

JUNE 14-16, 2018
2018 AAPL Annual Conference

CAPITAL IDEAS *for growth*

Gaylord National Resort
National Harbor, Maryland

Conference Information





Dear AAPL Members and Conference Attendees,

As the 2018 Conference Program Chair of the American Association of Physician Liaisons, I am pleased to invite you to attend our 2018 AAPL Annual Conference, "*Capital Ideas for Growth*"! This year's dynamic and engaging program was developed by physician liaisons FOR physician liaisons and offers professional development through an array of educational sessions and networking opportunities.

I am thrilled to kick off the conference with our keynote speaker, Tina Graziotto, a seasoned and knowledgeable Dale Carnegie Master Presenter. Her two presentations, "The Dale Carnegie Approach to Being a Valued Business Partner" and "Attracting and Engaging Doctors" will equip us with the tools we need to grow as physician liaisons.

Keeping in-line with our conference theme, Capital Ideas for Growth, additional industry experts will present a variety of relevant topics titled:

- The Current State of Healthcare
- Elevate Your Elevator Speech
- Ethically Influence Referrals in an ACO/Value Based World
- Refine Targets in Response to Health Care Reform and Industry Change
- Fine Tune Your Skills for Changing Times
- The Impact of Business Development on Virtual Care, Retail, and Commercial Strategies

We are all acutely aware that changes in healthcare are happening rapidly. As physician liaisons, it is of the utmost importance that we continue to grow and develop our skills to keep pace with our ever-changing environment. The Annual AAPL Conference is an unmatched opportunity for us to collaborate, network, share ideas, and help shape the future of our profession.

I hope you will take advantage of this unique opportunity and attend the conference. AAPL is excited to host this event at the exclusive Gaylord National Resort & Convention Center in our nation's capital region June 14-16, ensuring that we will have opportunities for discovery and exploration as well as professional growth.

I look forward to seeing you in June!

Tom Anderson

Tom Anderson, MBA
Physician Liaison
Brigham and Women's Hospital
AAPL 2018 Program Committee Chair

ABOUT US

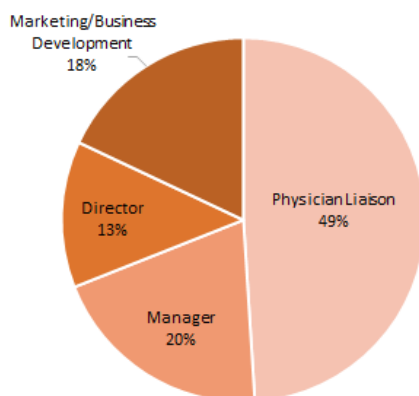
The American Association of Physician Liaisons, Inc. is a not-for-profit professional society of members who serve in a physician liaison capacity in many different types of institutions and hospital settings. The AAPL Annual Conference highlights topics and educational sessions based on the needs identified by our members, but one of the main benefits of attending is networking! Attendees have the opportunity to interact with others in similar sized organizations, discuss best practices, evaluate which activities have good return on investment, and learn what's new in the field and how our roles are changing in response.

CONFERENCE OBJECTIVES

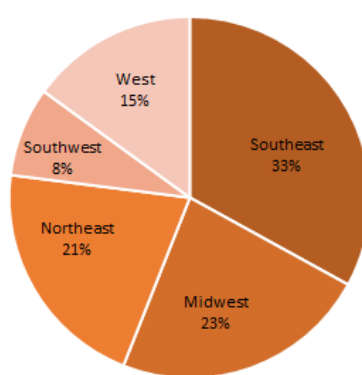
1. Build trust with your stakeholders and distinguish yourself as a valued partner.
2. Elevate your dialog with physicians from tactical to strategic.
3. Actively engage in networking opportunities with liaisons from across the country.
4. Learn best practices from industry experts, physicians, and your peers.
5. Participate in breakout sessions with colleagues from similar type facilities - academic hospitals, community hospitals, children's hospitals, and independent, free-standing facilities
6. Learn ways to demonstrate your value to others in the ever-evolving field of healthcare.
7. Take part in interactive sessions based on your experience level - new, experienced, and management tracks available.
8. Learn first-hand tips and tricks to improve physician interactions.
9. Identify tools and resources to improve individual and team growth.
10. Learn about the latest healthcare trends and how this may have impact on you and your program.
11. Learn about the AAPL and identify opportunities to engage and share your knowledge and experience.

The geographic makeup of our AAPL membership is shown below:

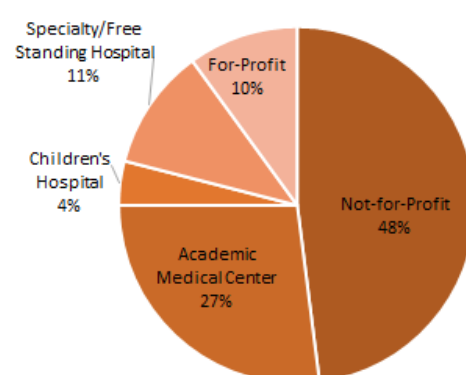
MEMBERSHIP BY TITLE



MEMBERSHIP BY REGION



MEMBERSHIP BY INSTITUTION TYPE



MISSION STATEMENT

The American Association of Physician Liaisons exists to advance the art of physician and healthcare provider relationships through the provision of educational programming, professional development, shared resources and networking opportunities.

MEET OUR OPENING KEYNOTE



Dale Carnegie

Tina Graziotto

Certified Master Trainer and Corporate Solutions Specialist

Dale Carnegie Training is recognized around the world as a performance-based training program that emphasizes practical principals and processes that offer people the knowledge, skills, and practices they need to add value to their business.

Ms. Graziotto has over 30 years of industry experience and a 30-year affiliation with Dale Carnegie and will kick off the 2018 AAPL Annual Conference with "The Dale Carnegie Approach to Being a Valued Business Partner." She will show that the strongest partnerships are based on trust. Business relationships must go beyond trust and provide value for the time invested.

Ms. Graziotto will cover important tips on:

- Distinguishing yourself as a valued partner
- How to build greater trust with your stakeholders
- Understanding the importance of elevating the dialog
- The role of re-positioning yourself and your organization

AAPL is excited to offer our members and attendees at our 2018 AAPL Annual Conference a unique opportunity to experience how one man's belief in the power of self-improvement has transformed into a philosophy that connects proven solutions with real-world challenges while bringing out the best in people.

AAPL CONFERENCE FEE SCHEDULE AND REGISTRATION

The Conference registration fee includes three continental breakfasts, one luncheon, five refreshment breaks and a cocktail reception.

AAPL Active Member Early Registration Discount\$575.00

(Registration must be made by **Tuesday, May 1, 2018**)

AAPL Active Members Registration (After May 1, 2018) \$615.00

*Non-AAPL Member Registration \$710.00

***Join AAPL! Receive the benefits of membership and the reduced conference registration fee. Apply for membership at: www.physicianliaison.com. Applicants must meet the membership criteria.**

Link to register for the AAPL Conference:

Conference Registration

All cancellations must be received in writing to: contactaapl@gmail.com. A \$75.00 USD administrative fee will be deducted from cancellations requested prior to June 1, 2018. No refunds can be made for requests made after June 1, 2018. Questions can be directed to AAPL at: 571-402-2275.

CAPITAL IDEAS *for growth*

Gaylord National Resort
National Harbor, Maryland



CONFERENCE HOTEL INFORMATION

Gaylord National Resort 201 Waterfront Street National Harbor, Maryland 20745

Immerse yourself in an unrivaled stay at Gaylord National Resort, the crown jewel of National Harbor and Washington DC's newest waterfront dining and entertainment district. Located on the Potomac River, just steps from the shopping and entertainment National Harbor is known for, this waterfront resort provides you with the best of both worlds. Whether you're enjoying a ride on the Capital Wheel, visiting MGM National Harbor with the city's complimentary circulator bus or exploring the 19 story glass atrium, you'll discover an extraordinary adventure.

Hotel Amenities:

- Full service spa
- 24-hour fitness center
- Seven restaurants
- Rooftop lounge, outdoor cigar terrace with fire pits, private dining rooms and more
- Indoor swimming pool and whirlpool
- Mini-refrigerator in each room
- Game room
- Atrium Fountain Show each evening
- Nearby activities include golf, biking, boating, jogging trail, kayaking, and sailing
- Local attractions include The Capital Wheel, MGM National Harbor, Washington DC, Old Town Alexandria, and Smithsonian Museums.

[AAPL Conference Discounted Hotel Room Rates](#)

\$234 single/double plus 18% tax (includes Resort Fee for AAPL attendees)

Cut-off date for the AAPL discounted room rate is **Tuesday, May 22, 2018.**

Special rate extended 3 days prior/post conference dates based on availability.

[Discounted Resort Fee Extended to AAPL Attendees](#)

AAPL has negotiated a discounted resort fee for our attendees and it is included in the daily room rate.

The resort fee includes: Transportation to locations throughout National Harbor via the Circulator Bus, daily credit for dry cleaning in the amount of \$10, high-speed internet access, daily newspaper available at Key Provisions, two bottles of Aquafina water per room per day, fitness center access and pool, and a coupon book with valued savings of over \$100.

[Hotel Parking](#)

Self-parking is offered at a discount of \$22.50 per day for AAPL Conference attendees. (Usual rate \$30/day.)

Valet parking is available at \$43 per day.

[Travel Details](#)

The Gaylord National is easily accessible from three international airports:

- Ronald Reagan Washington National Airport (DCA) - 8 miles
- Washington Dulles International Airport (IAD) - 35 miles
- Baltimore/Washington International Airport (BWI) - 42 miles

[Ground Transportation](#)

Visit the [AAPL Conference page](#) on the website for more information.



Online link

AAPL 2018 CONFERENCE PROGRAM

THURSDAY, JUNE 14, 2018

7:15 am – 5:00 pm Registration

7:15 am – 8:00 am Continental Breakfast

7:15 am – 8:00 am New Member Ice Breaker
Continental Breakfast

8:00 am – 8:15 am Welcome/Conference Overview

Gail Chellis, AAPL President

Senior Business Development Specialist

St. Anthony's | Mercy

St. Louis, Missouri

8:15 am – 9:15 am Opening Keynote: The Dale Carnegie
Approach to Being a Valued Business Partner

Tina Graziotto

Corporate Solutions Manager

Dale Carnegie Leadership Training

Pittsburgh, Pennsylvania

The strongest partnerships are based on trust. Business relationships must go beyond trust and provide value for the time invested.

9:15 am – 9:45 am Refreshment Break/Visit Exhibits

9:45 am - 10:30 am Diamond Sponsor Presentation

Presented by



10:30 am - 11:30 am Liaison Tract Training Sessions

New Liaison Tract Training

Designing & Communicating Your Personal Brand

Tina Graziotto

Corporate Solutions Manager

Dale Carnegie Leadership Training

Pittsburgh, Pennsylvania

We all have a personal brand - it helps us build trust, influence others, and form connections with people. Ultimately, it can shape how the world perceives us and the value people believe we can provide. You will learn:

- How to reposition yourself, your department, or your team to be viewed as a valuable resource and partner to the business
- How to create a personal branding statement
- What does your personal brand say to your community

Experienced Liaison Tract Training

Keys to Remaining Relevant

Catherine Hanly Mikelson

Senior Physician Liaison | Past President, AAPL

Lankenau Medical Center Main Line Health

Wynnewood, Pennsylvania

Staying relevant is an integral part of your success that requires a strong mix of hard and soft skills. Acquire the keys to enhance your position and be the professional that your organization relies upon for leadership, expertise, and acumen.

Manager/Director Tract Training

Physician Engagement Strategy

Sarah Latorre

Sr. Director, Physician Referral Marketing & Communications

UMass Memorial Health Care

Worcester, Massachusetts

Learn how the physician relations team at UMass Memorial Health Care plays a role in driving growth for the organization by education community referring providers on the total value proposition. Examine tools and techniques the physician relations team utilized to engage and retain physicians for enhanced growth opportunities within the network. Also, learn how to increase alignment with both private and employed physicians by developing a formal strategic communications plan that will prove to enhance physician loyalty.

11:30 am - 1:15 pm Lunch (on your own)

1:15 pm – 2:00 pm Elevate your Elevator Speech

Tammy Tiller-Hewitt

Tiller-Hewitt Healthcare Strategies

St. Louis, Missouri

Perhaps the most important "speech" you will ever hear is the one delivered by the flight attendant on your next trip. Certainly, it's the most important one that they will deliver. It can, and has, saved lives. Yet look around and you see that every passenger is tuned out. The exception is the attendant who knows how to capture and hold your attention long enough to make it very clear "what's in it for you." Survival!

Be THAT flight attendant! The next time you introduce yourself or a new physician to your customers, be prepared with the "elevator speech" that gets their attention, makes them want to know more, and achieves your goal.

This session will include a dynamic, hands-on exercise that will focus on the five rules of a great 30 second elevator speech. Attendees will develop and practice their own and learn how to adapt the five rules to deliver their best speech - in any situation

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THURSDAY, JUNE 14, 2018

2:00 pm - 2:40 pm Refreshment Break/Visit Exhibits

2:40 pm - 3:20 pm Platinum Sponsor Presentation

Presented by

marketware^{mw}

3:20 pm - 4:25 pm Attracting and Engaging Doctors

Tina Graziotto

Corporate Solutions Manager

Dale Carnegie Leadership Training

Pittsburgh, Pennsylvania

To optimize your ability to create a valued business partner relationship with the community doctors, you'll need them to see you acting the role. You will learn how to:

- *Elevate the dialog from tactical to strategic*
- *Uncover pain points that affect the other party*
- *Ask questions to uncover how to be of more value*
- *Understand their emotional and logical motives to take action*

4:25 pm - 5:15 pm Member Networking Roundtables - Get to Know your Peers

The goal of the discussion is to network around topics of interest. Learn from one another, while sharing insights on how to increase the impact of initiatives that will improve effectiveness and overall program performance. You can create, together with others, opportunities to learn and share. Choose from one of the following topics of interest and share your ideas and knowledge while benchmarking and learning with others.

- **Dealing with Physicians in Consumer Driven and Tiered Healthcare Plans:** Share and learn strategies that work for influencing referrals when the insurance companies are persuading patients' choices.
- **Best Practices for Reports to Leadership:** Do you have a tried and true method for impacting leadership?
- **ACO/CIN:** How has the formation of Accountable Care Organizations and Clinically Integrated Networks impacted your program?
- **Unique Referral Strategies - Apps and Central Scheduling:** Driving referrals can be challenging. Sometimes it can be influenced by the ease of the referral utilizing great scheduling tools.
- **Structuring Outreach:** Learn how other departments are organized and gain insight into various reporting structures.

5:15 pm - 6:15 pm Cocktail Reception - Join your fellow attendees at the conclusion of the day for an opportunity to relax and unwind.



THIS IS HOW YOU HARBOR

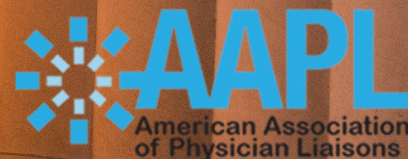
160 STORES | 40 RESTAURANTS | 1 CAPITAL WHEEL

Enjoy waterfront dining, world class entertainment, unique boutiques, and spectacular sunsets along the Potomac River at the Waterfront District at the National Harbor, just a short 3 minute walk from The Gaylord Resort!

For more information, visit nationalharbor.com.

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FRIDAY, JUNE 15, 2018

7:00 am – 5:00 pm Registration

7:00 am – 8:00 am Continental Breakfast

8:00 am – 8:30 am AAPL Membership Meeting

Gail Chellis, AAPL President

There is no substitute for the energy and excitement generated when members of AAPL have the opportunity to come together as a whole. Learn about the growth of our organization, new initiatives, and ways to engage on a higher level.

8:30 am – 9:30 am Current State of Healthcare

Dr. Barbara McAneny

President-Elect

American Medical Association

Chicago, Illinois

9:30 am – 10:00 am Refreshment Break/Visit Exhibits

10:00 am – 11:00 am Center Type Facility Breakout Sessions

What are other centers like mine doing? Learn and discuss specific issues that your peers manage in institutions similar to your own in a small group setting. Liaisons present their solutions and best practices relating to those experienced at type-specific centers and facilities.

Community/Private

Showcasing Your Service Lines to Primary Care

Monica Aunan

Physician/Hospital Liaison

Unity Point Health

Des Moines, Iowa

We host "Service Line Showcases" in our Primary Care Clinics, in which we hold a type of vendor fair at the clinic, with our hospital and ACO member specialty service lines. We have had great success in changing referral patterns, developing referral relationships with providers, and raising awareness of services available. This encourages keeping care in the system and growing service lines in the ACO.

Academic

Academic Institutions in a World of Change - What's Next?

Brian Borchardt

Director, Physician Relations

Baylor Scott & White

Temple, Texas

As we transition into a new age of coordinated care, reduced revenues, and cost pressures, how can the physician relations function at academic institutions continue to be relevant and provide greater value?

Children's Hospitals Panel Discussion

Current Trends for Pediatric Physician Referral Programs

Karol Wilson

Outreach and Marketing, Senior

Children's Hospital of Richmond at VCU

Richmond, Virginia

Angela Stoltz

Outreach Manager

Children's Hospitals and Clinics of Minnesota

Minneapolis, Minnesota

Paula Murphy

Senior Physician Liaison

St. Louis Children's Hospital

St. Louis, Missouri

A guided discussion with three children's hospital physician referral program leaders. They'll tackle current successes and challenges in areas of program operations, liaison team development and organization support for referral efforts. They will share effective growth strategies and tactics for pediatric organizations.

Free-Standing Centers

A Roadmap to Success

Maria Ramos-Person

Physician Liaison Manager

Florida Cancer Specialists & Research Institute

Tampa, Florida

Denise LeGrange

Director of Referral Development

Comprehensive Pain Specialists

Franklin, Tennessee

In order to get from one place to another, you must have a well thought out roadmap (or smart phone)! Therefore, you must plan strategically for a fantastic journey through your daily actions! This workshop creates a long term destination for your stops along the way to include pre-call planing/routing, building rapport, identifying needs, uncovering key intelligence to bring back to your practice, growing referrals, and following through on actions to keep referral offices satisfied.

11:00 am – 11:40 am Platinum Sponsor Presentation

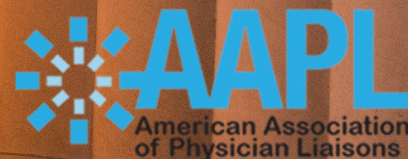
Presented by



11:40 am – 1:00 pm Group Luncheon (included)

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FRIDAY, JUNE 15, 2018

1:00 pm - 1:40 pm Platinum Sponsor Presentation

Presented by

IMS Health & Quintiles are now



1:40 pm - 2:40 pm Educational Breakout Sessions

Have a particular topic of interest that you want to learn more about? Participate in these small group sessions that focus on topic-specific education with presenters who are subject matter experts who have "been there, done that."

Session A

Fine Tune Your Skills for Changing Times

Kriss Barlow

Principal

Barlow/McCarthy Hospital-Physician Solutions

Hudson, Wisconsin

Mitzi Kent

Vice President

LifePoint

Brentwood, Tennessee

Change is good, right? It is happening all around us, yet it's hard. What changes are really needed and what's the best plan for success? Let's dig in, embrace the opportunity, and see how others are dealing with internal and external pressure to change. With a sense of direction, we will offer a process that ensures the liaison team is an integral part of the conversation. We will talk about how to evolve the process and hone the skills to ensure liaisons are playing a key role in not only today's organization but also the organization of the future.

Session B

Refine Targets in Response to Health Care Reform and Industry Change

Kenya Gibbs

Physician Liaison Business Development

Shriners Hospital for Children - Houston

Houston, Texas

The physician liaison's role is still very much aligned with volume but, in a value-based environment, strategizing and operating is fundamentally different. Discuss current best practices in addressing the challenges of operating within health care's new reimbursement models and balancing the shift away from the traditional fee-for-service model. Incorporate a focus beyond physicians and traditional health care facilities, such as Nurse Practitioners and post-acute care providers, free-standing emergency medical centers, and retail health clinics. Understand the health insurance data available for referral analyses and strategic targeting of an optimal payer mix.

Session C

Linking Innovation to Physician Relation's Strategy: Building a Strategic Program to Achieve Sustainable Growth

Cathryn Connolley, MHSA

Partner

SystemCare Health, LLC

Moorestown, New Jersey

Sonnee Carter, RN

Physician Relations

Valley Health

Winchester, Virginia

Haili Coombe

Director, Doctivity

SystemCare Health, LLC

Moorestown, New Jersey

This presentation will show how to take a liaison program from tactical and elementary to strategic and driving revenue to the bottom line of the organization. We will step through; setting the referral growth goal, RVU goal, developing a successful referral target strategy, execution of tactics, measurement and metrics, and proving ROI to showcase the value a successful physician liaison strategy brings to an organization's bottom line.

2:40 pm - 3:15 pm Refreshment Break/Visit Exhibits

3:15 pm - 4:00 pm Ethics and Value-based Referrals

Matthew DeCamp, MD, PhD

Assistant Professor of Medicine

Johns Hopkins Medicine

Baltimore, Maryland

Reforms to health care organization and payment structures including accountable care organizations, payment bundles, and capitated payment increasingly create the need for value-based referral practices. But what counts as "value" in referrals, and who should make that decision? In this presentation, the ethical principles of respect for patient choice, beneficence, and justice will be used to shape value-based referral design in ways that respect, and may even promote, the ethical practice of medicine.

6:00 pm Optional After-Hours Networking Event

AAPL has arranged to visit three trendy venues for a sampling of their most popular appetizers including one drink coupon for each stop. We hope you will join us for this adventure! Visit the [AAPL Conference page](#) on the website for more information.

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SATURDAY, JUNE 16, 2018

7:45 am – 8:30 am Continental Breakfast

8:30 am – 8:45 am Announcements
Gail Chellis, AAPL President

8:45 am – 9:45 am The Impact of Business Development on Virtual Care, Retail, and Commercial Strategies
Carlos Saenz
VP Business Development
Mercy Health Systems
St. Louis, Missouri

Mercy is undergoing dramatic transformation of business development strategies across the ministry to integrate up to 100 business development FTEs to serve innovative virtual care, retail, and commercial strategies. Corresponding analytics are being incorporated to drive a metrics driven, highly measured and managed business process.

10:15 am - 11:15 am Closing Keynote: The Impact of the Liaison Role: A View from the C-Suite
John D. Cacciamani Jr. MD, MBA
President and Chief Executive Officer
Chestnut Hill Hospital - Tower Health
Philadelphia, Pennsylvania

11:30 am – 11:45 am Closing Remarks and Passing of the Gavel to Our 2018-2019 AAPL President
Gail Chellis, AAPL President
Tom Anderson, AAPL President-Elect

Conference Concludes

9:45 am – 10:15 am Refreshment Break/Visit Exhibits



Join the only professional network
powered by & developed for
Physician Liaisons.

Build Your Network: AAPL is a resource for building meaningful and strategic friendships and professional networks. Participate in the organization individually or with your entire team. Meet colleagues in facilities or health systems like yours, or meet peers working in systems that are vastly different than your own to expand your knowledge, reach, and impact of our profession.

Participate in Professional Development: Attend the 2018 Annual Conference which is one of the many educational offerings designed specifically by physician liaisons for physician liaisons. It doesn't get any better than learning from the best and brightest of those in your own profession. AAPL also offers two regional one-day workshops and a robust webinar series.

WE GRATEFULLY ACKNOWLEDGE OUR CONFERENCE SPONSORS

DIAMOND LEVEL



Tea Leaves Health, a Welltok Company, is focused on delivering business intelligence solutions for the healthcare industry. With enterprise software empowered by data and decades of experience in healthcare business development and marketing, our team has unrivaled expertise in helping health systems prioritize efforts to maximize profits and experience service-line and strategic growth. Learn more at tealeaveshealth.com.

PLATINUM LEVEL



IQVIA is a leading global provider of information, innovative technology solutions, and data services dedicated to using analytics and science to help healthcare stakeholders find better solutions for their patients. Solutions such as our proven Physician Insights 360™ platform are powered by the IQVIA CORE, which combines big data, advanced technology, analytics, and extensive healthcare industry knowledge. IQVIA was formed through the merger of IMS Health and Quintiles. Learn more at iqvia.com/usproviders.



Marketware's relationship management and analytics technology strengthens your competitive advantage and generates new growth opportunities. With years of proven experience, Marketware is trusted by health systems across the United States looking to target, track, and trend their market share. Visit Marketware.com to learn more.



Sg2 is the industry authority on health care trends, insights and market analytics. Our unique integration of analytics and expertise helps organizations develop sustainable growth strategies that create an effective System of CARE and ensure market relevance. Visit Sg2.com for more information.

GOLD LEVEL



Tiller-Hewitt Healthcare Strategies is "all things" Physician Liaison! For almost 20 years, Tiller-Hewitt has worked nationally with liaison programs of all shapes and sizes in hospitals, health systems, and physician groups. From implementing/assessing/refreshing successful strategic liaison programs to offering a robust provider onboarding and navigation program, sales training, and our PRM tool - TrackerPLUS. We are your Partner in Success! Visit tillerhewitt.com for more information

2017-2018 AAPL BOARD OF DIRECTORS

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Gail A. Chellis

Sr. Business Development Specialist
St. Anthony's | Mercy
St. Louis, Missouri



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