Exhibits Open (Ballroom Level)	Exhibits Open (Ballroom Level)	Exhibits Open (Ballroom Level)	Exhibits Open (Ballroom Level)		
10:30 – 11:30 am	#5 Elected Leaders -CEO Forum	#6 Achieving Meaningful Use Drs. Waldren & Mitchell	#7 Capitalizing on Social Media Tools Jeff DeCagna	#8 How to Negotiate Dawn Maxwell		
11:45 - 1:15 pm	Lunch Plenary: Charlie Plumb	Lunch Plenary	Lunch Plenary	Lunch Plenary		
1:30 pm – 2:30 pm	#9 How to Form Successful Collaborative Relationships Chapters	#10 Quality and the New Payment Environment Dr. Bruce Bagley	#11 Incorporating Social Media into Comm. Strategy Jeff DeCagna	#12 CME : Methods and Strategies for Shared Topics	#13 Dashboard Indicators for Chapter Success Peggy Hoffman	
3-4:15 pm (Joint sessions with NCSC)	#14 (Empire A) Ask the Officers	#15 Overcoming Anti-Trust and Systems of Care Grant Chapter Representatives	#16 Meet the Press: Media Training for Physicians Pat Clark	#17 CME: Needs Assessments and Learning Objectives	#18 Recruiting & Retaining Critical Membership Segments Chapters	#19 From the Exam Room to the Board Room Dr. Jennifer Gholson
4:30 – 5:30 pm	#20 (Empire A) Free and Low Cost Tools Your Organization Can't Live Without Beth Ziesenis	#21 PCMH Best Practices Panel Chapters	#22 Chapter PR Strategies Stapp and Holt	#23 netFORUM Users Group (Chapter staff session)	#24 Creating an Exceptional Member Experience Peggy Hoffman	
Saturday, May 1	Leadership Empire A	Advocacy Empire C	Communication Chouteau A	Chapter Topics Chouteau B	Misc. Empire B	
8 am – 8:30 am	Plenary	Plenary	Plenary	Plenary	Plenary	
8 am-Noon	Exhibits Open	Exhibits Open	Exhibits Open	Exhibits Open	Exhibits Open	
8:45 – 10:00	#25 SAM Training Session Ashley Webb, ABFM	#26 Next steps with health care reform Burke, Martin & Cribben	#27 Is Digital Magazine for you? Chapters	#28 Membership Roundtable Chapters		
10:15- 11:30 a.m.	#29 Getting Your Members to Open Their Emails Beth Ziesenis	#30 Effective Advocacy on a Budget – Robin Richardson, Chapters	#31 Messaging Medical Home to Members AAFP, TransforMED and Chapters	#32 Non-Dues Revenue Roundtable Chapters		