

SUBJECT TO CHANGE FOR THE 2012 ASH ADVOCACY LEADERSHIP INSTITUTE



**First Annual
ASH Advocacy Leadership Institute
October 12-13, 2011
ASH Headquarters Conference Center
2021 L St. N.W., 10th floor
Washington, DC 20036**

Objectives:

- Participants will gain an understanding of how the Federal legislative and regulatory processes work;
- Participants will learn about ASH's position on key policy issues;
- Participants will learn how to become effective advocates for hematology and will demonstrate new skills during visits with their congressional delegation;
- Participants will learn how ASH is involved in policy development;
- Participants will learn what opportunities are available through ASH to get involved in advocacy and other Society activities.

Wednesday, October 12, 2011

8:00 a.m.	Breakfast Available
8:30 – 9:00	Welcome and Introductory Remarks <i>Roy Silverstein, MD</i> Overview of Workshop Objectives <i>Roy Silverstein, MD</i>
9:00 – 10:00	How a Bill Becomes a Law and What Happens Next <i>Suzy Leous, MPA</i> <i>Mila Becker, Esq.</i>

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| 10:00 – 10:30 | The Congressional Perspective: Why Advocacy Matters in Health Policy on Capitol Hill
<i>Hon. Michael N. Castle, DLA Piper</i> |
| 10:30 – 10:45 | Question and Answer Session with Mr. Castle |
| 10:45 – 11:15 | Hematology at the NIH
<i>Griffin Rodgers, MD, Director of the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), National Institutes of Health</i> |
| 11:15 – 11:30 | Question and Answer Session with Dr. Rodgers |
| 11:30 – 11:40 | Get Involved in ASH: Overview of ASH Programs, Activities and Opportunities
<i>Martha Liggett, Esq.</i> |
| 11:40 – 11:45 | Get Involved in ASH's Advocacy Efforts: Overview of ASH's Policy Development Process
<i>Roy Silverstein, MD</i> |
| 11:45 – 12:00 | Break |
| 12:00 – 1:00 p.m. | Working Lunch: Hot Topics in Washington |
| 12:00 – 12:20 | National Debt Debate
<i>Emily J. Holubowich, MPP, Executive Director, Coalition for Health Funding</i> |
| 12:20 – 12:40 | NIH Funding Outlook
<i>Brent Jaquet, Cavarocchi Ruscio Dennis & Associates</i> |
| 12:40 – 1:00 | Physician Payment/Medicare Changes
<i>Ellen Riker, ASH Consultant, Cavarocchi Ruscio Dennis & Associates</i> |
| 1:00 – 2:20 | Workshop Session: Tools for Capitol Hill Visits <ul style="list-style-type: none">• Discussion of personalized NIH funding fact sheet• Role-playing for Capitol Hill visits |

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| 2:30 p.m. | Leave for the U.S. Capitol Visitor Center |
| 3:10 – 5:10 | Group Tour of the U.S. Capitol and Visitor Center and Visit to the U.S. House/Senate Galleries |
| 6:30 p.m. | Dinner
<i>The Caucus Room</i>
<i>(The Washington Room)</i>
<i>401 9th Street, NW, 20004</i>
<i>(202) 393-1300</i> |

Thursday, October 13, 2011

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| 8:00 a.m. | Breakfast Available |
| 8:30 | Travel to Capitol Hill |
| 9:00 a.m. –
4:00 p.m. | Congressional Visits

Each participant will visit his/her Representative and Senators as scheduled. Participants will leave personalized fact sheets with the Member of Congress or staff person, and complete a congressional evaluation form after each meeting |
| 5:00 p.m. | Departure |

Follow-up:

- Each participant will participate in an ASH Advocacy campaign and will successfully encourage at least two colleagues to participate.
- There will be a graduation ceremony for participants at the Grassroots Network Breakfast at the 2011 ASH Annual Meeting in San Diego, CA, on Sunday December 11, 2011.



2011 ASH Advocacy Leadership Institute Participants

1. Roy S. Silverstein, MD (Chair)
Medical College of Wisconsin, Milwaukee
WI
2. Gregory Abel, MD, MPH, MFA
Dana-Farber Cancer Institute, Boston, MA
3. Martha Arellano, MD
Winship Cancer Institute of Emory
University, Atlanta, GA
4. Latorya A. Barber, PhD
Duke University, Durham, NC
5. Thomas P. Bradley, MD
Hofstra-North Shore LIJ Health System,
Lake Success, NY
6. Jeffrey S. Buzby, PhD
Children's Hospital of Orange County, CA
7. Rachel Cook, MD
University of Wisconsin, Madison WI
8. Laura M. De Castro, MD
Duke University Medical Center, Durham,
NC
9. Sherine Elsawa, PhD
Northern Illinois University, DeKalb, IL
10. Jonathan Hoggatt, PhD
Harvard Medical School, Boston, MA
11. Krishna Komanduri, MD
University of Miami Sylvester Cancer
Center, Miami, FL
12. Jose F. Leis, MD, PhD
Mayo Clinic in Arizona, Phoenix, AZ
13. Troy Lund, MD, PhD
University of Minnesota, Minneapolis, MN
14. Ines Macias-Perez, PhD
Sarah Cannon Research Institute, Nashville
TN
15. Navneet Majhail, MD
National Marrow Donor Program,
Minneapolis, MN
16. Manali Patel, MD, MPH
Stanford Cancer Institute, Stanford, CA
17. Naveen Pemmaraju, MD
MD Anderson Cancer Center, Houston, TX
18. Lindsay Peterson, MD
University of Texas Health Science Center,
San Antonio, TX
19. Jonathan Thon, PhD
Brigham and Women's Hospital, Boston,
MA
20. Ramon Tiu, MD
Cleveland Clinic, Cleveland, OH
21. Nicole Hasbrouck Verdun, MD
The George Washington University School
of Medicine, Washington, DC
22. Ann Woolfrey, MD
Fred Hutchinson Cancer Research Center,
Seattle, WA

ASH staff:

23. Martha Liggett, Esq.
24. Matthew Gertzog, MBA
25. Mila Becker, Esq.
26. Ellen Riker (ASH Consultant)
27. Ulyana V. Desiderio, PhD

ASH staff (cont.):

28. Tracy Roades
29. Suzanne M. Leous, MPA
30. Stephanie Kaplan
31. Patrick Irelan