



MMA Physician Leadership Effectiveness Program

Accreditation Statement

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.



Agenda

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



Agenda

Saturday, February 21, 2015

Meetings in the Empire Builder Room, Helena Great Northern Hotel

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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 Henryon, 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