

**7th Annual
Urology Joint Advocacy Conference
Sunday, March 4 – Tuesday, March 6, 2012
Hyatt Regency Washington on Capitol Hill
Washington, DC**

Schedule is subject to change

SUNDAY, MARCH 4, 2012

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|------------------------------|---|
| 8:00 a.m. | UROPAC Board of Directors Meeting
<i>(Board Members Only)</i> |
| 11:45 a.m. | Welcome Luncheon
Introductory Remarks:
<i>Sushil S. Lacy, MD, AUA President</i>
<i>Arthur E. Tarantino, MD, AACU President</i>
<i>Steven M. Schlossberg, MD, AUA Health Policy Council Chair</i> |
| 12:00 p.m. | Keynote Address |
| 12:45 p.m. | Break |
| 1:30 p.m. | Presenting the “Asks”
<i>A review of Coalition Issue Briefs, Congressional “Asks”
and Effective Communication</i> |
| 2:30 p.m. | Healthcare System and Medicare Reform
<i>Member of Congress</i> |
| 3:00 p.m. | Break |
| 3:15 p.m. | In Office Ancillary Exception:
Leveraging Data to Support Advocacy Efforts |
| 4:15 p.m. | Urology Workforce Issues |
| 5:00 p.m. | Session Concludes |
| 6:00 p.m. – 7:00 p.m. | Welcome Reception |

MONDAY, MARCH 5, 2012

- 7:00 a.m.** **Breakfast**
- 8:00 a.m.** **UROPAC Update**
Gary Kirsh, MD, UROPAC Chair
Lawrence Jones, MD, UROPAC Vice Chair
- 8:30 a.m.** **Reasoning Behind the USPSTF Recommendation**
Michael L. LeFevre, MD, MSPH
Co-Vice Chair, USPSTF; Director of Clinical Services and
Chief Medical Information Officer, University of Missouri Health Care
- 9:45 a.m.** **A Call to Action – New Jersey Resolution on PSA**
- 10:15 a.m.** **Break**
- 10:30 a.m.** **Healthcare System and Medicare Reform**
Member of Congress
- 11:00 a.m.** **Outlook on Health Exchanges**
Sonya Schwartz, JD
Project Director of State Reform, National Academy for State Health Policy
- 11:45 a.m.** **Break**
- 12:00 p.m.** **UROPAC Luncheon**
Charlie Cook
Editor and Publisher, The Cook Political Report;
Columnist, National Journal
- 1:00 p.m.** **Break**
- 1:30 p.m.** **Russell Carson Memorial Lecture**
Congressman Tom Price, MD (R-GA)
- 2:00 p.m.** **Congressional Staff Panel**
- 3:30 p.m.** **Break**

3:45 p.m.	Advocacy Training <i>Soapbox Consulting</i>
4:45 p.m.	Session Ends
5:30 p.m.	UROPAC \$535 Club*
6:00 p.m.	UROPAC Reception

TUESDAY, MARCH 6, 2012

8:00 a.m.	Breakfast
9:00 a.m. – 5:00 p.m.	Congressional Office Visits
12:00 p.m.	Luncheon on Capitol Hill
5:00 p.m.	Conference Concludes

**Congressional benefactors are invited. For more information, contact Joe Arite at joe@wjweiser.com or Alex Bardakh at abardakh@auanet.org*