

Healthcare Advocate Summit

2023 – Agenda

September 5-8, 2023 | New Orleans

Agenda

Tracks | Tuesday, September 5, 2023 (9:00 AM – 7:30 PM)

- 9:00 AM - 12:00 PM
 - Mastering Medicare: A Deep-Dive Workshop on Advocacy and Patient Support

- 2:00 PM - 2:50 PM
 - Advance Care Planning: The Role of the Patient Advocate
 - Rare Disease Patient Registry Insights, Applications and Implications
 - The Healthcare Navigation Project: Your Mental Health Toolbox
 - Does Your Technology Work For You?

- 3:00 PM - 3:50 PM
 - Telehealth Post Public Health Emergency (PHE)
 - We Called 911 - How to Advocate for Your Clients in an Emergency Medical Situation
 - The Necessity and Emerging Role of Healthcare Advocacy: Ambulatory Infusion Centers and Specialty Pharmacy
 - Navigating the Healthcare Horizon: Streamlining Patient Access through Standardized Education

- 4:00 PM - 4:50 PM
 - How to Navigate Medicare Advantage Plans and Avoid Pitfalls Along the Way: A Guide to Anticipating and Avoiding Barriers to Care
 - How Health Tech Can Impact Pharmacy Access by Affecting the Social Determinants of Health
 - Reducing Financial Toxicity for Patients and Providers
 - Advocacy in Action: Empowering Nurses to Drive Positive Change in Healthcare

- 5:00 PM - 6:30 PM
 - Meet and Greet Social - Sponsored by Cinnamon

- 6:30 PM - 7:30 PM
 - American Hospitals Documentary Screening | Behind the Scenes: A Revealing Exploration of U.S. Hospital Economics

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Tracks | Wednesday, September 6, 2023 (8:00 AM – 7:00 PM)

- 8:00 AM - 8:50 PM
 - Utilizing Charitable Organizations to Lower Patient Bad Debt and Improve Hospital Revenues
 - Financial Toxicity Cancer Conference: Ideation and Outcomes
 - Polypharmacy: The Hidden Dangers for our Older Adult Population
 - Breaking Down Barriers: How to Advocate for Critically Ill Patients, A Provider Perspective
- 8:30 AM - 9:00 AM
 - Welcome and Opening Remarks
- 9:00 AM - 9:50 AM
 - Innovation in Specialty Medication Affordability
 - Breaking Barriers: A Conscious Approach to Implicit Bias in Health Care
 - Advancing Health Equity: The Role of Providers and Patient Advocates
- 9:00 AM - 10:00 AM
 - CPAP Overview and How CPAPs Differ from Manufacturer Programs
- 10:00 AM - 10:50 AM
 - Market Insight to Rare Diseases & Gene/Cell Therapy: Current status and Future Outlook
 - The Shifting of Patient Need: Insight into Patient Financial Hardships both Medical and Non-Medical today and into the Future
 - Impact of Direct Patient Care Services Provided by Managed Care Pharmacy on Patient Outcomes
 - Transgender Healthcare 101 for Advocates
- 10:15 AM - 11:15 AM
 - How to Start and Maintain Compliant Communications
- 11:00 AM - 11:50 AM
 - Juggling for Dummies - Balancing Smooth Operations, Supporting Your Staff, Being There for Your Patients, and More
 - Meeting The Unique Needs of Aging Adults Navigating Solo
 - Navigating Today's World of Audits
 - When an Insurance Company Says No
- 11:15 AM - 12:00 PM
 - How to Compliantly Structure Donation Agreements
- 12:45 PM - 1:30 PM
 - Solace Healthcare
 - Benefit, Interrupted: The impact of Co-pay Accumulators and Maximizers
 - Advocating through Legislation for a Better Tomorrow

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- 1:00 PM - 2:30 PM
 - Session 2 - Manufacturer Considerations: The Idiosyncrasies of Different Disease Areas, Varying Patient Need, and Diverse Advocacy Efforts

- 2:00 PM - 2:50 PM
 - You've Had the Power All Along. A Yellow Brick Road to Becoming the Hero of your Healthcare Journey
 - Impact of a Pharmacy Led Access Improvement Program For Brand Medications
 - Oncology Specialty Pharmacy – Complexities and Solutions in Patient Advocacy
 - The Consequences of Aggressive Billing Practices: How Patients Are Affected by Lack of Assistance

- 3:00 PM - 3:50 PM
 - Medicare Matters: Changes, Outlook, and What you Need to Know
 - Real World Data: Leveraging Digital Solutions and Technology-Enabled Services to Impact Patient Access
 - The Patient Behind the Prescription: Unveiling the Gaps in Resources from a Patient and Provider Perspective
 - Serving Those Who Served: Veteran Health Advocacy

- 3:00 PM - 4:30 PM
 - Session 3 - Ask the Department Of Justice (DOJ) and Independent Counsel

- 4:00 PM - 4:50 PM
 - Unifying Forces: Strengthening the Team-Based Approach and Enhancing the Physician-Patient Relationship
 - Seamless Transitions: Coordinating Care from Hospital to Alternate Infusion Settings and Home Infusion
 - Why Innovative Approaches Are Critical to Expand Access to Health Advocacy
 - What is your Zip Code?

- 4:15 PM - 4:30 PM
 - Session Questions & Answers

- 5:00 PM - 5:05 PM
 - Ribbon Cutting Exhibit Hall - Sponsored by HealthWell Foundation

- 5:00 PM - 7:00 PM
 - Happy Hour - Sponsored by CVS Health

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Main Stage | Thursday, September 7, 2023 (8:00 AM – 11:30 PM)

- 8:00 AM - 8:15 AM
 - Opening
- 8:15-8:30 AM
 - Unveiling the Impact of Patient and Health Care Advocates: A Collaborative Journey
- 8:30 AM - 9:10 AM
 - A Delicate Balance-Protecting the Health of Employees in Employer Funded Health Plans without Breaking the Bank (The Real Cost of the Wrong Drug)
- 9:15 AM - 10:00 AM
 - What's Next in Patient Assistance and Support: What Are We Doing Now? What Can We Do Moving Forward? What is "XYZ"?
- 10:00 AM - 10:30 AM
 - Is It Selling Your Soul If You Decide To Work For Pharma?
- 1:45 PM - 2:30 PM
 - The State of Charitable Patient Assistance: A Conversation with Charitable Foundations about Patient Access and the Future of the Sector
- 4:00 PM - 4:45 PM
 - Fireside Chat - Health Equities Bumping Against Patient Support
- 5:00 PM - 7:30 PM
 - Reception Party (Sponsorship Available)
- 8:30 PM - 11:30 PM
 - Bourbon St. Karaoke - Sponsored by MedicoCx

Friday, September 8, 2023 (9:00 AM – 12:00 PM)

- 9:00 AM - 9:50 AM
 - Panel Discussion - From Complexity to Clarity: Health Care Advocacy Success Stories and Lessons Learned
 - Preparing a Business Case to Secure Additional Resources
 - The Year To Grow Your Career
 - Navigating the Enrollment to Renewal Season - Streamlining Manufacturer Start Forms and Patient Assistance

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- 10:00 AM - 10:50 AM
 - Unraveling Copay Programs and Patient Support: Addressing Services Included and the Challenge of Underutilization - A Healthcare Advocates' Perspective
 - “Living Your Why: Revisit – Recharge –Reward”
 - How to Navigate More Than Just Prior Authorization
 - Understanding Medical Aid in Dying: Ethics, Regional Practice, and Client Conversations at End of Life

- 11:00 AM - 12:00 PM Roundtables 3 Sessions | 20 Mins Each
 - Integrative Oncology Navigation: Empowering Advocates to Bridge Gaps in Cancer Care
 - The Importance of Selecting the Right HUB, Specialty Pharmacy, Distribution, and Access Program in Driving Patient Pull-Through
 - Roundtables 3 Sessions | 20 Mins Each
 - Alternative Funding Models: Navigating Potential Implications for Patients and Your Practice
 - Closing the Loop on Financial Assistance for Patients
 - Empathizing with Patients: A Health Literacy Approach to Delivering Healthcare
 - Improving Patient Adherence: Addressing Language Barriers and Enhancing Communication
 - Mastering the Art of Appeals
 - Patient Centered Biologics Coordinator
 - The Future of Reimbursement: Risk Adjustment
 - Time Management around the Complexities of PAP (Patient Assistance Programs)

Agenda and topics are subject to change.

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