Minnesota Health Policy & Advocacy Conference

Vision: The MMA Policy Council’s Health Policy & Advocacy Conference is Minnesota’s preeminent conference dedicated to education and discussion of the key health policy issues affecting medicine in Minnesota.

Format:
- 1-2 keynote speakers
- 3-4 policy forums/sessions on timely and relevant topics
  - Education/information on topics from trusted resource/expert
  - Opportunity for dialogue
  - Ability to provide input and comment for consideration by MMA Policy Council
    - Use of audience response system, as relevant

Audience:
- Physicians (primary)
- Other health care professionals
- Physician practice administrators
- Health policy professionals
- Advocacy/government relations professionals
- Policy makers

Planning Input:
- Identify 2-3 potential topics
  - Applicable to many physicians
  - Important, relevant, timely, and/or controversial
  - Will generate attendance
  - Are issues on which MMA could engage

- Identify 2-3 potential speakers
  - Have link to policy/advocacy work
  - Who docs would pay to hear speak
  - Strong, informative, and/or inspiring speaker