



FREE TO CARE

Healthcare Professionals &
Legislators Conference

April 1, 2019
Library of Congress
Jefferson Building Members Room



#FreeToCare

AGENDA

Arrival, Meet & Greet: 8:30-9:00

Invocation: 9:00

Pastor Stephan Broden

Welcome and Intro

Acknowledgment of elected, appointed officials

Acknowledgment of patient and physician advocacy groups

Update from the Hill

Each session below has several speakers with 10-15 min presentations followed by 20 min Q & A for each session

1. Drug Pricing & Non-Medical Switching: 9:15-10:45

Robert Campbell, MD

President Central PA Anesthesia, Chairman, Co-founder Physicians Against Drug Shortages, Pennsylvania Delegate American Society of Anesthesiologists

David Balto, Esq

Coalition to Protect Patient Choice

Stacey Worthy, Counsel

Aimed Alliance

Mark Willcoxon, MBA/HCM

CEO HWH Living LLC (formerly Optum)

Rosemary Gibson

Hastings Institute, author of China Rx

Panel discussion led by Dr. Campbell

2. Care for the Underserved: 10:45-11:45

Andy Mangione

Vice President of Association of Mature American Citizens

Marion Mass, MD

Practicing Physicians of America

Panel discussion led by C.L. Gray

AGENDA

3. HSA Reform/Direct Care: 11:45- 12:45

Kimberly Legg Corba, DO, CHCO

Green Hills Direct Family Care, DPC Action, Pennsylvania DPC Association

Venu Julapalli

Integral Gastroenterology Center, P.A., Founder of Health 3.0 movement

Beverly Gossage

Founder and President of HSA Benefits Consulting

Panel discussion of above speakers joined by David Balat

Lunch 12:45-1:30

4. Transparency: 1:30-2:30

Randy Brinson, MD

Political Activist

William Grant, MD

Monticello Community Surgery Center, Free Market Medical Association

Panel discussion, above speakers joined by C.L Gray, M.D.

5. Physician Shortage: 2:30-3:30

Kris Held, MD

Ophthalmic Surgeon

Sheila Page, DO

President of the Texas Chapter American Association of Physicians & Surgeons

Twila Brase, RN

Citizens Council for Health Care Freedom

Peggy Tighe, Esq

Principal of Powers Law

Nicole Johnson, MD

Physicians For Patients

Panel discussion led By Dr. Held following the 5 speakers

WHY ARE WE HERE?

Healthcare's cost and access now sit atop the list of worries for American households.

In years past, the political debate over the best economic approach for American healthcare centered on the autonomy of the patient and physician when making the big decisions. Who would make them? Who controlled the complex process out of which those decisions emerged? Was it the patient, in consultation with the physician? Or was it the insurer? Or would it be an agency of the state government? Or even an agency of the federal government?

The focus of that debate has now been blurred.

As insurance premiums and deductibles have risen, and as the costs for prescription medications have soared, cost has now appropriately supplanted autonomy as the primary worry of the patient. After all, if the sick cannot pay their hospital bills, or must ration (or even forgo) essential medications because they are unaffordable, why worry about autonomy and the complexities of process?

Simple access to medication, to doctors, to tests, to medical devices, and to hospital beds when they are needed will always take precedence over medical decision-making.

With the blurring of the focus in the debate, we are seeing the kind of worry characteristic of an underdeveloped country's healthcare system rise to the top of the list here in the United States.

As costs soar and dollars are relentlessly wasted in countless, hidden ways, access to care is progressively narrowed to the point that, for some, it is choked off. This is the root cause for why we discuss the issue of pre-existing conditions.

At the heart of the matter, we have the patient and the physician. Yet they have little control over the costs and the waste. In some cases, we have even reached the absurdity of physicians sometimes being precluded by the rules of the game from tending to the sick, the very people they swore to protect.

Free to Care is for both patient and doctor. Doctors want to practice medicine and patients want to care for themselves and their families. We seek to unshackle those from the restraint of regulation that have been hindered from these freedoms.

PANELISTS



ROBERT CAMPBELL, MD

Dr. Bob Campbell graduated from the University of Maryland with a degree in Biochemistry in 1984. He attended University of Maryland School of Medicine and completed a residency in Anesthesiology at Penn State University Medical Center in Hershey PA.. He is ABMS certified in both Anesthesiology and Pain Management. Dr. Campbell practices in Lebanon, Pennsylvania. In 2011 he founded Physicians Against Drug Shortages (PADS) which advocates for reform of the healthcare supply chain. PADS currently has bills prepared for introduction in both the House and the Senate bills that will repeal the safe harbor for kickbacks in the healthcare supply chain. In addition to his involvement with Physicians for Reform, Dr. Campbell is Past President of the Pennsylvania Society of Anesthesiologists and is currently Pennsylvania Delegate to the American Society of Anesthesiologists.



DAVID BALTO, ESQ

@DavidABalto

David Balto is an antitrust lawyer with over thirty years of experience in promoting competition and protecting consumers. During the late 1990s, he served as the Policy Director of the Bureau of Competition of the Federal Trade Commission (1998-2001) and attorney advisor to Chairman Robert Pitofsky (1995-1997). In these positions, he was a senior advisor in all aspects of the FTC's merger and non- merger enforcement program. Mr. Balto has also testified four times before Congress and before over a dozen state legislatures on the need for greater PBM regulation and accountability, and he served as an expert witness for the State of Maine regarding its PBM legislation. His website, PBM Watch, is an excellent source of information on PBMs.

PANELISTS



STACEY WORTHY, ESQ @StaceyLWorthy

Stacey L. Worthy, Esq. is Counsel to Aired Alliance, a not-for-profit organization that works to protect and enhance the rights of health care consumers and practitioners. She provides unique legal insight through research and analysis of laws, regulations, and legislation; assists with advocacy initiatives; offers policy analysis and drafting; and supports coalition-building efforts of allied organizations focused on advancing common goals. She is also a Partner at DCBA Law & Policy where she counsels members of the health care industry, small businesses, and not-for-profits. She earned her Juris Doctorate degree from the George Mason School of Law, and graduated magna cum laude from Boston's Suffolk University.



MARK WILLCOXON, MBA/HCM

Mark Wilcoxon has over 40 years' experience in Pharmaceutical and Healthcare trend analytics. He consulted for UnitedHealth, Ingenix, Aetna, OptumRx, Optum Medical, and Various BlueCross plans across over a dozen states. He has also participated in a healthcare reform panel under Senator Hatch in 2002 and has been active in promoting the patient to physician relationship ever since.



ROSEMARY GIBSON @Rosemary100

Rosemary Gibson is an award-winning author of *China Rx: Exposing the Risks of America's Dependence on China for Medicine*. Ms. Gibson is a Senior Advisor at the Hastings Center and perspectives Editor at JAMA Internal Medicine. She is the recipient of the highest honor from the American Medical Writers Association for her contributions to the public's interest in reporting on critical health care issues. She has given grand rounds and presentations at hundreds of hospitals, most recently as Visiting Professor at the Cleveland Clinic to discuss the influx of substandard drugs from China in the legitimate supply chain and the impact on doctors and patients.

PANELISTS



ANDY MANGIONE @AmacCapitolHill

Andy Mangione is a passionate advocate for older Americans and has put this passion into practice as a key member of AMAC's leadership team. He joined AMAC in 2012 after obtaining a firsthand look at the organization's mission, serving as AMAC's Vice President – Government Relations and leading much of AMAC's legislative and governmental interaction in the nation's capital through 2014. In his current role as Vice President, Assistant to the President, he is tasked with leading business development opportunities, leveraging the Association's strength in insurance and fostering other healthcare initiatives. He also supports the membership through healthcare advocacy and represents AMAC as a national spokesperson.



MARION MASS, MD @mass_marion

Dr. Marion Mass, graduated from Duke University Medical School, and trained in pediatrics at Northwestern University. She has practiced in suburban Philly for almost 20 years in hospital, outpatient and urgent care settings. She is the co-founder of Practicing Physicians of America and serves on the board of the Bucks County Health Improvement Partnership, and the editorial board of Bucks County Courier Times, Doylestown Intel, she is a Pennsylvania Medical Society delegate.



C.L. GRAY

Dr. C. L. Gray is a nationally known writer, speaker, and board certified physician who continues to practice hospital medicine and critical care in western North Carolina. Now in its second printing, his book, *The Battle for America's Soul*, explores the underpinnings of the culture war that savages our great nation. In the book's foreword, Reid Buckley, brother of William F. Buckley, notes Gray's book was one of the most important books written in the past 25 years. In 2006 Dr. Gray founded Physicians for Reform, a non-profit dedicated to preserving patient-centered healthcare.

PANELISTS



KIMBERLY LEGG CORBA, DO, CHCO

Dr. Corba is a board-certified family physician and the owner of Green Hills Direct Family Care. Dr. Corba attended Muhlenberg College where she earned her B.S. in Biology/Natural Sciences in 1985. In 1993 she graduated from the Philadelphia College of Osteopathic Medicine where she also completed her residency in 1997. In January 2016, Dr. Corba successfully transitioned her thirteen year-old well-established, solo, independent, insurance-based office to DPC. She is an early innovator and national leader in Direct Primary Care. She has been a national speaker and has testified publicly at the state level on behalf of DPC. She has participated in numerous meetings about innovation in health care delivery with state and federal lawmakers and leaders of federal government agencies.



venu JULAPALLI @venuJMD

Dr. Venu Julapalli is founder and president of Integral Gastroenterology Center, P.A., in Houston, Texas, the first direct care gastroenterology practice of its kind in the country. He is the co-founder of the Health 3.0 movement, whose mission is to consciously co-evolve the practice of medicine. Having lived all over the South, Venu graduated as valedictorian of his high school class in Houston. He entered Stanford University as a National Merit Scholar. He graduated in three years with a B.S. with Distinction in Biological Sciences. He was elected a member to Phi Beta Kappa. He completed medical school at Baylor College of Medicine in Houston, Texas, with election to Alpha Omega Alpha. He underwent medical training in internal medicine and gastroenterology at Baylor College of Medicine, where he continues to serve as a volunteer clinical instructor.

PANELISTS



BEVERLY GOSSAGE @bghsa

Beverly Gossage is a former educator with 15 years' experience as a health insurance agent licensed in nearly half the states and founder and President of HSA Benefits Consulting. She is a respected national expert on health care policy-related issues and a sought-after speaker for such groups as State Policy Network, ALEC, NCSL, Chambers of Commerce, NAHU, AAPS, conservative and libertarian think tanks and the NFIB. She was a research fellow for Show Me Institute and serves on the advisory board for Doctors and Patients Medical Association (DPMA) and is a Senior Fellow for Independent Women's Voice. She received national recognition as an innovator in consumer driven health care.



DAVID BALAT @DavidBalatHC

David Balat is currently the Director of the Right on Healthcare initiative with Texas Public Policy Foundation. He has a broad base of experience throughout the healthcare spectrum with special expertise in healthcare finance. He is a former Congressional Candidate in Texas'2nd Congressional District and a seasoned hospital executive with more than 20 years of healthcare industry leadership and executive management experience. Much of his background in leading multifaceted organizations and revitalizing complex facilities in financial distress has given him the reputation as an industry expert. David uses his unique perspective to counsel members of U.S. Congress and the State of Texas House of Representatives as their healthcare advisor. He is a published Op-Ed columnist and an active speaker and commentator on matters of health policy.



WILLIAM GRANT, MD

Dr. William Grant is an Orthopaedic Surgeon in Charlottesville, Virginia who coordinated efforts with his physician partners to develop a transparent pricing-based outpatient Surgery Center within a Certificate of Need state. Monticello Community Surgery Center had its origin as a 50% partnership between a community Hospital and local surgeons in 2003. In 2011, the center went on to be entirely physician owned and developed a transparent pricing model, publishing their global prices online at moticellosurgery.com. He is the previous MCSC Board Chair, conducts his surgical procedures at the center and is a member of the Free Market Medical Association.

PANELISTS



RANDY BRINSON, MD @DrRandyBrinson

R. Randolph Brinson is a political activist and physician sub-specializing in gastroenterology from Montgomery, Alabama. He grew up in Jacksonville, Florida and went to boarding school in South Carolina, where he worked on the successful gubernatorial campaign of James Burrows Edwards. After attending the Medical College of Georgia he was a resident at the University of Florida College of Medicine. He completed his gastroenterology fellowship back at the Medical College of Georgia, then moved to Alabama. From 1987 to 1989 Brinson was staff gastroenterologist at Maxwell Air Force Base and then went into private practice. In the late 1990s he advised governor of Alabama Fob James on health-care issues and helped found the Christian music radio network WAY-FM. He serves on the state board of the Fellowship of Christian Athletes, and the Board of Trustees for the University of Mobile.



KRIS HELD, MD @kksheld

Kristin Story Held, M.D. is a board-certified ophthalmologist and ophthalmic surgeon. Following her internship in internal medicine and residency in ophthalmology, Dr. Held joined the faculty at the University of Texas Health Science Center at San Antonio where she taught residents and medical students and served as Director of the County Ophthalmology Clinic. She maintains an academic affiliation as a Clinical Professor in the Department of Ophthalmology. For the past 20 years she has been in private practice in San Antonio. On October 1, 2015 her practice became completely third party free, including opting out of Medicare, and she has developed a direct surgery and patient care model.

PANELISTS



SHEILA PAGE, DO @sp_osteo

Dr. Sheila Page is board certified in Neuromusculoskeletal medicine and Osteopathic manipulative Therapy and treats a wide spectrum of patient from the newborn to the elderly, including patients with irreversible and terminal illness. She currently serves as President of the Texas Chapter of the Association of American Physicians and Surgeons. She has served on multiple committees and is president of District II of the Texas Osteopathic Medical Association. She is a delegate for the American Osteopathic Association HOD and served on the Professional Affairs Reference Committee in 2018. She is the founding Chair of the Fort Worth Osteopathic Study Group.



TWILA BRASE, RN @twilabrase

Twila Brase is president and co-founder of the Citizens' Council for Health Freedom (CCHF), a national patient-centered organization supporting health care choices, individualized patient care and medical and genetic privacy. She is author of the book *Big Brother in the Exam Room: The Dangerous Truth About Electronic Health Records*, which was released in July 2018—with nearly 1,000 copies already sold. *Modern Healthcare* named her #75 on their 2009 "100 Most Powerful People in Healthcare" list. Her efforts led to a federal law requiring parental consent for research using newborn DNA, a viral CCHF refusetoenroll.org billboard campaign, a national "Refuse to Sign the HIPAA Form" privacy campaign, successful parent lawsuits against government storage, use, and sharing of "Baby DNA" without consent, and a free-market initiative called The Wedge of Health Freedom, found at JoinTheWedge.com. She received the "Freedom of Informed Choice" award at the 2014 Sacred Fire of Liberty Gala in Maryland, and the 2013 Eagle Forum's Eagle Award for Minnesota.

PANELISTS



PEGGY TIGHE

Dr. Nicole M. Johnson is a practicing pediatrician in Cleveland, Ohio. She received her medical degree from Case Western Reserve University School of Medicine and is certified by the American board of Pediatrics and the National Board of Physicians and Surgeons in General Pediatrics and Pediatric Critical Care Medicine. Dr. Johnson is the President and Co-founder of PHYSICIANS FOR PATIENTS, a grassroots organization that champions physician-led care and fights against the unsupervised practice of medicine by non-physicians. She is passionate about lowering the cost of medical care for all Americans, solving the physician shortage, and ending mandatory Maintenance of Certification®.



NICOLE M. JOHNSON, MD

Peggy Tighe deciphers and interprets highly complex healthcare matters and translates them into action. She teams with health systems, patient groups, and provider organizations to develop persuasive policy arguments and strategies to influence Congress and relevant agencies, creating change to protect and support providers and the patients they serve. Peggy focuses her practice on lobbying, coalition building, and coordinating media relations. She has spent her career understanding the complex policy problems that health systems, patient groups and provider organizations face, and influencing federal policy and decision making on their behalf.

NOTES

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On behalf of the Free To Care conference we sincerely thank all of our wonderful sponsors, speakers, and attendees. This event would not have been a success without you all.

ΣPPA



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for
Reform

