AMERICAN HEALTH LAWYERS ASSOCIATION

ANNUAL MEETING

June 24-26, 2019
Boston Marriott Copley Place
Boston, MA
Boston is a city truly rich in history, from Bunker Hill to the Old North Church to Boston Common, the oldest public park in the US. We could not be more excited to be adding our own small part to that great history when the AHLA returns to Boston for our Annual Meeting in June!

The Annual Meeting planning committee has been hard at work building a program for all our members that is rich in content presented by dynamic speakers, and one that will offer the most current information and analysis of the myriad of legal issues facing the health care industry. Our agenda will include sessions on health care transactions, reimbursement, tax, privacy and security, antitrust, fraud and compliance, labor and employment, and so much more. AHLA’s programs are always distinguished not only by the range of perspectives our speakers offer, but also by the collegiality that allows us to learn on the cutting edge of health law from each other.

In Boston, you will have the opportunity to hear from more than 100 leading in-house and outside counsel, representatives from government agencies, consultants, health professionals, and academicians. I am grateful to the Committee for all its hard work, and also to all of our volunteer presenters for their willingness to share their practical experience and in-depth expertise. Whether you represent physicians, plans and payers, hospitals and health systems, long term care providers, academic medical centers, or life sciences companies, there will be countless sessions that directly address the most pressing issues your clients are currently facing.

In addition to unparalleled education opportunities, the AHLA Annual Meeting also provides attendees with the unique chance to network with colleagues and peers. While electronic connections may be efficient and even essential at times, there is nothing like talking with and learning from our peers in-person. We have scheduled a number of fun events that I’m sure our attendees and their families will enjoy. The Annual Meeting kicks off with a Welcome Reception on Sunday evening. I encourage everyone to arrive in time to attend so that you can reconnect with colleagues that you may not always have an opportunity to see face-to-face and expand your network by meeting someone new. On Tuesday, immediately following a full afternoon of sessions, plan to join us for a reception that highlights AHLA’s commitment to Diversity+Inclusion and be part of AHLA’s efforts to expand the diversity represented in AHLA’s membership and the legal industry. There will be a number of other networking events including Practice Group luncheons, breakfast get-togethers, and exercise classes. I hope you will participate—I think you’ll find the events fun and interesting and the connections you make with others valuable.

I personally am especially excited about our special Monday night reception at the John F. Kennedy Presidential Library and Museum. The striking, I.M. Pei-designed building overlooks the water and provides stunning views of the Boston skyline. In addition to having time to meet and mingle over great food, our attendees and their families will also have the opportunity to explore, at their own pace, a series of fascinating exhibits covering the Kennedy-Nixon debate, the Cuban Missile Crisis and, the space program as well as interactive displays about the former President, his wife and other Kennedy family members. This is a truly unique Boston experience, and one that should not be missed!

So make your plans now to join your colleagues in Boston for an outstanding educational event, and be sure to bring your families so that they too can enjoy all the history and beauty that Boston has to offer. As the locals might say, it’s gonna be a wicked rippah!

Robert R. Niccolini
AHLA President-Elect
Chair, Annual Meeting

Well I love that dirty water, Oh, Boston, you’re my home!
—The Standells
Program Registration Fees

Early Registration (on or before May 23, 2019)
- AHLA Member: $1295
- AHLA Multi-Member Discount: $1220
- Non-Member: $1570

Registration (between May 24-June 18, 2019)
- AHLA Member: $1445
- AHLA Multi-Member Discount: $1370
- Non-Member: $1720

Late Registration (on or after June 19, 2019)
- AHLA Member: $1545
- AHLA Multi-Member Discount: $1470
- Non-Member: $1820

Discounts

(Please note: Discounts cannot be combined)

- Celebration Sale: $1220
  (Those who have paid to attend another in-person program during the 2018—2019 educational year)
- Government/Academician/Public Interest Professional:
  - AHLA Member: $850 / Non-Member: $975
- In-House Counsel/Solo Practitioner
  - $100 off full applicable rate

One Day Attendance:
- AHLA Member: $650 / Non-Member: $785

Note: Registration must be received prior to June 13, 2019 in order to appear on the attendee list. Registration is available by going online or by calling (202) 833-1100.

Cancellations/Substitutions

Cancellations must be received in writing by June 12, 2019 and sent to Dorothy Johnson: djohnson@healthlawyers.org. Registration fee, minus the $150 administrative fee, will be refunded approximately 3-4 weeks following the program in the same form of tender as the original payment. Refunds will not be issued for cancellations received after the cancellation date. If you register for In-House Counsel Program and the Annual Meeting and are only able to attend one, you will not be charged a cancellation fee.

Substitutions will be accepted, in writing to AHLA (djohnson@healthlawyers.org), up to 2 business days prior to the event date on a one time basis. Note, that the registration fee is based on AHLA membership status of the individual who actually attends the program. Non-member substitutes will be charged the fee difference if they are substituting for a member-discounted registration.

Transfer to an upcoming event within one year of equal or higher value is available on a one time basis only, and should be received in writing to AHLA (djohnson@healthlawyers.org) no later than June 19. An administrative fee of $150 will be charged for a transfer request.
Hotel Information

**Boston Marriott Copley Place**

110 Huntington Ave  
Boston, MA 02116  
(617) 236-5800

**Program Location**

**The Westin Copley Place**

10 Huntington Ave  
Boston, MA 02116  
(617) 262-9600

Hotel accommodations are not included in the registration fee. AHLA has set up a block of rooms at a discounted rate of $297/night plus tax. Those discounted rates are getting limited and may sell out. The Marriott has added a limited number of additional rooms for $439 per night and the Westin will also have additional City View Rooms at the rate of $329. When making reservations over the phone, please indicate that you are with the AHLA program. The room block may sell out prior to hotel cut-off date of May 23, 2019. Reservations received after the cut-off date will be accepted by hotel at a space and rate availability basis only.

Continuing Education Credit Information

**CLE/MCLE:** AHLA will be applying for 17.4 credits (including 2.0 ethics credits) for 60-minute states and approximately 20.9 (including 2.4 ethics credits) for 50-minute states.

**CPE:** AHLA will be applying for 20.0 CPE credits. AHLA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of Accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Ave. North, Suite 700, Nashville, TN 37219-2417. NASBA’s website is www.nasba.org.

**CCB:** This education activity has been submitted to the Compliance Certification Board (CCB®) and is currently pending their review for approval for 20.9 CCB CEUs.

Participants will be given Continuing Education Request forms at the program. Forms must be completed and returned to AHLA staff to receive credit. The sessions, unless otherwise designated, are intermediate to advance in level. This program is designed to be an update on developments in the area of health law. There are no prerequisites or advanced preparations required to register for this group live program. Those seeking accounting credits should be familiar with the basic concepts and terminology associated with health law in order to obtain the full educational benefit of this program.

Contact Us

**Have a question? We’re here to help!**

Program materials, attendee badge, continuing education credits, onsite—

programs@healthlawyers.org

Sponsorship/exhibits—

veshleman@healthlawyers.org

Special request/needs—

veshleman@healthlawyers.org

Cancellations and/or substitutions—

djohnson@healthlawyers.org

Billing, receipts, confirmations, and login information—

msc@healthlawyers.org

For the most up-to-date information and to register, visit our website at:

www.healthlawyers.org/AHLAAnnual2019

In-House Counsel Program

**June 23, 2019**

This one-day program, held the day before the Annual Meeting, is designed to address the unique issues faced by in-house counsel. Sessions are focused on practical, hands-on ways to function in these challenging day-to-day work roles and responsibilities of in-house counsel lawyers.

This year’s keynote address, The Future of the Health Care Workforce, will explore the leading influences affecting today’s health care workforce and the legal challenges anticipated to result from its evolving nature. The keynote address will be delivered by John P. Ryan, President and Managing Partner, Hall Render Killian Heath & Lyman PC and Heather Brace, Senior VP and Chief People Officer, Intermountain Healthcare. Experienced health law practitioners representing various industry sectors and the government will offer breakout sessions on a myriad of health law topics of particular interest to in-house counsel. Speakers will delve deep into issues and solutions in Hot Topics in Practice Management, Avoiding The “Danger Zone”—Top Physician Compensation Risk Areas, Understanding and Addressing Conflicts of Interest at Non-Profit Organizations, Coping with the Mystery and Reality of Artificial Intelligence in Health Care, and more.

Be sure to register for both the In-House Counsel Program and the Annual Meeting to get the most current information and analysis on a myriad of legal issues facing the health care industry.

For more information and to register, visit www.healthlawyers.org/programs
Saturday, June 22, 2019
2:00-6:00 pm
Registration and Information

Sunday, June 23, 2019
7:00 am-5:15 pm
Registration and Information
5:00-6:30 pm
Welcome Reception
To kickoff the Annual Meeting, arrive the evening before and join us and your colleagues from around the country as we welcome everyone to Boston. Relax, grab a drink, find old friends (or make a few new ones), and get ready for 2 1/2 days of learning and networking! This event is included in the program registration; attendees, faculty, and registered adult, teen and youth guests welcome.

Monday, June 24, 2019
6:00-7:00 am
Exercise Activities: Fun Run, hosted by AHLA's Young Professionals Council OR Yoga
Sponsored by CBIZ Valuation Group
Start the day off with an invigorating workout to get you through the full day of learning. We are offering a Fun Run or a yoga class. Attendees and registered guests welcome. There is no additional fee but pre-registration is required.

7:00 am-5:30 pm
Registration and Information

7:00-8:30 am
Continental Breakfast, sponsored by Ankura
This event is included in program registration; attendees, faculty, and registered adult, teen and youth guests welcome.

8:00-8:15 am
Welcome and State of the Association
Marilyn Lamar, AHLA President
David S. Cade, AHLA CEO

8:15-9:05 am
Keynote Address : When Your Client Makes National News: An Inside Look at Medical Media Coverage in the US, sponsored by FTI Consulting
Jennifer Ashton , MD, MS, FACOG
OB-GYN, ABC News Chief Medical Correspondent
Good Morning America
Dr. Ashton will provide an in-depth and behind-the-scenes perspective on the logistics and journalistic and medical factors that are involved in the media’s coverage of health topics, stories, and events. After hearing from Dr. Ashton, attendees will be better equipped to guide their corporate and individual clients, with respect to media coverage, during times of crisis as well as proactively.

9:05-9:55 am
Keynote Address: Unconventional Leadership
Nancy Schlichting
Former CEO of Henry Ford Health, Author of Unconventional Leadership: What Henry Ford and Detroit Taught Me About Reinvention and Diversity
Ms. Schlichting’s presentation will address the turnaround at Henry Ford, strategic leadership, embracing diversity of leaders, and the need for resilience in health care leadership.

9:55-10:15 am
Break

10:15 am-12:15 pm
Year in Review
Robert G. Homchick
Kristen B. Rosati
Jack S. Schroder, Jr.
It has been another wild year for health care legal developments involving fraud and abuse, health care reform, reimbursement, HIPAA, antitrust and more, with several important Supreme Court decisions expected on critical issues affecting your clients. Join us for a fast-paced overview of recent developments and an introduction to topics that will be addressed in sessions throughout the program.

12:30-1:45 pm
Lunch on your own or attend one of the Practice Group Luncheons:
• Town Hall Meeting with Federal Enforcement Officials, hosted by Fraud and Abuse, Hospitals and Health Systems, and Regulation, Accreditation, and Payment, Post-Acute and Long Term Services, and Behavioral Health Task Force, sponsored by Ankura
• NPDB: Hot Topics in Research and Reporting, hosted by Medical Staff, Credentialing, and Peer Review and Physician Organizations, sponsored by Affiliated Monitors Inc.
More information is available on our website. These luncheons are not included in the program registration; there is an additional fee; limited attendance; and pre-registration is required. Continuing Education Credits are not available.
2:00-3:00 pm

A. The New Patient Driven Payment Model (PDPM) Is Nothing to SNF At
Daniel J. Hettich
Judi Kulus

CMS’s new Patient-Driven Payment Model (PDPM) for SNFs goes into effect on October 1, 2019 and represents a top-to-bottom revamping of SNF payments. This session will provide:

• Key changes in the new SNF payment system including CMS’s new methodology for determining base payment rates based on patient needs instead of the volume of services provided, the new variable per diem adjustment factor, and CMS’s revised interrupted stay policy
• Specific consideration of the significant changes in payments for SNF residents with HIV/AIDS
• How the PDPM will affect the day to day operation of SNFs and the industry as whole
• How the PDPM fits within CMS’s priorities for health care reform more generally

B. Physicians End Running the Plans (Advanced)
Alice G. Gosfield

• The basis for physician payer tensions and dissatisfactions
• Direct to employer contracting
• Direct primary care contracting
  – State regulation
  – Contract terms
• Concierge care as distinguished from direct primary care contracting
• Opting out of Medicare

C. Best Practices in Criminal Health Care Investigations: An Insider Perspective
Miranda Hooker
Amanda P.M. Strachan

• What prompts the government to initiate a criminal health care fraud investigation?
• Best practices in responding to government subpoenas and conducting internal investigations
• Hot topics in government investigations, including patient privacy issues and attorney-client privilege
• How to defend against potential criminal or civil charges

D. Artificial Intelligence in Health Care: Legal and Practical Considerations (Advanced)
Carolyn V. Metnick
Dina B. Ross

• What is artificial intelligence?
• What uses does artificial intelligence have in health care?
  – How is it being used now?
  – Where is it going?
• Legal and practical considerations in the use of artificial intelligence in health care
  – Regulation and licensing
  – Informed consent and transparency
  – Privacy and security
• Practical take-aways

E. Private Equity Like Transactions between Hospitals and Physician Groups (with no PE Firms Involved)
Michael Barry
James Max Reiboldt

• The basic tenets of a private equity model and the private equity-like model, both from the practice and health system standpoint
• Key financial components, including the balance of the physician compensation to the purchase price, systemic to the transaction
• Valuation perspectives within the “PE-like” model
• Various strategic and tactical factors, benefits and challenges involved in the “PElike” transaction
• The legal/compliance issues for both the physician group and the hospital relative to the “PE-like” transaction

F. Payer-Provider Reimbursement Conflicts in the Opioid Crisis: Resolving Tensions around Substance Abuse and New and Emerging Treatments
Harry J. Nelson
Karen R. Palmersheim

• Waivers of deductibles and co-insurance for addicted patients in financial distress
• Housing “homeless” patients in treatment
• Interstate travel to treatment
• Coverage for infusion therapies and other alternative treatments
• Urine drug screening (UDS) utilization

Jason Feuerman
Phil Hall

- CMS objective to drive Medicare ACOs to take on more risk, faster, as demonstrated by the new “Pathways to Success” models commencing in 2019
- Latest trends on providers choosing to transition into these new downside risk models
- New waivers and flexibilities available for beneficiary incentives, telehealth, and beneficiary assignment
- Pros and cons of the MSSP risk adjustment model
- Potential fraud and abuse waivers under consideration for future MSSP models

H. Wicked Tough Employment Law Issues

Karen Davila
Dee Anna D. Hays

- The hottest labor and employment law topics, including government agency and case law updates
- #MeToo in medicine: Handling harassment complaints and avoiding #MeToo claims in an environment of heightened scrutiny
- Legalized marijuana and substance abuse policies, including handling accommodation requests
- Workplace religious accommodation requirements, including immunization/vaccination issues
- Workplace violence prevention

3:00-3:15 pm

Beverage and Snack Break, sponsored by Stout Risius Ross LLC

3:15-4:15 pm

I. Cannabis: The Past, the Present, the Future regarding Medical, and Recreational Cannabis and the Myriad of Issues that Attorneys Should Be Aware of from a Legal and Practical Perspective (not repeated)

Lisa M. Gora
Anne M. Davis

- National overview of medical marijuana: How it started and where we are today
- The highly diverse state-level legal frameworks versus the tension with federal law
- Counseling clients, physicians, and organizations on the legal implications of medical marijuana- the intrastate versus interstate issue, the issue re storing/administering/consumption on premises at hospitals
- Barriers to research and the importance of educating patients and physicians and physician-led medical cannabis programs
- The 2018 Farm Bill: What does it mean?
- The legality of hemp-based CBD at the federal and state level
- The future of CBD and medical marijuana: What to expect

J. Legal Ethics and the Use of Email and Social Media

Neil V. McKittrick
Dorthula H. Powell-Woodson

- Unsolicited emails from prospective clients
- Communicating ex parte with represented adversaries by using the “Reply to All” feature
- The responsibilities of lawyers who receive inadvertently transmitted electronic communications
- Whether lawyers receiving electronic documents from an adversary must, may, or may not, “mine” those documents for hidden metadata
- Using Facebook to investigate witnesses
- Courts’ efforts to curtail electronic communication by jurors and judges

K. The Stark Reality: The Past, the Present, and the Future of the Stark Law (Advanced)

Julie E. Kass
David E. Matyas

- Recent case law and settlements impacting Stark interpretations
- Status of legislative initiatives to modify Stark
- CMS’s 2018 “Request For Information” and Status of Proposed Regulations
- Fair Market Value and Commercial Reasonableness Standards

L. Nonprofit Health Systems Investing in Innovation

Catherine E. Livingston
Susan Solomon

As part of their mission, health systems generate scientific discoveries, new therapies, new care models, and other innovations. Academic medical centers have long reaped financial rewards from their discoveries by licensing their discoveries to commercial enterprises in return for royalties. While technology transfer continues in this traditional model, many if not most AMCs and other health systems as well have become interested in
starting new companies to develop their innovations into profitable businesses. Others want to sponsor or participate in investment funds that encourage specific types of health care innovation. Whether the health system’s investment activity is described as an incubator, an accelerator, a fund investment, creation of startups, or launching of spin-offs, in all cases, the health system must navigate legal issues that arise when a nonprofit tax-exempt institution provides support to a for-profit taxable business that may be owned in part by physicians or scientists who are employees.

- Nonprofits with for-profit subsidiaries
- Managing or participating in investment funds
- Providing equity interests or other compensation to investors and managers while maintaining tax-exempt status
- Anticipating conflicts of interest
- Potential fraud and abuse issues
- Private use of bond-financed facilities

**M. Strategic Planning for Physician Practice Acquisitions in the Post-Site Neutrality Payment Era (Advanced)**

*Andrew D. Ruskin*

*Lawrence W. Vernaglia*

- The market for physician practice acquisition
- A breakdown of all of the Outpatient Fee Schedule changes over the past two years relevant to physician practice acquisitions, and the implications of the litigation relating thereto
- Update on the status of accountable care organizations (ACOs)
- Implications of the shifting business and regulatory environment on the value of different structures of physician practice acquisitions
- Implications for participation in the 340B Drug Purchasing Program

**N. Emerging Issues in Medicare Advantage and Medicare Drug Coverage**

*Lisa A. Hathaway*

*Melissa Wong*

- Expansion of permissible supplemental benefits in Medicare Advantage: market trends in 2019 and new rules for chronically ill enrollees in 2020
- Changing sites of service and models of care and services
- Guidelines for Medicare Advantage coverage of telehealth benefits beginning in 2020
- Drug pricing reform: Impacts on Medicare coverage of drugs in Part B and D
- New fraud, waste, and abuse proposed rules and other guidance affecting Medicare Advantage and Part D

**O. Compliance Advice for the Post-Acute Provider: Assess, Audit, and Do It Again**

*Kathleen A. Hessler*

*Rachel Hold-Weiss*

- Areas of focus by government contract auditors for the post-acute care spectrum of services
- Communication approaches in working with government contractors and investigators
- Assisting providers in developing tools for determining compliance and addressing agency and facility risk
- Compliance solutions and strategies, including information on data analytics, to agency and facility management

**P. Health Care Arbitration and Mediation: Teaming for Efficiency**

*Geoff Drucker*

*Stuart M. Widman*

- Speed and cost savings are neither automatic nor guaranteed; everyone involved plays a key role
  - Lawyers: Share information informally and minimize discovery
  - Clients: Participate actively and develop realistic goals
  - Mediators: Prepare intensely, engender trust with good listening, and evaluate if asked
  - Arbitrators: Be authoritative and decisive and do not fear vacatur
  - Administrators: Streamline procedures and perform quality control

4:30-5:30 pm

**Q. When Frankenstein Is Your PI: Regulatory and Practical Issues in Research Misconduct**

*Melissa L. Markey*

*Laura Odwazny*

- What are the expectations of OHRP, ORI, FDA and the PHS agencies with respect to research oversight and research misconduct?
- What are the trends in research misconduct?
- How can an institution maintain academic freedom while supporting appropriate oversight and a culture of ethics and compliance?
- Do the recent revisions to the Common Rule, and the anticipated elimination of the option for an institution to voluntarily extend the Federalwide Assurance (FWA) to all research at the institution, affect an institution’s research misconduct investigation?
- What is it really like to run a complex research misconduct investigation, and can it really be done in 60 days?
R. Walking through the Minefield: Preparing for the Challenges in Implementation of a New Physician Compensation Model
Lee A. Bergman
Karin Chernoff Kaplan
- Trends in employed physician compensation design
- Best practices related to contracting and renewals in the context of compensation changes
- Best practices in compensation design
- Overview of common challenges health systems face when migrating to a standardized compensation model
  - “50 physicians–50 models”
  - “Keeping them whole”
  - Administrative stipends–what is that for?
  - Medicare Physician Fee Schedule annual variations
  - Contract obligations
  - Impact on non-compete covenants
  - Parity and equity across a health system
- Case study from a 10-hospital system
- A description of the compensation redesign process that impacted over 100 surgeons practicing in a 10 hospital system

S. Turning around the Aircraft Carrier: How the Opioid Crisis and Outdated Regulations Create Legal Risk for Addiction Medicine Providers
Michael McCarthy
Kenya S. Woodruff
- State facility licensing can be at odds with new, effective treatment modalities
- Payers are slow to update how they pay for addiction treatment
- Fraudulent “sober houses” have grabbed headlines and can entrap well-intentioned providers
- DEA X-license audits require planning and scripting
- Section 2 privacy requirements are more stringent than HIPAA and can be at odds with how to best treat a patient - health system involvement in expanding access to addiction medicine

T. Case Studies on the Beneficiary Inducement Prohibition
Timothy P. Blanchard
Stewart Kameen
- Copayment waivers
- Promoting access to preventive services and other health care
- The Financial Need-Based exception
- Local transportation and shuttles
- Nominal value analysis

U. Will Your Deal Be Caught in the Maw of Antitrust Review? (Advanced)
Lona Fowdur
Joseph Miller
- The case law and FTC/DOJ Merger Guidelines are a good starting point but do not provide adequate guidance to identify every transaction which carry significant risk of extended antitrust review
- Key evidence relied upon by reviewing agencies when deciding to issue a “second request” for information
- How important are HHIs and market share statistics? Reading the FTC/DOJ Guidelines would lead you to believe they are significant. Are they?
- An economist approach of an initial investigation, including a road map of the quick and dirty data work that plays a sometimes hidden but critically important role in every step of an investigation
- How probative are “hot” documents at the early stage? Learn to distinguish which ones catch your eye with colorful language but are not ultimately problematic versus those which may have more evidentiary weight

V. Information Blocking Enforcement: What to Expect and How to Prepare
Elise Sweeney Anthony
James Cannatti
Michael Lipinski
Andrew VanLandingham
The Department of Health and Human Services (HHS) moved a step closer to implementing the information blocking provisions of the 21st Century Cures Act when the Office of the National Coordinator for Health Information Technology (ONC) published its proposed rule in March. That means we are also a step closer to information blocking enforcement by the HHS Office of Inspector General (OIG). This session will cover:
- ONC’s proposed rule and stakeholder feedback
- OIG’s information blocking authorities and the civil monetary penalties process
- Practical tips and considerations to prepare for future information blocking enforcement

W. The Only Tax Panel You’ll Need for 2019: An Update on Tax Law Changes
Constance F. Dotzenrod
Michael N. Fine
An update on recent tax law developments, including:
- IRS enforcement of IRC Section 501(r)
- Excise taxes on highly-paid executives of tax-exempt organizations (IRC Section 4960)
• “Fake” and “real” unrelated business income developments, such as:
  – Defining a “trade or business activity”
  – Breaking through IRC Section 512(a)(6)’s “loss silos”
  – Addressing IRC Section 512(a)(7) nightmares in parking lots and at transit stops
  – Considering whether a restructuring can help and if it is it worthwhile
• New partnership tax audit rules effective now

B. Physicians End Running the Plans (Advanced) (repeat)

6:30-9:30 pm

Reception at the John F. Kennedy Presidential Library and Museum, Sponsored by AHLA’s Members’ Law Firms

Our evening at the JFK Presidential Library and Museum will be a memorable event for our attendees and their families. AHLA attendees will have exclusive access to the Museum’s exciting exhibits and you can:
  • Catch a glimpse of “Young Jack” as a boy, student, and a decorated war hero
  • See a working draft of JFK’s inaugural address, the Fitzgerald family bible he used to take the oath of office and full video footage of JFK delivering his famous inaugural address
  • Be briefed by advisors on the leading issues of the day then try answering actual questions posed to President Kennedy by members of the press
  • See footage from 1963 related to the civil rights movement
  • Admire ceremonial gifts that were presented to the Kennedy White House as symbols of diplomacy by Heads of State from all over the world.

As always, the Monday night reception will include great food and libations and provide the perfect setting for AHLA members to gather as a community to enjoy each other’s company. This event is included in the program registration; attendees, faculty, and registered adult, teen, and youth guests welcome. Bus transportation will be provided between the Marriott and the JFK Library. Buses will begin shuttling at 6:00 pm.

Tuesday, June 25, 2019

7:00 am-5:30 pm

Registration and Information

7:00-8:45 am

Continental Breakfast

This event is included in the program registration; attendees, faculty, and registered adult, teen and youth guests welcome.

7:00-8:00 am

Networking Breakfast and Table Topic Discussions, Hosted by the Women’s Leadership Council, sponsored by HMS Valuation Partners

Please join us for a breakfast hosted by the Women’s Leadership Council. This event will feature small group discussions where we will share experiences, challenges faced, and recommendations for both individuals and organizations. All are welcome to join us for breakfast, networking, and hopefully some good ideas to take home and use after the conference! This event is included in program registration; faculty and attendees welcome; pre-registration required.

CONCURRENT SESSIONS

8:15-9:30 am

Extended Sessions

X. Immigrant Health Care: What’s Changed? What Might Change? How Can We Prepare? (not repeated)

Elizabeth Browne
Andrew Cohen
Jennifer Lea Huer

This panel will cover recent and ongoing legal and policy changes related to:
  • Public charge regulations and other federal and state changes
  • Expansion of coverage for immigrant populations
  • Provider concerns regarding privacy, trust, and care
  • Lessons learned and moving forward

Y. OIG, CMS and Coordinated, Value-Based Care Delivery and Payment

Kimberly Brandt
Vicki L. Robinson
Lisa Ohrin Wilson

• The legal and policy drivers of the Regulatory Sprint to Coordinated Care
• HHS Requests for Information related to Physician Self-Referral Law and Anti-Kickback Statute reform
• Different proposals from the industry regarding potential changes to the Physician Self-Referral Law and Anti-Kickback Statute
• Application of the fraud and abuse laws to coordinated care and other value-based care delivery and payment arrangements
Z. The Health Care Industry Is Transforming One Deal at a Time: What You Need to Know to Prepare and Respond
Priya J. Batihja
James F. Flynn
Melissa Myers

- The US health ecosystem, including recent deals, entrants and partnerships, and some of the legal complexities of those transactions
- Practical and operational implications of these changes and the key legal challenges they present for health care providers and the health care field
- Guidance for attorneys to help their clients navigate through these changes and steps attorneys can take to better advocate for their clients as this disruption plays out
- Examples of how health care providers have successfully responded to this disruption around the country.
- The work of the American Hospital Association’s Value Initiative to develop tools, resources, and education for those seeking strategies to address affordability, value, and disruption

AA. Antitrust Hot Topics in Government Enforcement: Health Care Transactions, Conduct Matters, and Policy
Alexis J. Gilman (Moderator)
Sara Oxenham Allen
Melissa Hill
Peter J. Mucchetti

Federal and state antitrust enforcers and private plaintiffs continue to actively scrutinize mergers and the conduct of providers and payers. Antitrust is even a hot topic in the media and on Capitol Hill. A panel of government enforcers and a private practitioner will bring you up to date on the latest antitrust developments affecting health care.
- Horizontal merger enforcement, including FTC v. Sanford/Mid Dakota and Beth Israel/Lahey
- Vertical merger enforcement, including Cigna/Express Scripts, CVS/Aetna, and Fresenius/NxStage
- Antitrust enforcement policy developments

BB. To Thine Own Self (Interest) Be True?
Current Approaches to Managing Conflicts of Interest
Thomas K. Hyatt
John W. Kuo
Michael J. Regier
Recent events in the academic medical center sector have underscored the importance of adopting and implementing effective conflict of interest procedures in avoiding institutional and individual reputational damage. In this session, the panel will discuss:
- Fiduciary and regulatory requirements relating to conflict of interest
- Key learnings from matters receiving recent media attention
- The impact technology transfer and commercialization may have on conflict of interest issues, including the important role industry collaborations with the academy play in fostering innovation
- Effective practices which can be implemented to avoid, mitigate, and manage conflicts of interest when they occur

CC. Ready or Not, Here It Comes: Managed Care Enforcement Trends and Key Risk Areas
LaShon Kell
John E. Kelly
Megan Tinker

- Enforcement trends against Medicare and Medicaid Managed Care providers and contractors
- What do the trends and new enforcement actions tell us about how this area of regulatory scrutiny is evolving?
- Key risk areas and best practices for minimizing exposure
- Key regulatory changes and impact on enforcement

DD. Practical Advice for Implementing a Telehealth Initiative in an Integrated Health Care Delivery Setting
Mei Wa Kwong
Heather Meyers
Anne M. Murphy

- Significant legal and legislative developments nationally, including coverage and payment parity, proxy credentialing, clinical licensure, privacy and cybersecurity, and patient consent
- Key reimbursement developments, including emerging opportunities and flexibility for delivering behavioral health and substance abuse treatment services, chronic care, Medicare Advantage services, Medicare ACO services, Medicaid services, and commercially covered services
- Financial, patient experience and clinical impacts payers, patients, and providers have directly experienced when participating in telehealth models of care
• Core elements of a compliance and risk management program for a telehealth initiative, with attention to insurance coverage and internal infrastructure designed to manage regulatory and clinical risk

• Telehealth implementation lessons learned, across both domestic and international telehealth service lines, with emphasis on service rollout and implementation

EE. Hot Topics in Fraud and Abuse
Susan E. Gillin
Precious M. Gittens

• FCA updates: new case law regarding materiality, updated DOJ policies, and other significant cases

• Anti-kickback developments

• Government enforcement priorities

• The latest OIG guidance

• Recent compliance developments

9:30-9:45 am
Beverage Break, sponsored by CobbleStone Software

9:45-10:45 am

FF. Summary of Medicaid’s Section 1115 Waivers: The Direction from Stewart v. Azar to the Future (not repeated)
Melinda Dutton
Linda Raclin

• Section 1115 Demonstration Waivers: What are they and how have they been used to shape State Medicaid Programs?

• The Trump Administration’s evolving approach to Section 1115 Waivers: Work requirements, expansion populations, and new priorities at the state and federal level

• Deep dive on work requirements: Stewart v. Azar and Gresham v. Azar and their indications for the future

• Where do we go from here: What are the limits on waiver authority and what are the implications for Medicaid stakeholders?

GG. Are We There Yet? The Long Road to Modernizing the Fraud and Abuse Laws
Terry Chang
Paul H. Westfall

• How the current fraud and abuse laws can deter broader and more comprehensive engagement in outcomes-based and risk-sharing value-based arrangements

• Recent legislative attempts and actions to modernize the fraud and abuse laws

• Recent administrative actions to modernize the fraud and abuse regulations through the regulatory sprint to coordinated care #RS2CC and other proposed rules

• Potential solutions to the current fraud and abuse laws to help improve outcomes, reduce costs, and improve the patient experience

HH. “I Probably Should Have Called You First”: Legal Ethics when the Facts Are Bad or the Law is Uncertain
Marc Goldstone
William W. Horton

• The rules of legal ethics largely assume that (a) the law is clear, and (b) the client seeks legal advice before it actually does something. In the real world of health care law, at least one of those things—often both of those things—may not be true.

• A range of situations where the state of the facts, the state of the law or both make counseling clients particularly challenging, and will examine the interplay of legal ethics rules with imperfect situations, like these:
  – Can this deal be saved? Recovering (or not) from the “tainted” transaction
  – Well, where does it say we can’t do that? Old laws and new business models
  – This is all attorney-client privileged, right? Disclosures of wrongdoing by client agents
  – I run everything by my lawyer: Conflicts between lawyer and client

II. Patient Assistance under Scrutiny
Laura B. Angelini
Abraham George

• Patient assistance and HHS-OIG guidance / federal law

• Potential fraud and abuse issues involving patient assistance
  – Government perspective
  – Industry and patient/charity perspective

• Key factors in determining PAP compliance/noncompliance

• Recent settlements and future impact on patient assistance

JJ. After Weinstein, USC/Tyndall, and the Catholic Church: Leadership Responses to Sex Abuse Allegations in the Era of #MeToo
James G. Sheehan
Davia Temin

• Responding to allegations of harassment or abuse is too important to be left solely to traditional legal defensive approaches

• Case studies: Hacienda Healthcare, the Catholic Church, USC/Tyndall, Michigan State/Nassar

• Of 253 physicians reported by their institutions to NPDB for sanctions for sexual misconduct, 170 were not disciplined by state medical boards (Public Citizen, 2017)

• Structuring the investigation while addressing the risk, reputational, compliance, moral, and media concerns raised by the allegations
KK. Keep Your Care Healthy: How to Prevent Your Digital Innovations from Calling in Sick
Elliot R. Golding
Amy Papsun
Elliott M. Siebers

Using technological innovations to improve outcomes and reduce costs for businesses and patients, while managing the privacy and cyber issues that come along with it in a constantly changing environment. By merging disparate data sources, such as consumer-generated health data not subject to HIPAA and data from HIPAA-regulated sources, it is increasingly possible to derive insights for more educated, actionable decision-making. Technology can be both the source of the data and the means to take action, such as:
- Population Health/Consumer Outreach Tools
- Leveraging social determinants of health
- AI/machine learning/big data
- Connected health devices/Internet of Things (IoT)
- Mobile Applications
- Managing risk and ensuring compliance through steps such as:
  - Harmonizing the patchwork of state and federal laws (including the recent California Consumer Privacy Act of 2018)
  - Implementing privacy by design/security by design
  - Regulator perspectives and enforcement priorities

LL. What’s in a Name–The Ins and Outs of Health Care Brand Value
Gerald M. Griffith
W. James Lloyd

- Valuing health care brands in connection with affiliation transactions
- Just like the last deal only different—what is “market” when you get there first?
- Finding proxies and other analytical tools—valuation challenges
- Compliance challenges—the quest for reasonableness
- Tax implications of royalties
- Monitoring operations and protecting the brand—common conditions of use

MM. 340B Basics and Oversight Updates
Jeffrey Davis
Christopher Schott

- Basic legal requirements applicable to covered entities and manufacturers
- Recent changes in HRSA oversight and compliance expectations
- Current landscape of Congressional oversight
- Likely administrative developments in 2019-2020

11:00 am-12:15 pm Extended Sessions

NN. Medical Staff Fair Hearing Strategies and the Roles of In-House Counsel, Outside Counsel, and Hearing Officer (not repeated)
John C. Ivins
Jeffrey D. Moseley
Jeffrey Scott Richardson

- Following Hospital By-Laws and Fair Hearing Plans: Contract/legal requirements and HCQIA immunity
- The Role of in-house counsel: Recognizing when professional practice review is transitioning into corrective action, determining when to bring in outside counsel, and involvement following the Hearing
- The role of MEC counsel: Hearing strategies, advising the MEC concerning the use of non-adverse actions, and post-Hearing appeals
- The role of the hearing officer: Pre-Hearing engagement with the Hearing Panel and parties, conducting the hearing, and post-hearing involvement with the panel and hearing report
- Hospital education: Preventing fair hearings through consistent education of hospital boards, executives, and MECs

OO. Mental Health Challenges across the Care Continuum
Barbara S. Barrett
Denise Bloch
Pamela S. Kaufmann

- Scope of mental health care need and challenge in various care settings
- Risk management issues including incapacity, misdiagnosis, patient dumping, privacy, violence, abuse (as perpetrator or victim), overmedication/chemical restraints, reimbursement/underfunding, and shortage of physical and other resources
- Need for mental health assessment (and reassessment) and integrated care planning
- Risk management strategies to help address problem
- Policy recommendations; resources for providers

PP. Pharmaceutical Pricing—How Much Is Too Much? Policy and Enforcement Perspectives
Saralisa C. Brau
Stephanie L. Trunk
Schonette J. Walker

- Trends in pharmaceutical pricing and reimbursement, including commercial, regulatory, and legislative responses to concerns about high drug prices
- Opportunities and limits of antitrust enforcement in addressing concerns about high drug costs
- Price transparency efforts at the federal and state level
- Commercial trends including white bagging and co-pay accumulators/coupon offset programs
- Issues unique to biosimilars
QQ. Provider Contracts and Agreements that Burn: Antitrust Consequences of Formal Written Contracts, Gentlemen’s Agreements, and Otherwise
Ashely M. Fischer
Mike MacKenzie
Christine L. White

• Recent developments, key risk factors for triggering significant antitrust concerns when using various contract terms, and strategies for minimizing antitrust exposure when considering provisions
• Payer agreements: Most favored nation, anti-steering, and exclusivity provisions
• Physician services: Exclusive contracts and rights of first refusal
• Employment: No poach and non-solicitation clauses
• Joint ventures, strategic affiliations and other arrangements: Non-competition terms limiting a party’s ability to compete with a venture or an employer, etc., during or after the term of the contract
• Vertical and cross-market mergers: Issues to consider, both when evaluating a potential transaction and after completing one

RR. Evolving Theories in HIPAA Enforcement (Advanced)
Julia R. Hesse
Iliana L. Peters
Ellen L. Weinstein

• Recent HIPAA enforcement actions by the Department of Justice under HIPAA’s criminal provision (42 USC § 1320d-6)
• Use of conspiracy law as a tool to charge covered entities with conspiracy to violate HIPAA with non-covered entities (such as employees of pharmaceutical companies or suspected criminals in their broader criminal enterprise)
• HIPAA enforcement of violations occurring through new mediums such as reality television shows and social media
• Enforcement by state attorneys general targeting health care entities for security breaches
• Practical tips for practitioners to identify and mitigate risks in their organizations

Z. The Health Care Industry Is Transforming One Deal at a Time: What You Need to Know to Prepare and Respond (repeat)

CC. Ready or Not, Here It Comes: Managed Care Enforcement Trends and Key Risk Areas (repeat)

EE. Hot Topics in Fraud and Abuse (repeat)

12:30 – 1:45 pm
Lunch on your own or attend one of the Practice Group Luncheons:
• The Future of the Health Care Industry and the Practice of Law: Trends, Innovations, and Disruptions, hosted by Antitrust, sponsored by SullivanCotter
• Using ERM to Mitigate Risk within Technology, Social Media, Information, and Data Security, hosted by Academic Medical Centers and Teaching Hospitals, Business Law and Governance, Health Care Liability and Litigation, and Health Information and Technology and Enterprise Risk Management Task Force
• Implementing the Managed Medicaid Final Rule: Then, Now, and Things to Come, hosted by Payers, Plans, and Managed Care, sponsored by BRG Healthcare LLC

More information is available on our website. These luncheons are not included in the program registration; there is an additional fee, limited attendance; and pre-registration is required. Continuing Education Credits are not available.

GENERAL SESSION

2:00 – 3:00 pm
SS. Health Law in the Trump Administration: Regulatory Reform and Future Priorities
Robert P. Charrow (Moderator)
Stacy Amin
William Chang
Kelly Cleary
Brenna Jenny
Sean Keveney
Brian R. Stimson

In the first three years of the Trump Administration, HHS/OGC has helped implement a host of legal and regulatory reforms. The panel will discuss those reforms and the Administration’s future priorities. Specific topics may include:
• HHS implementation of the Sessions and Brand memoranda
• Changes at the Office of Medicare Hearings and Appeals (OMHA)
• Escobar, Gilead, and the Granston memorandum
• Administrative actions to reduce barriers to coordinated care, and lower prescription drug costs for seniors
• Expanded civil rights protections for religious and moral objectors
• Initiatives to make health insurance accessible and affordable
• Wearables and other emerging medical device issues
CONCURRENT SESSIONS

3:15-4:15 pm

TT. Inclusion of People with Disabilities in the Delivery of Legal Services (not repeated)
Sharon Krevor-Weisbaum
Joanne R. Lax

- Legal overview: What do federal and state laws and courts tell us?
- What unique barriers exist for people with disabilities in the practice of law?
- How do these barriers vary depending upon the type of disability and/or the practice setting?
- How can law firms and other practice settings use best practices to eliminate these barriers?
- How can law firms best work with clients who have a disability?

UU. Promoting a Paradigm Shift in Primary Care: Innovative Collaborations between Hospitals and Health Centers
Rebecca A. Matthews
Jennifer Neyan Willcox

- Innovative models for hospital/AMC affiliations with federally-qualified health centers to advance their joint missions to improve primary care for underserved populations, including discussion of a multi-year collaborative project amongst Yale New Haven Hospital and two local community health centers
- Regulatory considerations, including licensure, HRSA-requirements, Hyde Amendment restrictions on operations
- Compliance with Anti-Kickback Statute safe harbor for support provided by hospital/AMC to the health center(s) and the program
- Special considerations in integrating academic medical staff
- Practical considerations regarding building consensus and collaboration

C. Best Practices in Criminal Health Care Investigations: An Insider Perspective (repeat)

D. Artificial Intelligence in Health Care: Legal and Practical Considerations (Advanced) (repeat)

J. Legal Ethics and the Use of Email and Social Media (repeat)

MM. 340B Basics and Oversight Updates (repeat)

4:15-4:30 pm

Beverage Break, sponsored by CobbleStone Software

4:30-5:30 pm

VV. A Seat at the Table: Perspectives on “Unexpected” Leadership in a Diverse and Evolving World (not repeated)
Andrea M. Ferrari
Cleonve M. Jacobs

- Tips and strategies for serving as an effective leader, managing complicated issues, and getting deals done in a highly-charged and/or slow to change environment in which you are not the “typical” leader or stakeholder or are dealing with circumstances that are not “typical” or are otherwise challenging
- Common personal, management, and legal and related obstacles to solving problems and how stakeholders of diverse perspectives and backgrounds may perceive or approach these obstacles differently from one another
- Examples and case studies of diversity in leadership and differing strategies for tackling problems and accomplishing goals (including contentious transactions) without getting yourself or your client in trouble

WW. The Effect of HIPAA Protections on Emerging Health Information Technologies
Robert Bellfort
Linda Sanches

- How does HIPAA apply to health information collected through mobile apps and the exchange of health information between app developers and covered entities?
- To what extent does HIPAA regulate health information collected through wearable devices?
- Are special HIPAA compliance issues raised by the placement of remote monitoring devices and sensors in patients’ homes?
- In what ways does HIPAA restrict the use of health information aggregated and used by artificial intelligence systems for machine learning purposes?
- How does HIPAA affect the operations of personal health record vendors?

K. The Stark Reality: The Past, the Present, and the Future of the Stark Law (Advanced) (repeat)

R. Walking through the Minefield: Preparing for the Challenges in Implementation of a New Physician Compensation Model (repeat)

S. Turning around the Aircraft Carrier: How the Opioid Crisis and Outdated Regulations Create Legal Risk for Addiction Medicine Providers (repeat)

T. Case Studies on the Beneficiary Inducement Prohibition (repeat)
5:30-6:30 pm

Diversity + Inclusion Reception Hosted by AHLA’s Diversity + Inclusion Council, Sponsored by Veralon Partners

Make this event your meeting location with your colleagues, friends, or family before heading out for the evening. Grab a drink and a few hors d’oeuvres, network with AHLA leaders and your fellow colleagues, and learn more about AHLA’s diversity and inclusion initiatives. This event is included in the program registration; attendees, faculty, and registered adult, teen and youth guests welcome.

Wednesday, June 26, 2019

7:00 am-1:00 pm

Registration and Information

7:00-8:30 am

Continental Breakfast

This event is included in the program registration; attendees, faculty, and registered adult, teen and youth guests welcome.

7:00-7:50 am

Young Professionals Networking Breakfast, Hosted by AHLA’s Young Professionals Council

This event is included in program registration; faculty and attendees welcome; pre-registration required.

CONCURRENT SESSIONS

8:00-9:15 am Extended Sessions

Y. OIG, CMS and Coordinated, Value-Based Care Delivery and Payment (repeat)

AA. Antitrust Hot Topics in Government Enforcement: Health Care Transactions, Conduct Matters, and Policy (repeat)

BB. To Thine Own Self (Interest) Be True? Current Approaches to Managing Conflicts of Interest (repeat)

DD. Practical Advice for Implementing a Telehealth Initiative in an Integrated Health Care Delivery Setting (repeat)

OO. Mental Health Challenges across the Care Continuum (repeat)

PP. Pharmaceutical Pricing–How Much Is Too Much? Policy and Enforcement Perspectives (repeat)

QQ. Provider Contracts and Agreements that Burn: Antitrust Consequences of Formal Written Contracts, Gentlemen’s Agreements, and Otherwise (repeat)

RR. Evolving Theories in HIPAA Enforcement (Advanced) (repeat)

9:15-9:30 am

Beverage Break, sponsored by Charles River Associates

9:30-10:30 am

A. The New Patient Driven Payment Model (PDPM) Is Nothing to SNF At (repeat)

F. Payer-Provider Reimbursement Conflicts in the Opioid Crisis: Resolving Tensions around Substance Abuse and New and Emerging Treatments (repeat)

H. Wicked Tough Employment Law Issues (repeat)

P. Health Care Arbitration and Mediation: Teaming for Efficiency (repeat)

U. Will Your Deal Be Caught in the Maw of Antitrust Review? (Advanced) (repeat)

GG. Are We There Yet? The Long Road to Modernizing the Fraud and Abuse Laws (repeat)

KK. Keep Your Care Healthy: How to Prevent Your Digital Innovations from Calling in Sick (repeat)

LL. What’s in a Name–The Ins and Outs of Health Care Brand Value (repeat)

10:30-10:45 am

Beverage Break, sponsored by Charles River Associates

10:45-11:45 am

XX. Are We All in Sales? No Suh...Yah Huh: Business Development for Health Care Professionals–The Path to Trusted Advisor (not repeated)

Jennifer C. Hutchens
Michael E. Paulhus

• Reframe business development activity as helping and adding value with every interaction
• Ideas and approaches for staying in touch with contacts and moving your business development opportunities forward in incremental steps
• Best business development practices for setting up relationships across organizations and between professionals (e.g., outside and in-house counsel) for success and to drive better results
• Practical business development skills and strategies for having difficult conversations, navigating conflicts, and managing objections (e.g., other-centered problem solving; use of the Platinum Rule; and effective avenues for giving and receiving feedback)

L. Nonprofit Health Systems Investing in Innovation (repeat)

M. Strategic Planning for Physician Practice Acquisitions in the Post-Site Neutrality Payment Era (Advanced) (repeat)

N. Emerging Issues in Medicare Advantage and Medicare Drug Coverage (repeat)

O. Compliance Advice for the Post-Acute Provider: Assess, Audit, and Do It Again (repeat)

HH. I Probably Should Have Called You First: Legal Ethics when the Facts Are Bad or the Law Is Uncertain (repeat)

JJ. After Weinstein, USC/Tyndall, and the Catholic Church: Leadership Responses to Sex Abuse Allegations in the Era of #MeToo (repeat)

UU. Promoting a Paradigm Shift in Primary Care: Innovative Collaborations between Hospitals and Health Centers (repeat)

11:45 am-12:00 noon

Beverage Break, sponsored by Charles River Associates

E. Private Equity Like Transactions between Hospitals and Physician Groups (with no PE Firms Involved) (repeat)


Q. When Frankenstein Is Your PI: Regulatory and Practical Issues in Research Misconduct (repeat)

V. Information Blocking Enforcement: What to Expect and How to Prepare (repeat)

W. The Only Tax Panel You’ll Need for 2019: An Update on Tax Law Changes (repeat)

II. Patient Assistance under Scrutiny (repeat)

WW. The Effect of HIPAA Protections on Emerging Health Information Technologies (repeat)

Adjournment
### Session by Topic

#### Academic Medical Centers/Teaching Hospitals

1. **Cannabis: The Past, the Present, the Future regarding Medical and Recreational Cannabis and the Myriad of Issues that Attorneys Should be Aware of from a Legal and Practical Perspective**
2. **Nonprofit Health Systems Investing in Innovation**
3. **When Frankenstein Is Your PI: Regulatory and Practical Issues in Research Misconduct**
4. **To Thine Own Self (Interest) Be True? Current Approaches to Managing Conflicts of Interest**
5. **Promoting a Paradigm Shift in Primary Care: Innovative Collaborations between Hospitals and Health Centers**

#### Antitrust

1. **Will Your Deal be Caught in the Maw of Antitrust Review? (Advanced)**
2. **Antitrust Hot Topics in Government Enforcement: Health Care Transactions, Conduct Matters, and Policy**
3. **Pharmaceutical Pricing—How Much Is Too Much? Policy and Enforcement Perspectives**
4. **Provider Contracts and Agreements that Burn: Antitrust Consequences of Formal Written Contracts, Gentlemen’s Agreements, and Otherwise**

#### Behavioral Health

1. **Turning Around the Aircraft Carrier: How the Opioid Crisis and Outdated Regulations Create Legal Risk for Addiction Medicine Providers**
2. **Mental Health Challenges across the Care Continuum**

#### Business Law and Governance

1. **Private Equity-Like Transactions between Hospitals and Physician Groups (With No PE Firms Involved)**
2. **Will Your Deal be Caught in the Maw of Antitrust Review? (Advanced)**
3. **The Health Care Industry Is Transforming, One Deal at a Time, What You Need to Know to Prepare and Respond**

#### Compliance

1. **Compliance Advice for the Post-Acute Provider: Assess, Audit, and Do It Again!**
2. **To Thine Own Self (Interest) Be True? Current Approaches to Managing Conflicts of Interest**
3. **Ready or Not, Here It Comes: Managed Care Enforcement Trends and Key Risk Areas**
4. **Hot Topics in Fraud and Abuse**
5. **Compliance Advice for the Post-Acute Provider: Assess, Audit, and Do It Again!**

#### Dispute Resolution

1. **Health Care Arbitration and Mediation: Teaming for Efficiency**
2. **Medical Staff Fair Hearing Strategies and the Roles of In-House Counsel, Outside Counsel and the Hearing Officer**

#### Diversity

1. **Inclusion of People with Disabilities in the Delivery of Legal Services**
2. **A Seat at the Table: Perspectives on “Unexpected” Leadership in a Diverse and Evolving World**

#### Fraud and Abuse

1. **Best Practices in Criminal Health Care Investigations: An Insider Perspective**
T. Case Studies on the Beneficiary Inducement Prohibition

Y. OIG, CMS and Coordinated, Value-Based Care Delivery and Payment

CC. Ready or Not, Here It Comes: Managed Care Enforcement Trends and Key Risk Areas

EE. Hot Topics in Fraud and Abuse

GG. Are We There Yet? The Long Road to Modernizing the Fraud and Abuse Laws

SS. Health Law in the Trump Administration: Regulatory Reform and Future Priorities

Hospitals and Health Systems

E. Private Equity-Like Transactions between Hospitals and Physician Groups (With No PE Firms Involved)

F. Payer-Provider Reimbursement Conflicts in the Opioid Crisis: Resolving Tensions around Substance Abuse and New and Emerging Treatments

M. Strategic Planning for Physician Practice Acquisitions in the Post-Site-Neutrality Payment Era (Advanced)

R. Walking through the Minefield: Preparing for the Challenges in Implementation of a New Physician Compensation Model

X. Immigrant Health Care: What’s Changed? What Might Change? How Can We Prepare?

Z. The Health Care Industry Is Transforming, One Deal at a Time, What You Need to Know to Prepare and Respond

UU. Promoting a Paradigm Shift in Primary Care: Innovative Collaborations between Hospitals and Health Centers

Health Information and Technology

D. Artificial Intelligence in Health Care: Legal and Practical Considerations (Advanced)

V. Information Blocking Enforcement: What to Expect and How to Prepare

DD. Practical Advice for Implementing a Telehealth Initiative in an Integrated Health Care Delivery Setting

KK. Keep Your Care Healthy: How to Prevent Your Digital Innovations from Calling in Sick

RR. Evolving Theories in HIPAA Enforcement (Advanced)

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Health Policy

Y. OIG, CMS and Coordinated, Value-based Care Delivery and Payment

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SS. Health Law in the Trump Administration: Regulatory Reform and Future Priorities

Labor and Employment

H. Wicked Tough Employment Law Issues

JJ. After Weinstein, USC/Tyndall, and the Catholic Church: Leadership Responses to Sex Abuse Allegations in the Era of #MeToo

Legal Ethics

J. Legal Ethics and the Use of Email and Social Media

HH. “I Probably Should Have Called You First”: Legal Ethics when the Facts are Bad or the Law Is Uncertain

Life Sciences

D. Artificial Intelligence in Healthcare: Legal and Practical Considerations (Advanced)

I. Medical Cannabis: High Hopes for Physician-Led Programs and Clinical Research
### II. Patient Assistance under Scrutiny

#### MM. 340B Basics and Oversight Updates

#### PP. Pharmaceutical Pricing—How Much Is Too Much? Policy and Enforcement Perspectives

### Long Term Care

#### A. The New Patient Drive Payment Model (PDPM) is Nothing to SNF At

#### O. Compliance Advice for the Post-Acute Provider: Assess, Audit, and Do It Again!

### Medical Staff, Credentialing, and Peer Review

#### NN. Medical Staff Fair Hearing Strategies and the Roles of In-House Counsel, Outside Counsel, and Hearing Officer

### Payers, Plans, and Managed Care

#### F. Payer-Provider Reimbursement Conflicts in the Opioid Crisis: Resolving Tensions around Substance Abuse and New and Emerging Treatments

#### N. Emerging Issues in Medicare Advantage and Medicare Drug Coverage

#### S. Turning around the Aircraft Carrier: How the Opioid Crisis and Outdated Regulations Create Legal Risk for Addiction Medicine Providers

#### X. Immigrant Health Care: What’s Changed? What Might Change? How Can We Prepare?

#### CC. Ready or Not, Here It Comes: Managed Care Enforcement Trends and Key Risk Areas

### Physicians and Physician Organizations

#### B. Physicians End Running the Plans (Advanced)

#### E. Private Equity-Like Transactions between Hospitals and Physician Groups (With No PE Firms Involved)

#### I. Cannabis: The Past, the Present, the Future regarding Medical and Recreational Cannabis and the Myriad of Issues that Attorneys Should be Aware of from a Legal and Practical Perspective

#### R. Walking through the Minefield: Preparing for the Challenges in Implementation of a New Physician Compensation Model

### Professional Development

#### TT. Inclusion of People with Disabilities in the Delivery of Legal Services

#### XX. Are We All in Sales? No Suh...Yah Huh: Business Development for Health Care Professionals-The Path to Trusted Advisor

### Public Interest

#### S. Turning Around the Aircraft Carrier: How the Opioid Crisis and Outdated Regulations Create Legal Risk for Addiction Medicine Providers

#### OO. Mental Health Challenges across the Care Continuum

### Regulation, Accreditation, and Payment

#### F. Payer-Provider Reimbursement Conflicts in the Opioid Crisis: Resolving Tensions around Substance Abuse and New and Emerging Treatments

#### G. The Medicare Shared Savings Program (MSSP) in 2019: New Legal Issues Presented by New Risk

#### M. Strategic Planning for Physician Practice Acquisitions in the Post-Site-Neutrality Payment Era (Advanced)

#### N. Emerging Issues in Medicare Advantage and Medicare Drug Coverage

#### T. Case Studies on the Beneficiary Inducement Prohibition

#### FF. Summary of Medicaid’s Section 1115 Waivers: The Direction from Stewart v. Azar to the Future

### Tax and Finance

#### W. The Only Tax Panel You’ll Need for 2019: An Update on Tax Law Changes

#### LL. What’s in a Name—The Ins and Outs of Health Care Brand Value
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**Saturday, June 22, 2019**

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<th>Time</th>
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<td>2:00-6:00 pm</td>
<td>Registration and Information</td>
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**Sunday, June 23, 2019**

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<tr>
<td>7:00 am-5:15 pm</td>
<td>Registration and Information</td>
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<tr>
<td>5:00-6:30 pm</td>
<td>Welcome Reception</td>
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*This event is included in the program registration; attendees, faculty, and registered adult, teen and youth guests welcome.*

**Monday, June 24, 2019**

<table>
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| 6:00-7:00 am | **Exercise Activities:** Fun Run, *hosted by AHLA's Young Professionals Council OR Yoga*  
Sponsored by CBIZ Valuation Group  
Attendees and registered guests welcome. There is no additional fee but pre-registration is required.|
| 7:00 am-5:30 pm | Registration and Information               |
| 7:00-8:30 am  | **Continental Breakfast, sponsored by Ankura**  
This event is included in program registration; attendees, faculty, and registered adult, teen and youth guests welcome.|
| 8:00 am-12:15 pm | **GENERAL SESSION**                       |

*8:00-8:15 am*  
Welcome and State of the Association  
*Lamar, Cade*

*8:15-9:05 am*  
Keynote Address: *When Your Client Makes National News: An Inside Look at Medical Media Coverage in the US, sponsored by FTI Consulting*  
*Ashton*

*9:05-9:55 am*  
Keynote Address: Unconventional Leadership  
*Schlichting*

*9:55-10:15 am*  
Break

*10:15 am-12:15 pm*  
Year in Review  
*Homchick, Rosati, Schroder*
**Program Schedule**

**Monday, June 24, 2019 continued**

12:30-1:45 pm

*Lunch on your own or attend one of the Practice Group Luncheons:*

- **Town Hall Meeting with Federal Enforcement Officials**, hosted by Fraud and Abuse, Hospitals and Health Systems, and Regulation, Accreditation, and Payment, Post-Acute and Long Term Services, and Behavioral Health Task Force, sponsored by Ankura

- **NPDB: Hot Topics in Research and Reporting**, hosted by Medical Staff, Credentialing, and Peer Review and Physician Organizations, sponsored by Affiliated Monitors Inc.

*More information is on our website. These are not included in the program registration; there is an additional fee; limited attendance; and pre-registration is required. Continuing Education Credits are not available.*

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<th>2:00-3:00 pm</th>
<th>3:00-3:15 pm</th>
<th>3:15-4:15 pm</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A. The New Patient Driven Payment Model (PDPM) Is Nothing to SNF At</strong></td>
<td><strong>B. Physicians End Running the Plans (Advanced)</strong></td>
<td><strong>C. Best Practices in Criminal Health Care Investigations: An Insider Perspective</strong></td>
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<td>Hettich Kulus</td>
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<td><strong>E. Private Equity Like Transactions between Hospitals and Physician Groups (with no PE Firms Involved)</strong></td>
<td><strong>F. Payer-Provider Reimbursement Conflicts in the Opioid Crisis: Resolving Tensions around Substance Abuse and New and Emerging Treatments</strong></td>
<td><strong>G. The Medicare Shared Savings Program (MSSP) in 2019: New Legal Issues Presented by New Risk Models</strong></td>
</tr>
<tr>
<td>Barry Reiboldt</td>
<td>Nelson Palmersheim</td>
<td>Feuerman Hall</td>
</tr>
<tr>
<td><strong>D. Artificial Intelligence in Health Care: Legal and Practical Considerations (Advanced)</strong></td>
<td><strong>H. Wicked Tough Employment Law Issues</strong></td>
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<td>Davila Hays</td>
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<tr>
<td><strong>3:00-3:15 pm</strong></td>
<td><strong>Beverage and Snack Break, sponsored by Stout Risius Ross LLC</strong></td>
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</tr>
<tr>
<td><strong>3:15-4:15 pm</strong></td>
<td><strong>I. Cannabis: The Past, the Present, the Future regarding Medical and Recreational Cannabis (not repeated)</strong></td>
<td><strong>J. Legal Ethics and the Use of Email and Social Media</strong></td>
</tr>
<tr>
<td>A. Davis Gora</td>
<td>McKittrick Powell-Woodson</td>
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<tr>
<td>Kass Matyas</td>
<td>Livingston Solomon</td>
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<tr>
<td><strong>M. Strategic Planning for Physician Practice Acquisitions in the Post-Site Neutrality Payment Era (Advanced)</strong></td>
<td><strong>N. Emerging Issues in Medicare Advantage and Medicare Drug Coverage</strong></td>
<td><strong>O. Compliance Advice for the Post-Acute Provider: Assess, Audit, and Do It Again</strong></td>
</tr>
<tr>
<td>Ruskin Vernaglia</td>
<td>Hathaway Wong</td>
<td>Hessler Hold-Weiss</td>
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<tr>
<td><strong>P. Health Care Arbitration and Mediation: Teaming for Efficiency</strong></td>
<td></td>
<td>Drucker Widman</td>
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</tbody>
</table>
### Program Schedule

**Monday, June 24, 2019 continued**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>4:30-5:30 pm</td>
<td>Q. When Frankenstein Is Your PI: Regulatory and Practical Issues in Research Misconduct&lt;br&gt;Markey Odwazny</td>
</tr>
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<td>R. Walking through the Minefield: Preparing for the Challenges in Implementation of a New Physician Compensation Model&lt;br&gt;Bergman Kaplan</td>
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<td>S. Turning around the Aircraft Carrier: How the Opioid Crisis and Outdated Regulations Create Legal Risk for Addiction Medicine Providers&lt;br&gt;McCarthy Woodruff</td>
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<td>T. Case Studies on the Beneficiary Inducement Prohibition&lt;br&gt;Blanchard Kameen</td>
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<td>U. Will Your Deal Be Caught in the Maw of Antitrust Review? (Advanced)&lt;br&gt;Fowdur Miller</td>
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<td>V. Information Blocking Enforcement: What to Expect and How to Prepare&lt;br&gt;Anthony Cannatti Lipinski VanLandingham</td>
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<td>W. The Only Tax Panel You’ll Need for 2019: An Update on Tax Law Changes&lt;br&gt;Dotzenrod Fine</td>
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<tr>
<td></td>
<td>B. Physicians End Running the Plans (Advanced) (repeat)&lt;br&gt;Gosfield</td>
</tr>
<tr>
<td>6:30-9:30 pm</td>
<td>Reception at the John F. Kennedy Presidential Library and Museum&lt;br&gt;Sponsored by AHLA’s Members’ Law Firms&lt;br&gt;This event is included in the program registration; attendees, faculty, and registered adult, teen, and youth guests welcome. Bus transportation will be provided between the Marriott and the JFK Library. Buses will begin shuttling at 6:00 pm.</td>
</tr>
</tbody>
</table>

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**2019 Annual Meeting eProgram**

**The Education Everywhere eProgram**

It’s impossible to attend every session. To take full advantage of all the valuable education offered at this program, you’ll need the The AHLA Annual Meeting eProgram. Available for pre-order at a discounted price of $99, the eProgram will contain all available audio, slides, and papers presented, compressed into a single download that you can unpack and access offline at any time. But don’t wait. Once this resource becomes available, the price will increase.

More information will be available at our resource center onsite.

The Annual Meeting eProgram is sponsored by Pinnacle Healthcare Consulting
<table>
<thead>
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<td>7:00-8:45 am</td>
<td>Continental Breakfast</td>
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<tr>
<td></td>
<td>and registered adult, teen and youth guests welcome.</td>
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<tr>
<td>7:00-8:00 am</td>
<td>Networking Breakfast and Table Topic Discussions</td>
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<tr>
<td></td>
<td>Hosted by the Women's Leadership Council, sponsored by HMS Valuation</td>
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<tr>
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<td>Partners</td>
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<tr>
<td></td>
<td>This event is included in program registration; faculty and attendees</td>
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<tr>
<td></td>
<td>welcome; pre-registration required; limited attendance.</td>
</tr>
<tr>
<td>8:15-9:30 am</td>
<td>Extended Sessions</td>
</tr>
</tbody>
</table>
| X. Immigrant Health Care: What's Changed? What Might Change? How Can We Prepare? (not repeated) | Browne
Cohen
Huer |
Y. OIG, CMS and Coordinated, Value-Based Care Delivery and Payment | Brandt
Robinson
Wilson |
Z. The Health Care Industry Is Transforming One Deal at a Time: What You Need to Know to Prepare and Respond | Bathija
Flynn
Myers |
AA. Antitrust Hot Topics in Government Enforcement: Health Care Transactions, Conduct Matters, and Policy | Gilman (Moderator)
Allen
Hill
Mucchetti |
BB. To Thine Own Self (Interest) Be True? Current Approaches to Managing Conflicts of Interest | Hyatt
Kuo
Regier |
CC. Ready or Not, Here It Comes: Managed Care Enforcement Trends and Key Risk Areas | Kell
Kelly
Tinker |
DD. Practical Advice for Implementing a Telehealth Initiative in an Integrated Health Care Delivery Setting | Kwong
Meyers
Murphy |
EE. Hot Topics in Fraud and Abuse | Gillin
Gittens |
9:30-9:45 am | Beverage Break, sponsored by CobbleStone Software                      |
9:45-10:45 am |                                                                  |
FF. Summary of Medicaid's Section 1115 Waivers: The Direction from Stewart v. Azar to the Future (not repeated) | Dutton
Raclin |
GG. Are We There Yet? The Long Road to Modernizing the Fraud and Abuse Laws | T. Chang
Westfall |
HH. “I Probably Should Have Called You First”: Legal Ethics when the Facts Are Bad or the Law Is Uncertain | Goldstone
Horton |
II. Patient Assistance under Scrutiny | Angelini
George |
JJ. After Weinstein, USC/Tyndall, and the Catholic Church: Leadership Responses to Sex Abuse Allegations in the Era of #MeToo | Sheehan
Temin |
KK. Keep Your Care Healthy: How to Prevent Your Digital Innovations from Calling in Sick | Golding
Papsun
Siebers |
LL. What's in a Name—The Ins and Outs of Health Care Brand Value | Griffith
Lloyd |
MM. 340B Basics and Oversight Updates | J. Davis
Schott |
Tuesday, June 25, 2019, continued

<table>
<thead>
<tr>
<th>11:00 am-12:15 pm Extended Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NN. Medical Staff Fair Hearing Strategies and the Roles of In-House Counsel, Outside Counsel, and Hearing Officer</strong> (not repeated)</td>
</tr>
<tr>
<td>Ivins</td>
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<tr>
<td>Barrett</td>
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<tr>
<td><strong>OO. Mental Health Challenges across the Care Continuum</strong></td>
</tr>
<tr>
<td>Brau</td>
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<tr>
<td><strong>PP. Pharmaceutical Pricing—How Much Is Too Much? Policy and Enforcement Perspectives</strong></td>
</tr>
<tr>
<td>Fischer</td>
</tr>
<tr>
<td><strong>QQ. Provider Contracts and Agreements that Burn: Antitrust Consequences of Formal Written Contracts, Gentlemen’s Agreements, and Otherwise</strong></td>
</tr>
<tr>
<td><strong>RR. Evolving Theories in HIPAA Enforcement (Advanced)</strong></td>
</tr>
<tr>
<td>Hesse</td>
</tr>
<tr>
<td><strong>Z. The Health Care Industry Is Transforming One Deal at a Time: What You Need to Know to Prepare and Respond</strong> (repeat)</td>
</tr>
<tr>
<td>Bathija</td>
</tr>
<tr>
<td><strong>CC. Ready or Not, Here It Comes: Managed Care Enforcement Trends and Key Risk Areas</strong> (repeat)</td>
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<td>Kell</td>
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<tr>
<td><strong>EE. Hot Topics in Fraud and Abuse</strong> (repeat)</td>
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<tr>
<td>Gillan</td>
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</tbody>
</table>

12:30 –1:45 pm

**Lunch on your own or attend one of the Practice Group Luncheons:**

- **Using ERM to Mitigate Risk within Technology, Social Media, Information, and Data Security**, hosted by Academic Medical Centers and Teaching Hospitals, Business Law and Governance, Health Care Liability and Litigation, Health Information and Technology, and Enterprise Risk Management Task Force
- **Implementing the Managed Medicaid Final Rule: Then, Now, and Things to Come**, hosted by Payers, Plans, and Managed Care, sponsored by BRG Healthcare LLC

More information is available on our website. These are not included in the program registration; there is an additional fee; limited attendance; and pre-registration is required. Continuing Education Credits are not available.

2:00-3:00 pm GENERAL SESSION

**SS. Health Law in the Trump Administration: Regulatory Reform and Future Priorities**

Charrow (Moderator), Amin, W. Chang, Cleary, Jenny, Keveney, Stimson
### Tuesday, June 25, 2019 continued

| 3:15-4:15 pm |
|------------------|------------------|------------------|
| **TT. Inclusion of People with Disabilities in the Delivery of Legal Services**  
(not repeated) | **UU. Promoting a Paradigm Shift in Primary Care: Innovative Collaborations between Hospitals and Health Centers**  
Krevor-Weisbaum  
Lax | **C. Best Practices in Criminal Health Care Investigations: An Insider Perspective**  
(repeat)  
Hooker  
Strachan |
| **D. Artificial Intelligence in Health Care: Legal and Practical Considerations (Advanced)**  
(repeat) | **J. Legal Ethics and the Use of Email and Social Media**  
(repeat)  
McKittrick  
Powell-Woodson | **MM. 340B Basics and Oversight Updates**  
(repeat)  
J. Davis  
Schott |

<table>
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<tr>
<th>4:15–4:30 pm</th>
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<tbody>
<tr>
<td><strong>Beverage Break</strong>, sponsored by CobbleStone Software</td>
</tr>
</tbody>
</table>

| 4:30-5:30 pm |
|------------------|------------------|------------------|
| **VV. A Seat at the Table: Perspectives on “Unexpected” Leadership in a Diverse and Evolving World**  
(not repeated) | **WW. The Effect of HIPAA Protections on Emerging Health Information Technologies**  
Belfort  
Sanches | **K. The Stark Reality: The Past, the Present, and the Future of the Stark Law (Advanced)**  
(repeat)  
Kass  
Matyas |
| **R. Walking through the Minefield: Preparing for the Challenges in Implementation of a New Physician Compensation Model**  
(repeat) | **S. Turning around the Aircraft Carrier: How the Opioid Crisis and Outdated Regulations Create Legal Risk for Addiction Medicine Providers**  
(repeat)  
McCarthy  
Woodruff | **T. Case Studies on the Beneficiary Inducement Prohibition**  
(repeat)  
Blanchard  
Kameen |

<table>
<thead>
<tr>
<th>5:30-6:30 pm</th>
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</thead>
</table>
| **Diversity+Inclusion Reception, Hosted by AHLA’s Diversity+Inclusion Council, Sponsored by Veralon Partners**  
This event is included in the program registration; attendees, faculty, and registered adult, teen and youth guests welcome. |
### Wednesday, June 26, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>7:00 am-1:00 pm</td>
<td>Registration and Information</td>
</tr>
<tr>
<td>7:00-8:30 am</td>
<td>Continental Breakfast [This event is included in the program registration; attendees, faculty, and registered adult, teen and youth guests welcome.]</td>
</tr>
<tr>
<td>7:00-7:50 am</td>
<td>Young Professionals Networking Breakfast, hosted by AHLA’s Young Professionals Council [This event is included in program registration; faculty and attendees welcome; pre-registration required.]</td>
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<table>
<thead>
<tr>
<th>8:00-9:15 am</th>
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<tr>
<td>Y. OIG, CMS and Coordinated, Value-Based Care Delivery and Payment (repeat)</td>
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|                    | Brandt  
|                    | Robinson  
|                    | Wilson  |
| AA. Antitrust Hot Topics in Government Enforcement: Health Care Transactions, Conduct Matters, and Policy (repeat) | [This event is included in program registration; faculty and attendees welcome; pre-registration required.] |
|                    | Gilman (Moderator)  
|                    | Allen  
|                    | Hill  
|                    | Mucchetti  |
| BB. To Thine Own Self (Interest) Be True? Current Approaches to Managing Conflicts of Interest (repeat) | [This event is included in program registration; faculty and attendees welcome; pre-registration required.] |
|                    | Hyatt  
|                    | Kuo  
|                    | Regier  |
| DD. Practical Advice for Implementing a Telehealth Initiative in an Integrated Health Care Delivery Setting (repeat) | [This event is included in program registration; faculty and attendees welcome; pre-registration required.] |
|                    | Kwong  
|                    | Meyers  
|                    | Murphy  |
| O. OIG, CMS and Coordinated, Value-Based Care Delivery and Payment (repeat) | [This event is included in program registration; attendees, faculty, and registered adult, teen and youth guests welcome.] |
|                   | Barrett  
|                   | Bloch  
|                   | Kaufmann  |
| PP. Pharmaceutical Pricing—How Much Is Too Much? Policy and Enforcement Perspectives (repeat) | [This event is included in program registration; faculty and attendees welcome; pre-registration required.] |
|                   | Brau  
|                   | Trunk  
|                   | Walker  |
| QQ. Provider Contracts and Agreements that Burn: Antitrust Consequences of Formal Written Contracts, Gentlemen’s Agreements, and Otherwise (repeat) | [This event is included in program registration; faculty and attendees welcome; pre-registration required.] |
|                   | Fischer  
|                   | MacKenzie  
|                   | White  |
| RR. Evolving Theories in HIPAA Enforcement (Advanced) (repeat) | [This event is included in program registration; faculty and attendees welcome; pre-registration required.] |
|                   | Hesse  
|                   | Peters  
|                   | Weinstein  |
| 9:15-9:30 am       | Beverage Break, sponsored by Charles River Associates                |

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<thead>
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<tr>
<td>A. The New Patient Driven Payment Model (PDPM) Is Nothing to SNF At (repeat)</td>
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|                     | Hettich  
|                     | Kulus  |
| F. Payer-Provider Reimbursement Conflicts in the Opioid Crisis: Resolving Tensions around Substance Abuse and New and Emerging Treatments (repeat) | [This event is included in program registration; faculty and attendees welcome; pre-registration required.] |
|                     | Nelson  
|                     | Palmersheim  |
| H. Wicked Tough Employment Law Issues (repeat) | [This event is included in program registration; faculty and attendees welcome; pre-registration required.] |
|                     | Davila  
|                     | Hays  |
| P. Health Care Arbitration and Mediation: Teaming for Efficiency (repeat) | [This event is included in program registration; faculty and attendees welcome; pre-registration required.] |
|                     | Drucker  
|                     | Widman  |
### Program Schedule

#### 9:30-10:30 am

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<td>KK.</td>
<td>Keep Your Care Healthy: How to Prevent Your Digital Innovations from Calling in Sick (repeat)</td>
<td>Golding Papsun Siebers</td>
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<td>LL.</td>
<td>What's in a Name—The Ins and Outs of Health Care Brand Value (repeat)</td>
<td>Griffith Lloyd</td>
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</table>

#### 10:30-10:45 am

**Beverage Break, sponsored by Charles River Associates**

#### 10:45-11:45 am

<table>
<thead>
<tr>
<th>Session</th>
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</thead>
<tbody>
<tr>
<td>XX.</td>
<td>Are We All in Sales? No Suh...Yah Huh: Business Development for Health Care Professionals-The Path to Trusted Advisor (not repeated)</td>
<td>Hutchens Paulhus</td>
</tr>
<tr>
<td>L.</td>
<td>Nonprofit Health Systems Investing in Innovation (repeat)</td>
<td>Livingston Soloman</td>
</tr>
<tr>
<td>M.</td>
<td>Strategic Planning for Physician Practice Acquisitions in the Post-Site Neutrality Payment Era (Advanced) (repeat)</td>
<td>Ruskin Vernaglia</td>
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<td>N.</td>
<td>Emerging Issues in Medicare Advantage and Medicare Drug Coverage (repeat)</td>
<td>Hathaway Wong</td>
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#### 11:45 am-12:00 noon

**Beverage Break, sponsored by Charles River Associates**

#### 12:00 noon-1:00 pm

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<td>V.</td>
<td>Information Blocking Enforcement: What to Expect and How to Prepare (repeat)</td>
<td>Anthony Cannatti Lipinski VanLandingham</td>
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#### 1:00-2:15 pm

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<td>WW.</td>
<td>The Effect of HiPAA Protections on Emerging Health Information Technologies (repeat)</td>
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Planning Committee
Robert R. Niccolini, AHLA President-Elect
Ogletree Deakins
Washington, DC

Gregory E. Demske
Chief Counsel
Office of the Inspector General, US Department of Health and Human Services
Washington, DC

Kirk L. Dobbins
Vice President and Regional Counsel
Kaiser Foundation Hospitals / Health Plan
Portland, OR

S. Craig Holden
Baker Donelson Bearman Caldwell & Berkowitz PC
Baltimore, MD

Linda Sauser Moroney
Manatt Phelps & Phillips LLP
Chicago, IL

Cynthia Y. Reisz
Bass, Boots & Sims PLC
Nashville, TN

Toby G. Singer
Chevy Chase, MD

Eric Zimmerman
McDermott Will & Emery LLP
Washington, DC

Keynote Speakers
Jennifer Ashton, MD, MS, FACOG
OB-GYN, ABC News Chief Medical Correspondent Good Morning America

Nancy M. Schlichting
Former CEO of Henry Ford Health
Author of Unconventional Leadership: What Henry Ford and Detroit Taught Me About Reinvention and Diversity

Faculty
Sarah Oxenham Allen
Senior Assistant Attorney General and Manager, Antitrust Unit
Virginia Attorney General’s Office
Richmond, VA

Stacy Amin
Deputy General Counsel and Chief Counsel
Food and Drug Administration
Washington, DC

Laura B. Angelini
Hinckley Allen & Snyder LLP
Boston, MA

Elise Sweeney Anthony
Executive Director, Office of Policy
Office of the National Coordinator for Health IT
Washington, DC

Barbara S. Barrett
Chief Compliance Officer
Reliant Care Management Company
Saint Louis, MO

Michael Barry
Arnall Golden Gregory
Atlanta, GA

Priya J. Bathija
Vice President, The Value Initiative
American Hospital Association
Chicago, IL

Robert Belfort
Manatt Phelps & Phillips LLP
New York, NY

Lee A. Bergman
Senior Hospital Counsel
MedStar Health
Arlington, VA

Timothy P. Blanchard
Blanchard Manning LLP
Orcas, WA

Denise Bloch
Lathrop & Gage LLP
Saint Louis, MO

Kimberly Brandt
Principal Deputy Administrator for Operations
Centers for Medicare & Medicaid Services
Baltimore, MD

Saralisa C. Brau
Chief Counsel, Antitrust
McKesson Corporation
Washington, DC

Elizabeth Browne
Charles River Community Health
Brighton, MA

James Cannatti
McDermott Will & Emery LLP
Washington, DC

Terry Chang
Vice President, Assistant General Counsel and Director, Legal & Medical Affairs
AdvaMed--Advanced Medical Technology Association
Washington, DC

William Chang
Deputy General Counsel
US Department of Health and Human Services
Washington, DC

Robert P. Charrow
General Counsel
Office of the General Counsel, US Department of Health and Human Services
Washington, DC
Kelly Cleary
Deputy General Counsel & Chief Legal Officer—CMS
US Department of Health and Human Services
Washington, DC

Andrew Cohen
Supervising Attorney
Health Law Advocates
Boston, MA

Karen Davila
General Counsel
Jupiter Medical Center
Jupiter, FL

Anne M. Davis
Anne M. Davis Esq.
Brick, NJ

Jeffrey Davis
Baker Donelson Bearman Caldwell & Berkowitz PC
Jackson, MS

Constance F. Dotzenrod
Constance F. Dotzenrod LLC
Atlanta, GA

Geoff Drucker
Director of Dispute Resolution Service
American Health Lawyers Association
Washington, DC

Melinda Dutton
Manatt Phelps & Phillips LLP
New York, NY

Jason Feuerman
Senior Vice President, Strategic Development & Managed Care
Genesis Healthcare
Kennett Square, PA

Andrea M. Ferrari
Partner
HealthCare Appraisers Inc
Boca Raton, FL

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Wyatt Tarrant & Combs LLP
Louisville, KY

Ashley M. Fischer
McDermott Will & Emery LLP
Chicago, IL

James F. Flynn
Bricker & Eckler LLP
Columbus, OH

Lona Fowdur
Senior Vice President
Economists Inc
Washington, DC

Abraham George
Assistant US Attorney
US Attorney’s Office
Boston, MA

Susan E. Gillin
Chief, Administrative and Civil Remedies Branch
Office of the Inspector General, US Department of Health and Human Services
Washington, DC

Alexis J. Gilman
Crowell & Moring LLP
Washington, DC

Precious Murchison Gittens
Senior Director, Compliance Investigations
Fresenius Medical Care NA
Washington, DC

Elliot R. Golding
Squire Patton Boggs
Washington, DC

Marc D. Goldstone
Senior Vice President and General Counsel
Prime Healthcare Services Inc
Ontario, CA

Lisa M. Gora
Willentz Goldman & Spitzer PA
Woodbridge, VA

Alice G. Gosfield
Alice G Gosfield & Associates PC
Philadelphia, PA

Gerald M. Griffith
Jones Day
Chicago, IL

Philo Hall
Epstein Becker & Green PC
Washington, DC

Lisa A. Hathaway
Vice President and Chief Medicare Counsel
Aetna Inc
Bethesda, MD

Dee Anna D. Hays
Ogletree Deakins
Tampa, FL

Julia R. Hesse
Choate Hall & Stewart LLP
Boston, MA

Kathleen A. Hessler
Director, Compliance and Risk
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