Friday, February 20, 2015
Meetings in the Empire Builder Room, Helena Great Northern Hotel

7:00 am **Breakfast** Location: Oriental ABC — Bring complimentary buffet breakfast from your hotel stay; continental breakfast also available in Oriental Room

**Learning Session** Location: Empire Builder

7:45 am: Brief Welcome by Jean Branscum, Executive Vice President, MMA

8:00 am — 10:15 am: Strategic Communications: How to Tell Medicine’s Story
Brenda Peterson, President and CEO, The Wendt Agency
Carol Kruger, Senior Vice President, The Wendt Agency

10:30 am — 11:00 am: State Legislative and Regulatory Processes; and
Kiely Keane, Esq., Crowley Fleck, MMA Lobbyist, Helena
Carter Beck, M.D., President, Montana Medical Association
Jean Branscum, Executive Vice President, Montana Medical Association

11:00 am: MMA Membership Welcome by President Carter Beck
Location: Empire Builder

11:10 — 11:40 am: Advocating for Physicians & Quality Health Care
Location: Empire Builder
Facilitator: Jean Branscum, Executive Vice President, MMA
Speakers: Carter E. Beck, M.D., President, MMA
William S. Gallea, M.D., Chair, MMA Legislative Comm.
Kiely Keane, Esq., Crowley Fleck, MMA Lobbyist

11:45 am — 12:40 pm: Luncheon: Health Care Policy Priorities
Location: Oriental Ltd.
Facilitator: Carter E. Beck, M.D., President, MMA
Panel: Senate President Debby Barrett (R), Senate Minority Leader Jon Sesso (D), House Minority Leader Chuck Hunter (D), House Human Services Committee Chair Art Wittich (R)

12:40 pm: Meeting Adjourns
12:45 pm: Bus Leaves for the Capitol

1:00 — 5:00 pm Legislative Session Activities (See Group Schedule)

4:15 & 5:15 pm Bus to Great Northern will be available at both times
6:00 pm Bus to Green Meadow Country Club for Reception & Dinner

6:15 pm Reception

7:00 pm—9pm: Dinner with Legislators
“Know Your Dose: Addressing Prescription Drug Abuse and Diversion in Montana”
Marc C. Mentel, D.O., MMA Prescription Drug Abuse Reduction Committee Chair
Saturday, February 21, 2015
Meetings in the Empire Builder Room, Helena Great Northern Hotel

7:00 am — 8:00 am: Breakfast and Small Group Projects
Location: Empire Builder Room — Bring complimentary buffet breakfast from your hotel stay

8:00 am — 12:00 pm: Advanced Critical Thinking Skills
Wendy Samson, FutureSYNC, International
Shaun Gillis, M.D., 2014 Physician Leadership Effectiveness Program graduate, Bozeman Deaconess Health Group, Bozeman

12:00 pm — 1:15 pm: Lunch with MMA Board of Trustees
Location: Oriental Room
“The Physician Profession in Montana and the Role of Organized Medicine”
Carter Beck, M.D., President, Montana Medical Association
Pepper Henyon, M.D., Bozeman Deaconess Health Group
Shaun Gillis, M.D., Bozeman Deaconess Health Group

1:15 pm — 3:15 pm: Advanced Critical Thinking Skills, continued
Wendy Samson, FutureSYNC, International

3:15 pm — 3:30 pm: Wrap-Up
Jean Branscum, MMA Executive Vice President

Overall Goal
At the conclusion of this program participants should be able to influence health care policy, lead effectively in the changing health care delivery systems, and build solutions to the current challenges facing health care in Montana.

The Montana Physician Leadership Institute
This activity has been planned and implemented in accordance with accreditation requirements of the Accreditation Council for Continuing Medical Education through the joint providership of Colorado Medical Society and Montana Medical Association. Colorado Medical Society is accredited by the ACCME to provide continuing medical education for physicians.

Colorado Medical Society designates this live activity for a maximum of 84.75 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Disclosure
The content of this CME activity does not relate to any product of a commercial interest as defined by the Accreditation Council for Continuing Medical Education, therefore neither the planners nor the faculty have any financial conflicts of interest for CME purposes.