

# 2019 AADA LEGISLATIVE CONFERENCE



SEPTEMBER 8-10, 2019  
*Washington, D.C.*



## Sunday, September 8, 2019

- 3:00 – 4:00 PM**      **Conference Registration**
- 4:00 – 4:15**      **Welcome Remarks**
- 4:15 – 5:00**      **Opening Session: Legislative, Policy and Political Overview** – Ballroom  
The AADA hosts the Legislative Conference annually, inviting dermatologists and patient advocates from across the country to come to Washington D.C. for two and a half days of legislative briefings and advocacy. This session will focus on the importance of making dermatology's voice heard in Congress through the AADA's advocacy efforts and how to make the most out of your time in D.C. Attendees will hear from Representative John Joyce, MD, the first dermatologist elected to a full term in Congress, and learn about his experience running for office as a physician.  
*U.S. Representative John Joyce, MD, FAAD (R-PA-13)*
- 5:00 – 5:30**      **The Impact of Your Advocacy**  
Attendees will learn about the importance of member advocacy at Legislative Conference and at home, including successes from last year's conference.
- 5:30 – 6:30**      **Mentorship Connection**
- 6:30 – 7:00**      **Welcome Reception**
- 7:00 – 9:00**      **Dinner and Keynote Address**  
*Michael Smerconish*  
*Host, The Michael Smerconish Program, SiriusXM*  
*Host, Smerconish, CNN*

## Monday, September 9, 2019

- 7:30 – 8:00 AM**      **Breakfast**
- 8:00 – 8:10**      **Opening Remarks**
- 8:10 – 8:50**      **Timing of Your Advocacy: Overview of Legislative Asks**  
Attendees will receive an overview of the key messages they will be delivering during their Capitol Hill meetings and hear from the AADA's lobbying experts about the current political landscape around each issue.
- 8:50 – 9:45**      **Pharmaceutical Access & Affordability**  
Attendees will hear from a panel of experts about the current status of pharmaceutical access legislation in Congress and the outlook for the rest of the year. Topics will include barriers to the development of generic drugs, restrictive formularies and practices like step therapy that hinder access to treatment, and the role of Pharmacy Benefit Managers in the drug supply chain.
- 9:45 – 10:00**      **Break**
- 10:00 – 10:45**      **Medicare Physician Payment Policy**  
Attendees will hear from a panel of experts about the status of MACRA, prior authorization, and the outlook for positive payment adjustments for physicians for 2020-2025.
- 10:45 – 11:30**      **Skin Cancer Prevention & Access to Sunscreen**  
Attendees will hear from a panel of experts about the status of sunscreen ingredient research and legislation. The panel will also discuss advocacy and awareness topics related to skin cancer prevention and the importance of sunscreens as part of a comprehensive skin protection plan.
- 11:30 – 11:45**      **Importance of SkinPAC**
- 11:45 AM – 12:00 PM**      **Lunch Buffet**
- 12:00 – 1:00**      **Lunch with the Problem Solvers Caucus Co-Chairs**  
Enjoy lunch while hearing from two members of Congress working together across party lines to find areas of agreement on key issues including lowering taxes, cutting burdensome and unnecessary regulations, lowering health insurance premiums, and improving infrastructure to help the American people.  
*U.S. Representative Josh Gottheimer (D-NJ-5)*  
*U.S. Representative Tom Reed (R-NY-23)*  
*Co-Chairs of the Bipartisan Problem Solvers Caucus*
- 1:00 – 2:00**      **AAD Member Breakout: Advocacy and Social Media**  
Participants will learn about best practices for high-impact social media engagement with legislators.
- CSD Member Breakout: Storytelling and Crafting Your Ask**  
Participants will learn how to craft a story to make a lasting impression on legislators, as well as how to present a high-impact policy request.
- 2:00 – 2:30**      **Mentorship Connection / Networking Break**

**2:30 – 3:45**

**Breakouts – Hill Meeting Role-Play Exercise**

Participants will meet with other attendees from their state to practice for Hill meetings through roleplaying.

**3:45 – 4:15**

**Legislative Address**

**4:15 – 5:00**

**Final Capitol Hill Meeting Preparation & Hill Schedules**

Attendees will receive their meeting schedules and group assignments for Tuesday, review the dos & don'ts of congressional visits, and devise a strategic plan for executing successful meetings.

**5:00 – 5:30**

**Resident Huddle**

**6:30 – 8:30**

**SkinPAC Donor Dinner (Invite only – tickets required)**

## **Tuesday, September 10, 2019**

**7:00 – 8:30 AM**

**Breakfast**

Capitol Hill Visit Review and Q&A

**8:00 – 9:00 AM**

**SkinPAC Private Fundraising Event**

**9:00 AM - 5:00 PM**

**Capitol Hill Meetings**

**11:30 AM – 2:00 PM**

**Buffet Lunch Served**

Attendees are invited to enjoy lunch with their colleagues. Academy staff will be on hand to answer questions as well.