10th Anniversary

NATIONAL LEADERSHIP CONFERENCE

Why Doctors MUST Organize

Johns Hopkins University
November 8-9, 2019
Planned Parenthood Federation of America is proud to sponsor Doctors For America’s National Leadership Conference.

Happy 10-Year Anniversary!

Doctors across the country have been clear: the Title X gag rule violates medical ethics and undermines the relationship between patients and their doctors. Doctors for America has been a key partner in fighting against the attacks on Title X, and for that, we thank them!

Learn more about how you can get involved at ProtectX.org/learn

### FEATURED SPEAKERS

**Kris Brown**, President of Brady, combines a lifelong background in policy, law, and grassroots activism with considerable strategic management expertise to help forge the direction of the organization’s programs and ensure the successful impact of its national and field assets. A veteran of gun violence prevention work, Ms. Brown started her career on Capitol Hill working for Rep. Jim Moran, advocating for the bill that would eventually become the groundbreaking Brady Act requiring background checks on federally licensed gun sales.

**Jonathan Cohn**, Senior National Correspondent at HuffPost, writes about politics and policy with a focus on social welfare. He is also the author of *Sick: The Untold Story of America’s Health Care Crisis — and the People Who Pay the Price*. His journalism has won awards from the Sidney Hillman Foundation, the Association of Health Care Journalists, World Hunger Year, and the National Women's Political Caucus.

**Dr. Abdul El-Sayed** is an activist, politician, former professor, and former executive director of the Detroit Health Department and Health Officer for the City of Detroit. He has a medical degree from Columbia University and was a Rhodes Scholar at Oxford University, where he earned a doctorate in public health. Appointed at age 30, he was the youngest health director in a major U.S. city. Dr. El-Sayed was a candidate in Michigan’s 2018 Democratic gubernatorial primary election.

**Dr. Dhruv Khullar** is a physician at NewYork-Presbyterian Hospital and an assistant professor in the Weill Cornell Department of Healthcare Policy and Research. He is also a contributor at The New York Times, where he explores the intersection of medicine, health policy, and economics. He currently serves as a Senior Research Fellow at NYC Health + Hospitals, and as Director of Policy Dissemination at the Physicians Foundation Center for Physician Practice and Leadership.

**Dr. Raegan McDonald-Mosley** is the Chief Medical Officer of Planned Parenthood of Maryland. She is a board certified Obstetrician-Gynecologist with a background in women’s reproductive health, public health, and international health. Dr. McDonald-Mosley is dedicated to improving the reproductive health outcomes for women in her community, as well as other underserved regions of the world.
Conference Overview

DAY 1
FRIDAY, NOVEMBER 8

8 AM - 12:30 PM
White Coats Boot Camp Training
Gun Violence Prevention and Drug Affordability

1 - 2 PM
Luncheon
Dr. Evan Saulino

FEATURED SPEAKER
Dr. Raegan McDonald-Mosley

2:15 PM - 3:30 PM
PLENARY I
Attack on Women’s Reproductive Health Care and Doctors
Dr. Alice Chen,
Dr. Raegan McDonald-Mosley,
Dr. Chavi Khan, and Dr. Serina Floyd

3:45 - 5:15 PM
PLENARY II
Why Doctors MUST Organize
Dr. Evan Saulino, Dr. William Jordan

6 - 7 PM
Pre-Dinner Gathering and Drinks

7 - 9:30 PM
Dinner and Program
Dr. Evan Saulino, Jim Duffett,
Dr. Jeff Huebner, and
Dr. Krishnan Narashimhan

FEATURED SPEAKER
Jonathan Cohn

9:30 - 10:30 PM
DFA Community Meet and Greet

DAY 2
SATURDAY, NOVEMBER 9

7:15 - 8 AM
Registration and Breakfast

8 - 8:45 AM
Morning Session
Justin Lowenthal

FEATURED SPEAKER
Dr. Dhruv Khullar

9 - 10:15 AM
PLENARY I
Rx Pricing: Problems, Policy and Potential
Dr. Hussain Lalani, Dr. Anthony D. So,
Justin Mendoza, and Lauren Stanford

10:30 - 11:30 AM
WORKSHOPS – SESSION 1
• Drug Affordability Messaging and Video Story-Telling
• Criminal Justice Reform - Physician’s Role
• Building Local Action Committees
• Prospect Theory, Medical Industrial Complex & Social Justice in Health Care: Three Important Books

11:45 AM - 12:45 PM
WORKSHOPS – SESSION 2
• Writing Strategic Op-Eds and Getting Them Published
• Taking Action to Stop the Gag Rule on Doctors and Protect Reproductive Health Care
• Med Out the VOTE
• Attack on Immigrants

12:45 - 1:45 PM
Lunch

1:30 - 2:45 PM
PLENARY II
Substance Use Disorder: Prevention, Treatment, Stigma Reduction, and Advocacy
Don Mathis, Travis Rieder, PhD,
Marla Oros, RN, MS, and Tracy Flinn, EdD

3 - 4 PM
WORKSHOPS – SESSION 3
• Substance Use Disorder - Vaping
• Building Local Action Committees - Phase I
• Video Story-Telling - ABCs
• Establishing a National Bureau of Gun Safety

4:30 - 5:45 PM
PLENARY III
The Public Health Approach to Gun Violence
KEYNOTE SPEAKER
Kris Brown

Dr. Paul Nestadt, Dr. Joseph Sakran,
Dr. Arkaprava Deb, Shira Goodman,
Dr. Celine Gounder, Shannon Frataroli,
and Kayla Hicks

6 - 7 PM
Pre-Dinner Gathering and Drinks

7 - 9:15 PM
Dinner and Program
Dr. Evan Saulino

FEATURED SPEAKER
Dr. Abdul El-Sayed

9:15 - 11 PM
Reception

SUNDAY, NOVEMBER 10

8:30 - 11 AM
Informal Issue Meetings
For those who are able to stay, the following issue working groups will meet:
• Drug Affordability
• Gun Violence Prevention
• Substance Use Disorder
• Health Care for All
• Women’s Health Care
• Immigrant Health Care
**Conference Agenda**

Please see insert for the most up-to-date locations for all sessions

### FRIDAY, NOVEMBER 8

**8 AM - 12:30 PM**  
**WHITE COATS BOOT CAMP**  
**Gun Violence Prevention and Drug Affordability**

An advocacy training which will help you use the power of your voice on either gun violence prevention or prescription drug affordability. Core topics include:

- The Power of the Physician’s Voice
- ABCs of Advocacy
- Messaging & Framing – The Keys to Being Heard
- Storytelling That Moves People to Action

Breakout sessions provide active practice in key advocacy skills

**11:30 AM - 12:45 PM**  
**MEDICAL TRAINEE NETWORK ADVOCACY & RESEARCH PRESENTATIONS**

**1 - 2 PM**  
**LUNCHEON**  
2nd Floor  
**Dr. Evan Saulino** DFA Board Chair

**FEATURED SPEAKER**

**Dr. Raegan McDonald-Mosley**  
*Chief Medical Officer, Planned Parenthood of Maryland*

**A Tale of Two Cities: Attack on Women’s Reproductive Health Care and Doctors**

**2 - 2:15 PM**  
**BREAK**

**2:15 - 3:30 PM**  
**PLENARY I**  
2nd Floor  
**Attack on Women’s Reproductive Health Care and Doctors**

**DFA Moderator:**  
**Dr. Alice Chen** former DFA Executive Director

**Panelists:**

**Dr. Raegan McDonald-Mosley**  
*Chief Medical Officer, Planned Parenthood of Maryland*

**Dr. Chavi Khan**  
*Obstetrics/Gynecology Specialist Johns Hopkins Bayview Medical Center*

**Dr. Serina Floyd**  
*Medical Director, Planned Parenthood of Metropolitan Washington*

Assessing the background on attacks on women’s and reproductive health care over the past 5+ years; demonstrate potential impact of these regressive policies looking at states that have endured similar policies over time; and what doctors/medical students can do.

**3:30 - 3:45 PM**  
**BREAK**

**3:45 - 5:15 PM**  
**PLENARY II**  
2nd Floor  
**Why Doctors MUST Organize**

**Panelists:**

**Dr. Evan Saulino** DFA Board Chair  
**Dr. William Jordan** former NPA Board Member

Physician advocacy groups have come and gone. Why and what do we need to do differently in the next year and the next 10 years? What do we need to continue doing well? Everything that we discuss over the next two days, must be assessed through a lens of—how does this concretely strengthens DFA in both the short-term and long-term. We must build and make the hard asks of our fellow doctors. Everything that we do must be building, sustaining, growing, and solidifying DFA’s infrastructure and financial stability.
FRIDAY, NOVEMBER 8

6 - 7 PM  
PRE-DINNER GATHERING AND DRINKS
2nd Floor

7 - 9:30 PM  
DINNER AND PROGRAM
2nd Floor  
• Welcome & DFA Overview: Dr. Evan Saulino DFA Board Chair  
  and Jim Duffett DFA Executive Director  
• National Physicians Alliance Welcome: Dr. Jeff Huebner DFA Board Member  
• DFA Board and Staff Introductions  
• DFA’s Health Care for ALL Initiative: Survey Results and Next Steps

INTRODUCTION
Dr. Krishnan Narashimhan DFA Board Member

FEATURED SPEAKER
Jonathan Cohn Senior National Correspondent at HuffPost

9:30 - 10:30 PM  
DFA COMMUNITY MEET AND GREET
2nd Floor

SATURDAY, NOVEMBER 9

7:15 - 8 AM  
REGISTRATION AND BREAKFAST

8 - 8:45 AM  
MORNING SESSION
2nd Floor

WELCOME
Justin Lowenthal DFA Board Member

FEATURED SPEAKER
Dr. Dhruv Khullar NY-Presbyterian Hospital, Assistant Professor in the Weill Cornell Department of Healthcare Policy and Research, and Contributor at The New York Times

9 - 10:15 AM  
PLENARY I
Rx Pricing: Problems, Policy and Potential
DFA Moderator:
Dr. Hussain Lalani DFA Drug Affordability National Steering Committee  
Panelists:
Dr. Anthony D. So Professor of the Practice Director, IDEA Initiative (Innovation + Design Enabling Access) Department of International Health, Johns Hopkins Bloomberg School of Public Health  
Justin Mendoza Partnerships Manager, Families USA  
Lauren Stanford Community Organizing Director, Patients 4 Affordable Drugs

Solutions to the sky-high drug prices and skewed drug development systems that prioritize profitable me-too drugs over true innovation.

10:15 - 10:30 AM  
BREAK

10:30 - 11:30 AM  
WORKSHOPS – SESSION 1
Drug Affordability Messaging and Video Story-Telling
Moderator:
Pete Van Vranken DFA Communications Consultant  
Panelists:
Alison Betty Co-founder of Betty&Smith  
Laura Packard Partner at PowerThru Consulting, and DFA Consultant

As physicians, we witness the struggles our patients face trying to pay for lifesaving drugs they need. We need to tell our stories. This workshop will involve three steps:

Messaging: Learn the latest messaging advice on how best to talk about prescription drug affordability issues;  
Video: Learn step-by-step instructions on how to take the messaging advice and use it to create short, personal and powerful videos that you can share on social media to help have our professional voices breakthrough on this important issue.  
Do It: Attendees partner up and use the final 10-15 minutes of the workshop to practice and create a video using their phone that they can share on social media.
WORKSHOPS – SESSION 1 continued

Criminal Justice Reform – Physician’s Role
Moderator: Dr. Edjah Nduom Physicians for Criminal Justice Reform
An introduction to Criminal Justice Reform as a critical social justice initiative for physicians.

Building Local Action Committees
Moderator: Rachel DeGolia UHCAN - Universal Health Care Action Network
Since 2014, progressive physicians and other health professionals, medical students and other health sciences students in Greater Cleveland have come together for a “Health Care Justice Supper” on a near-monthly basis. We meet in a private home and speakers include advocacy group staff, physicians and AMSA leaders. DFA is planning to use this as a model for 2020 to begin re-engaging our members and new members, amplifying our voices on issues at the local level, implementing activities related to the 2020 election; that all leads to building DFA state chapters. Learn how to hold your first Healing America Gathering.

Prospect Theory, Medical Industrial Complex & Social Justice in Health Care: Three Important Books
Moderator: Dr. Christopher M. Hughes DFA PA State Chapter Chair
A review and discussion of three important books with implications for how we frame healthcare reform.
· How Prospect Theory Can Impact Framing of Health Care Reform, based on: The Undoing Project: A Friendship that Changed the World by Michael Lewis.

SATURDAY, NOVEMBER 9

10:30 - 11:30 AM WORKSHOPS – SESSION 2

Writing A Strategic Op-Ed and Getting It Published
Moderator: Pete Van Vranken DFA Communications Consultant
Panelist: Justin Mendoza State Partnerships Manager, Families USA
Learn the ABCs on how to write an effective and eye-catching Op-Ed and then give us helpful tips on how to get your piece placed in a publication. In June, Justin did a webinar on this topic for DFA which has proven to be quite popular with our members with many members using Justin's advice and rules of the road to get published. Afterward, you will be ready to sit down—write up your story and tell it to your community.

Taking Action to Stop the Gag Rule on Doctors and Protect Reproductive Health Care
Moderator: Christine Petrin, MPH DFA Board Member
Panelist: Carolyn Cox Associate Director of Policy Campaigns, PPFA
Dr. Nereida Correa Chairwoman-Elect, National Hispanic Medical Assoc.
Tamara “Tammi” Robinson Planned Parenthood Storyteller, PPMD
For nearly 50 years, the Title X program has provided free or low-cost birth control, STI services, cancer screenings, and other essential sexual and reproductive health care to people who are uninsured or have low incomes across the country, many of whom have no other source of care. During that time, Planned Parenthood health centers have served about 40% of Title X patients. The majority of patients served by Title X identify as Black or Hispanic/Latino.

Now, the Trump-Pence administration is radically changing the Title X program to prohibit abortion referrals, directly interfering in the doctor-patient relationship, and violating provider ethics, as well as making other harmful changes to dismantle this important program. As a result, Planned Parenthood health centers and a number of other providers have been forced out of the program, and patients are no longer guaranteed non-directive counseling and referrals for all their pregnancy options. But Congress can reverse this harmful rule if it takes action in the coming weeks.

In this workshop, you will learn more about the Title X gag rule, what it means for providers on the ground, what Planned Parenthood is doing to fight back, and the important role that you, as doctors, can play in standing up and stopping this dangerous policy.

11:30 - 11:45 AM BREAK
Med Out the VOTE

Moderator: Dr. Hussain Lalani DFA Drug Affordability National Steering Committee
Panelist: Dr. Isaiah A. Cochran President, American Medical Student Association
Dr. Aaron Shapiro Executive Director, Citizen Physicians

Medical professionals are one of the least registered professionals and least in turning out to vote. In 2018, DFA joined AMSA’s national effort to engage our colleagues and patients by implementing voter registration efforts at their work locations. As part of DFA’s Healing America Campaign, we will be joining with AMSA in 2020 to expand this effort. Learn what was done in 2018, and how you can be a leader at your workplace.

Attack on Immigrants

Moderator: Dr. Dona Murphey DFA Board Member

Understand the background on agencies, characteristics of detention, present situation for asylum-seekers (CPB, ORR, ICE, Flores settlement, TVPRA, MPP, etc.) Share and learn what ongoing activities that physicians are doing now and what you can do such as: legal support in letter writing/medical record review; asylum forensic evaluations; direct medical care at shelter clinics, across the border, in community; and community advocacy. We will close with breakout groups of border states and non-border states with commitments and concluding discussion of the utility of national Immigrant and Refugee Health working group and/or individual commitments leaving the NLC.

Establishing a National Bureau of Gun Safety (NBGS)

Moderator: Dr. Gregory Engel DFA Gun Violence Prevention National Steering Committee
Panelists: Dr. Paul Nestadt Assistant Professor of Psychiatry, Johns Hopkins University
Shannon Frattaroli, PhD Associate Professor, Health Policy and Mgmt., Johns Hopkins University
Kayla Hicks Director of African-American & Community Outreach, Coalition to Stop Gun Violence (CSGV)
Dr. Celine Gounder Physician, Epidemiologist, Medical Journalist, NYU School of Medicine, Host/Producer of “In Sickness and In Health” Podcast

Roll out and explain NBGS concept; outline actions new working group can take; begin writing resolutions for state/national medical societies and specialty organizations.

Substance Use Disorder – Prevention, Treatment, Stigma Reduction and Advocacy

DFA Moderator: Don Mathis DFA Board Member
Panelists: Travis Rieder, PhD Johns Hopkins University
Marla Oros, RN, MS Group Mosaic
Tracy Flinn, EdD NASADAD

We will discuss the key components of videoing yourself on a specific issue, key points to stress, logics (wearing your white coat), and others to distribute it. Both in terms of longer-term campaign and a Rapid Response Effort. DFA will be expanding our social media outreach and video story-telling is one of the major avenues that we will be utilizing.
SATURDAY, NOVEMBER 9

4:15 - 4:30 PM  BREAK

4:30 - 5:45 PM  PLENARY III
The Public Health Approach to Gun Violence
DFA Moderator:
Dr. Paul Nestadt
Assistant Professor of Psychiatry, Johns Hopkins University
KEYNOTE SPEAKER
Kris Brown President of Brady United Against Gun Violence
Panelists:
Dr. Joseph Sakran Director of Emergency Surgery, Johns Hopkins University
Dr. Arkaprava Deb Psychiatrist and Preventive Medicine Physician, NYU School of Medicine
Shira Goodman Executive Director, Ceasefire PA
Dr. Celine Gounder Physician, Epidemiologist, Medical Journalist, NYU School of Medicine
Shannon Frattaroli, PhD Associate Professor, Health Policy and Mgmt., Johns Hopkins University
Kayla Hicks Director of African-American & Community Outreach, Coalition to Stop Gun Violence (CSGV)

Inspiring members to build coalitions on gun violence prevention with a public health approach. A moderated panel responds.

6 - 7 PM
2nd Floor

PRE-DINNER GATHERING AND DRINKS

7 - 9:15 PM
2nd Floor

DINNER AND PROGRAM
• Welcome: Dr. Evan Saulino DFA Board Chair
• DFA Video
• Healing America Overview
DINNER SPEAKER
Dr. Abdul El-Sayed
former Executive Director of the Detroit Health Department and Health Officer for the City of Detroit, Activist, Politician, and Professor
• Sustainability Appeal

9:15 - 11 PM
2nd Floor

RECEPTION

DOCTORS FOR AMERICA

BOARD OF DIRECTORS 2019-2020

Evan Saulino, MD, PhD  Board Chair
Joe Kanter, MD  Treasurer
Krishnan Narasimhan, MD  Executive Committee

Meenakshi Bewtra, MD, MPH, PhD  New Board Member
Cedric Dark, MD, MPH  New Board Member
Jim Duffett, MPA/IA  Executive Director
Jeff Huebner, MD  former NPA Board President
Justin Lowenthal  MD-PhD Program Medical Student

Don Mathis  Adjunct Faculty, Delaware Technical Community College
Dona Kim Murphy, MD, PhD  New Board Member

Paul Davis  Drug Affordability Campaign Director
Lori Slack  Bookkeeper
Jose Tapia  Substance Use Disorder/Copello Fellowship Project Director

Laura Packard  PowerThru Consulting
Pete Van Vranken  Communications Consultant
Allison Volkman  Gun Violence Prevention Director

Dylan Williams  Health Care Logistical Consultant

EXECUTIVE DIRECTOR
Jim Duffett

STAFF AND CONSULTANTS

Do Dover Strategies
White Coats Advocacy Boot Camp
(Drug Affordability & Development)

Celinda Lake & Associates
Messaging and Framing
White Coats Boot Camp

Copello NPA Fellows:
(We will be announcing the 10 Fellows in December)
— THANK YOU —

MEDICAL STUDENT SCHOLARSHIP FUND DONORS

Frank Carter
Patrick Cimino
Marydale DeBor
Marsha Epstein
John Frey
Adolfo Garnica
Jeffrey Huebner
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Shiro Tanaka
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— THANK YOU —

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