



**Georgetown University
Health Policy Institute**
**CENTER FOR CHILDREN
AND FAMILIES**

Opportunity Knocks: Opening the Door to Coverage

**Washington Marriott
1221 22nd Street NW
Washington, DC 20037**

July 30-August 1, 2013

Agenda

Tuesday, July 30

9:00-11:00 am	<p>Medicaid/CHIP 101 (Optional) Room: West End Ballroom Salon CDE</p> <p>Medicaid and the Children's Health Insurance Program (CHIP) are the backbone of health coverage for children and families. Some of us may be new to the world of children's coverage, or some of us just may need a refresher on the basics of Medicaid and CHIP. This session will give an overview of the history, structure, services provided, and financing of Medicaid and CHIP.</p> <p><i>Speakers: Georgetown University Center for Children and Families</i></p>
12:00-1:30 pm	<p>Welcome and Lunch Room: West End Ballroom Salon CDE</p> <p><i>Speakers: Joan Alker and Wesley Prater, Georgetown University Center for Children and Families Liane Wong, The David and Lucile Packard Foundation Kimberley Chin, The Atlantic Philanthropies</i></p>

1:30-3:00 pm	<p>Health Policy in 2013: A Look at the Big Picture Room: West End Ballroom Salon CDE</p> <p>The Affordable Care Act is about to become a reality! Additionally, tough budget issues remain and the political environments at the federal and state levels surrounding the politics of health reform continue to be more divisive than ever, in some ways. This opening plenary session will feature key health policy experts who will provide us with a look at the big picture, a political overview of where we are today, and the future of children's coverage.</p> <p><i>Speakers: Judy Feder, Georgetown University Public Policy Institute and The Urban Institute Kelly Whitener, Professional Staff Member, Senate Finance Committee, Washington, DC John Bouman, Sargent Shriver National Center on Poverty Law</i></p> <p><i>Moderator: Joan Alker, Georgetown University Center for Children and Families</i></p>
3:00-3:15 pm	<p>Break</p>
3:15-5:00 pm	<p>Will States Be Ready to Open the Door in 2014? Room: West End Ballroom Salon CDE</p> <p>Millions of people will gain access to health insurance for the first time in 2014 and others will experience new benefits and protections. Yet questions remain about how smoothly this transition will go. Will states have their eligibility and enrollment systems ready to help people enroll? Will applying for affordable health coverage be fast and easy for families? This session will dive into the details about the challenges and opportunities that lie ahead for health reform implementation and how state advocates can continue to help ensure that children and families don't fall through the cracks.</p> <p><i>Speakers: Jessica Kahn, Center for Medicaid and CHIP Services, Centers for Medicare and Medicaid Services Jocelyn Guyer, Manatt Health Solutions Jill Hanken, Virginia Poverty Law Center Jill Beckwith, Rhode Island KIDS COUNT</i></p> <p><i>Moderator: Tricia Brooks, Georgetown University Center for Children and Families</i></p>
5:30-7:00 pm	<p>Reception Foyer <i>(Join us for a quick and funny presentation in West End Ballroom CDE at 6:00 pm.)</i></p>

Wednesday, July 31

8:00-9:00 am	<p>Breakfast Roundtables</p> <p>1) Engaging Policy Leaders and Influencers Through Social Media Room: West End Ballroom Salon CDE</p> <p><i>Topic Experts: Liz Clark and Molly Tsongas, Spitfire Strategies</i></p> <p>2) Opportunities for Immigrant Families Room: Thomas Room</p> <p><i>Topic Experts: Dinah Wiley, Georgetown University Center for Children and Families</i> <i>Sandy Close, New America Media</i></p> <p>3) Moving the “Stairstep” Kids to Medicaid Room: Dupont Ballroom F</p> <p><i>Topic Expert: Wesley Prater, Georgetown University Center for Children and Families</i></p> <p>4) Coverage of Pregnant Women Room: Dupont Ballroom G</p> <p><i>Topic Expert: Martha Heberlein, Georgetown University Center for Children and Families</i></p>
9:15-10:45 am	<p>A Look at Key Issues in the New Marketplaces Room: West End Ballroom Salon CDE</p> <p>On October 1st, health insurance marketplaces will begin enrolling children and families in health coverage. This plenary session will look at marketplace issues from both federal and state perspectives. The first half of the session will feature an official from CMS to discuss where states and the federal government currently are in deploying marketplaces, lessons learned from leading states, and how advocates can engage with CMS on policy issues. In the second part, we will discuss the questions to ask in assessing whether the marketplace in your state effectively serves children and families.</p> <p><i>Speakers: Chiquita Brooks-LaSure, Center for Consumer Information and Insurance Oversight, Centers for Medicare and Medicaid Services</i></p> <p><i>Reactors: Dave Chandra, Center on Budget and Policy Priorities</i> <i>JoAnn Volk, The Center on Health Insurance Reforms, Georgetown University Health Policy Institute</i> <i>Mike Odeh, Children Now</i></p> <p><i>Moderator: Joe Tuschner, Georgetown University Center for Children and Families</i></p>

10:45-11:00 am	Break
11:00 am – 12:30 pm	<p>Keeping a Focus on Kids Room: West End Ballroom Salon CDE</p> <p>As states race to implement the ACA, the stakes are high for children. They stand to gain as their parents are covered, but could also get lost in the shuffle with the intense focus on enrolling millions of uninsured adults. The coming months and years present remarkable potential for major gains in child and family coverage, but not without possible pitfalls. In this session, we will outline opportunities to renew our nation's commitment to covering kids and to communicate strategically about the next phase of children's coverage.</p> <p><i>Speakers: Cody Belzley, Colorado Children's Campaign Elizabeth Curwen, Spitfire Strategies Bruce Lesley, First Focus Tresa Udem, PerryUdem Research/Communication</i></p> <p><i>Moderator: Elisabeth Wright Burak, Georgetown University Center for Children and Families</i></p>
12:30-2:00 pm	<p>Lunch Room: West End Ballroom Salon CDE</p> <p><i>Speaker: Alan Weil, National Academy for State Health Policy</i></p> <p><i>Introduction: Sonya Schwartz, Georgetown University Center for Children and Families</i></p>
2:15-3:45 pm	<p>Breakout Sessions</p> <p>1) Messaging to Keep Kids Coverage on the Agenda Room: West End Ballroom Salon AB</p> <p>While the current health care policy environment can feel overwhelmingly complex, advocates can build on proven, positive messaging to highlight why children's coverage needs to remain a priority in their state. This session will review refreshed message guidance to help advocates talk about the opportunities and challenges we expect to face in the Fall of 2013 and beyond.</p> <p><i>Speakers: Elizabeth Curwen and Ketayoun Darvich-Kodjouri, Spitfire Strategies Anna Hassleblad, California Coverage & Health Initiatives</i></p> <p>2) Understanding Premium Tax Credits and Cost-Sharing Reductions Room: West End Ballroom Salon CDE</p> <p>This session will explain to you—and help you explain—how families will access premium tax credits and cost-sharing reductions. It will focus on eligibility for both types of federal subsidies, how their amounts are</p>

	<p>determined, and how different family situations and different qualified health plan choices will affect families' health costs. Content for the session will borrow from the Center on Budget and Policy Priorities' 'Beyond the Basics' webinar series.</p> <p>Speakers: <i>Joe Touschner, Georgetown University Center for Children and Families</i> <i>Judy Solomon, Center on Budget and Policy Priorities</i></p> <p>Moderator: <i>Jon Peacock, Wisconsin Council on Children and Families</i></p>
3:45-4:15 pm	Break
4:15-5:30 pm	<p>Breakout Sessions</p> <p>1) Brainstorming Solutions for Connecting Complex Families to Coverage Room: West End Ballroom Salon AB</p> <p>Some families - those with absent parents, those in split-coverage situations, and those with mixed-immigration status - will face particular challenges in accessing coverage under the ACA. Roll up your sleeves for this session, as we'll put our heads together to come up with ways to connect them to coverage.</p> <p>Speaker: <i>Donna Cohen Ross, Center for Medicaid and CHIP Services, Centers for Medicare and Medicaid Services</i> <i>Jenny Kenney, The Urban Institute</i> <i>Kathy Chan, Illinois Maternal and Child Health Coalition</i></p> <p>Moderator: <i>Martha Heberlein, Georgetown University Center for Children and Families</i></p> <p>2) How Advocates Can Help Ensure a Warm Welcome Through a Door to Consumer Assistance Room: West End Ballroom Salon CDE</p> <p>This session will review the final regulations on navigators and certified application counselors and include a federal update. We'll hear how coordination of assistance at the state level will ensure the best use of resources and facilitate an effective loopback mechanism for identifying glitches and issues impacting eligibility and enrollment. We'll also explore the key roles child health advocates can play in strengthening and supporting access to consumer assistance at the state level.</p> <p>Speakers: <i>Vicki Gottlitch, Center for Consumer Information and Insurance Oversight, Centers for Medicare and Medicaid Services</i> <i>Beth Uselton, Get Covered Tennessee, Baptist Healing Trust</i> <i>Leah Barber-Heinz, Florida CHAIN</i></p> <p>Moderator: <i>Tricia Brooks, Georgetown University Center for Children and Families</i></p>

Thursday, August 1

8:00-9:00 am	Breakfast Foyer
8:30-10:00 am	<p>Taking Stock of Medicaid Room: West End Ballroom Salon CDE</p> <p>Medicaid has been front and center this year, as states debate the option to extend Medicaid coverage. In many states, this will be a multi-year fight. At the federal level, proposals to restructure Medicaid continue to surface. This plenary will examine how child and family advocates are engaging in the Medicaid debate and discuss what some of the key emerging policy and political issues.</p> <p><i>Speakers: Joan Alker, Georgetown University Center for Children and Families Judy Waxman, National Women's Law Center George Hoover, Pennsylvania Partnerships for Children</i></p> <p><i>Moderator: Amy Smoucha, Families USA</i></p>
10:15-11:30 am	<p>Breakout Sessions</p> <p>1) Best Strategies for Organizing Room: West End Ballroom Salon AB</p> <p>Empowering people in your community continues to be an important part of advocacy work. This breakout session will highlight successful organizing efforts and ideas used to engage parents, faith leaders, and young adults around health care reform.</p> <p><i>Speakers: Ashley Boyd, MomsRising Suzanne Schlattman, The Maryland Citizens' Health Initiative Education Fund, Inc. Aaron Smith, Young Invincibles</i></p> <p><i>Moderator: Wesley Prater, Georgetown University Center for Children and Families</i></p> <p>2) Embracing Opportunities and Managing Expectations Room: West End Ballroom Salon CDE</p> <p>The year 2014 is a watershed moment in the history of health care coverage. Just as occurred during other moments of major change, such as the addition of the Medicare Part D benefit, there will be bumps in the road. This session will continue the conversation started in "Will States Be Ready to Open the Door in 2014?" and look at how advocates can overcome the challenges and make the most of the opportunities.</p>

	<p><i>Speakers:</i> Angela Botticella, U.S. Department of Health and Human Services Jason Young, U.S. Department of Health and Human Services Gretchen Hammer, Colorado Coalition for the Medically Underserved Sabrina Corlette, The Center on Health Insurance Reforms, Georgetown University Health Policy Institute</p> <p><i>Moderator:</i> Cathy Hope, Georgetown University Center for Children and Families</p>
11:45-1:15 pm	<p>Lunch Room: West End Ballroom Salon CDE</p> <p><i>Speaker:</i> Cindy Mann, Deputy Administrator and Director of the Center for Medicaid and CHIP Services, Centers for Medicare and Medicaid Services</p> <p><i>Introduction:</i> Sandy Oxley, Voices for Ohio's Children</p>
1:15-1:45 pm	<p>Wrap-up Room: West End Ballroom Salon CDE</p> <p><i>Speaker:</i> Tricia Brooks, Georgetown University Center for Children and Families</p>