

Continental Breakfast / New Member Ice Breaker Breakfast Grand Ballroom B  
7:15 a.m. - 8:15 a.m.

Opening Remarks Grand Ballroom C  
8:15 a.m. - 8:30 a.m.

8:30 a.m. - 9:30 a.m.  
Opening Keynote: The R<sup>3</sup> Effects of Change Management Grand Ballroom C  
Tamekia MizLadi Smith, EDU Arts, LLC

9:30 a.m. - 10:00 a.m.  
REFRESHMENT BREAK / VISIT EXHIBITS  
GRAND BALLROOM B

LIAISON BEST PRACTICES BREAKOUT - PART I

10:00 a.m. - 10:50 a.m.  
Liaison 2.0 - Taking Your Game to the Next Level Venezia  
Trent Hickes, Cone Health

Unique Strategies in a Competitive Market Grand Ballroom C  
Gus Abt, University of Utah Health

Expanding Access Across a Large Geographic Footprint Murano  
Maegan Vidal, Randall Children's Hospital at Legacy Emanuel

DIAMOND SPONSOR PRESENTATION Grand Ballroom C

10:50 a.m. - 11:40 a.m.  
The Data that Binds: Understanding and Using Claims Data to Unify Disparate Markets  
Ty Tillery, Welltok  
James Finnen, Baylor Scott & White Health



11:40 a.m. - 12:45 p.m.  
GROUP LUNCHEON  
GRAND BALLROOM B

LIAISON BEST PRACTICES BREAKOUT - PART II

12:45 p.m. - 1:35 p.m.  
The Power of Preparation and Playing Dumb - Craft Messaging to Uncover Big Opportunities Murano  
Darren Burch, Legacy Health System

Reaping the Benefits of a More Value Focused Physician Relationship Grand Ballroom C  
Tracie L. Fillerup, Intermountain Healthcare  
Patrick B. Gallagher, Intermountain Healthcare

MANAGER/DIRECTOR IMMERSION  
Physician Relations Leader Intensive Venezia  
Kriss Barlow, Barlow/McCarthy  
Susan Boydell, Barlow/McCarthy

PHYSICIAN DISCUSSION PANEL

1:45 p.m. - 3:15 p.m.  
Our Value, Their Value... A Candid Discussion with Doctors about Liaison Visits and Life from their Side of the Stethoscope Grand Ballroom C  
Jonathan Barlow, MD, Orthopedic Surgeon, Mayo Clinic  
Daniel Chappell, DO, Family Practice Physician, Ogden Clinic  
Marcus D. Mazur, MD, Neurosurgeon, University of Utah

3:15 p.m. - 3:45 p.m.  
REFRESHMENT BREAK / VISIT EXHIBITS  
GRAND BALLROOM B

PLATINUM SPONSOR PRESENTATION Grand Ballroom C

3:45 p.m. - 4:15 p.m.  
The Next Frontier: Helping Providers Push the Boundaries of Practice Development  
Carrie Bennett, Marketware  
Teri Mobley, Augusta University Health



4:15 p.m. - 5:30 p.m.  
Surviving and Thriving with your Multigenerational Team Grand Ballroom C  
Dixie Weber, Family to Family Support Network

5:30 p.m. - 6:30 p.m.  
COCKTAIL RECEPTION  
CENTER COURTYARD

THURSDAY, JUNE 27, 2019

Continental Breakfast / Mentoring Mingle Grand Ballroom B  
7:00 a.m. - 8:00 a.m.

AAPL Membership Business Meeting Grand Ballroom C  
8:00 a.m. - 8:30 a.m.

8:30 a.m. - 9:30 a.m.  
Opening Keynote: Current State of Healthcare Grand Ballroom C  
Susan R. Bailey, MD, American Medical Association

9:30 a.m. - 10:00 a.m.  
REFRESHMENT BREAK / VISIT EXHIBITS  
GRAND BALLROOM B

DEVELOPMENT TRACT - PART I

10:00 a.m. - 11:00 a.m.  
NEW LIAISON  
Top 10 Questions New Liaisons are Afraid to Ask - But Need to Know Murano  
Beverly Fox-Bray

MANAGER / DIRECTOR IMMERSION  
Leadership and Skill Development Strategies Venezia  
Lisa Moore, UNC Health Care

EXPERIENCED LIAISON  
Top Field Challenges and Techniques You Can Try Tomorrow Grand Ballroom C  
Susan Boydell, Barlow/McCarthy

DEVELOPMENT TRACT - PART II

11:00 a.m. - 12:00 p.m.  
NEW LIAISON  
The Perfect Formula: Marketing Strategy + Outreach = Increased Volume and Loyalty Murano  
Jill Coyle, MaineHealth Cancer Care Network

MANAGER / DIRECTOR IMMERSION  
You Need Them More Than They Need You Venezia  
Matthew Hughes, Nationwide Children's Hospital

EXPERIENCED LIAISON  
Leadership is Not a Title Grand Ballroom C  
Holly Aldridge, Cook Children's Healthcare System  
Nate Stark, Cook Children's Healthcare System

# THURSDAY, JUNE 27, 2019 CONTINUED

12:00 p.m. - 12:30 p.m.	<p><b>PLATINUM SPONSOR PRESENTATION</b> Grand Ballroom C</p> <p><b>Cape Regional Health System Case Study - How a Small Community Health System is Leveraging Big Data for Targeted Outreach and Recruitment and Generating Service Line Growth</b></p> <p><i>Aviva Zupancic, IQVIA</i> <i>Mike Slusarz, Cape Regional Health System</i></p>	<p>IMS Health &amp; Quintiles are now</p> 	<p>12:30 p.m. - 1:30 p.m.</p> <p><b>GROUP LUNCHEON</b> <b>GRAND BALLROOM B</b></p>
1:30 p.m. - 2:00 p.m.	<p><b>PLATINUM SPONSOR PRESENTATION</b> Grand Ballroom C</p> <p><b>Doing More with Less - Leveraging Traditional and Innovative Marketing Activities</b></p> <p><i>Trina A. Olson, Multicare Deaconess Hospital</i> <i>Akash Trivedi, SymphonyRM</i></p>		
2:00 p.m. - 2:30 p.m.	<p><b>LIAISON BEST PRACTICES - PART III</b></p> <p><b>EpicCare Link: Provider Connectivity through Physician Relations</b> Murano</p> <p><i>Deidre M. Weber, Spectrum Health</i></p> <p><b>Reducing Referral Leakage with Analytics</b> Grand Ballroom C</p> <p><i>Robert Perkins, Intermountain Healthcare</i></p>	<p><b>Examine Ways to Bolster Your Competitive Edge</b> Venezia</p> <p><i>Jeannelle Preciado, La Peer Health Systems</i></p>	
2:30 p.m. - 3:00 p.m.	<p><b>LIAISON BEST PRACTICES - PART IV</b></p> <p><b>Liaisons and Marketing: How to Make the Marriage REALLY Work</b> Grand Ballroom C</p> <p><i>Deborah Scheetz, Dayton Children's Hospital</i> <i>Nancy Herin, Dayton Children's Hospital</i></p> <p><b>Traveling CME: A Physician Engagement Trail</b> Venezia</p> <p><i>Gabriel Flores, Oregon Health &amp; Science University</i></p>	<p><b>Fast Track Your Reporting &amp; Tracking in the Field to Build a Highly Engaged Physician Liaison Marketing Program</b> Murano</p> <p><i>Kelley Knott, Kelley Knott LLC</i> <i>Justin Knott, Infectious Disease Consultants of Georgia</i></p>	<p>3:00 p.m. - 3:30 p.m.</p> <p><b>REFRESHMENT BREAK / VISIT EXHIBITS</b> <b>GRAND BALLROOM B</b></p>
3:30 p.m. - 4:15 p.m.	<p><b>From Liaison to Leader: Lessons Learned on the Journey</b> Grand Ballroom C</p> <p><i>Lauren Dudley, John Randolph Medical Center</i> <i>Cameron M. McGregor, Ms. Medicine</i> <i>Facilitator: Tammy Tiller-Hewitt, Tiller-Hewitt HealthCare Strategies</i></p>		
4:15 p.m. - 5:00 p.m.	<p><b>Intermountain Outreach Services: Combining Strategy and Vision to Deliver Results</b> Grand Ballroom C</p> <p><i>Jim Sheets, Intermountain Healthcare</i></p>		

# FRIDAY, JUNE 28, 2019

7:15 a.m. - 8:00 a.m.	<p><b>Continental Breakfast</b> Grand Ballroom B</p>	<p><b>Announcements</b> Grand Ballroom C</p> <p>8:00 a.m. - 8:15 a.m.</p>	
8:15 a.m. - 9:00 a.m.	<p><b>Why - Discover Yours!</b> Grand Ballroom C</p> <p><i>Tammy Tiller-Hewitt, Tiller-Hewitt HealthCare Strategies</i></p>		<p>9:00 a.m. - 9:30 a.m.</p> <p><b>REFRESHMENT BREAK / VISIT EXHIBITS</b> <b>GRAND BALLROOM B</b></p>
9:30 a.m. - 10:30 a.m.	<p><b>LIAISON / MANAGER DISCUSSION PANEL</b></p> <p><b>Tract I - Liaison Panel</b> Grand Ballroom C</p> <p><i>James Finnen, Baylor Scott &amp; White</i> <i>Loren Van Ostrand, Yale Medicine</i> <i>Annie Pankiewicz, Seattle Cancer Care Alliance</i></p>	<p><b>Tract II - Manager Panel</b> Venezia</p> <p><i>Gabriel Flores, Oregon Health &amp; Science University</i> <i>Michelle McMillan, Children's Mercy</i> <i>Ellen Steward, Manager, Brigham and Women's Hospital</i></p>	
10:30 a.m. - 11:15 a.m.	<p><b>AAPL BENCHMARKING SURVEY RESULTS</b> Grand Ballroom C</p> <p><i>Gail Chellis, Benchmarking Survey Chair</i> <i>Kriss Barlow, Barlow/McCarthy</i> <i>Mary Barber, Tiller-Hewitt Healthcare Strategies</i></p>		
11:15 a.m. - 11:30 a.m.	<p><b>CLOSING REMARKS - PASSING OF THE GAVEL: WELCOME TO OUR 2019 - 2020 PRESIDENT</b> Grand Ballroom C</p> <p><i>Tom Anderson - AAPL President</i> <i>Sara Miller - AAPL President-Elect</i></p>		