





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

***Covering Kids and Families: Playing to Win***  
**Annual Child Health Policy Conference**  
**Agenda**

**Washington Marriott Georgetown**  
**1221 22<sup>nd</sup> Street NW**  
**Washington, DC**

**Tuesday, July 18**


<b>12:00-1:15</b>	<b>The Opening Pitch: Lunch, Welcome, and Presentation of the Bulldog Award</b> <i>Room: Metropolitan Galleries 2-5</i> <b>Speakers:</b> <ul style="list-style-type: none"><li>• <i>Katie Beckmann, Program Officer, Children’s Health Lead, David and Lucile Packard Foundation</i></li><li>• <i>Joan Alker, Executive Director, Georgetown University Center for Children and Families</i></li></ul>
<b>1:15-2:30</b> 	<b>What’s the Score? An Overview of the Political Landscape</b> <i>Room: Metropolitan Galleries 2-5</i> In this plenary, leading political and policy strategists share their thoughts on the national landscape and the future of health care policy. <b>Speakers:</b> <ul style="list-style-type: none"><li>• <i>Mo Elleithee, Executive Director, Georgetown University Institute of Politics and Public Service</i></li><li>• <i>Chris Jennings, President, Jennings Policy Strategies</i></li></ul> <b>Moderator:</b> <i>Joan Alker, Executive Director, Georgetown University Center for Children and Families</i>
<b>2:30-2:45</b>	<b>Break</b>


<p><b>2:45-4:00</b></p> 	<p><b>Offense or Defense: Using Polling and Research-Driven Messaging</b>  <i>Room: Metropolitan Galleries 2-5</i>  Polls, focus groups, and research can inform our strategy as we work to preserve the gains we've made in expanding health coverage for children and families. A top pollster and communications strategist explain how research drives their work.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <i>Alison Betty, Partner, GMMB</i></li> <li>• <i>Mike Perry, Partner, PerryUndem</i></li> </ul> <p><b>Moderator:</b> <i>Adam Searing, Associate Research Professor, Georgetown University Center for Children and Families</i></p>
<p><b>4:00-4:15</b></p>	<p><b>Break</b></p>
<p><b>4:15-5:30</b></p> 	<p><b>The Playbook: What's Next for Medicaid?</b>  <i>Room: Metropolitan Galleries 2-5</i>  Over the 52 years that Medicaid has served children and families, it has continued to evolve, and the changes under consideration this year are sweeping. In this panel discussion, we explore what it would mean to convert Medicaid into a capped program and the best strategies to protect children and families.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <i>Ellen Nissenbaum, Senior Vice President for Government Affairs, Center on Budget and Policy Priorities</i></li> <li>• <i>Jane Perkins, Legal Director, National Health Law Program</i></li> <li>• <i>Andy Schneider, Research Professor, Georgetown University Center for Children and Families</i></li> </ul> <p><b>Moderator:</b> <i>Kelly Whitener, Associate Research Professor, Georgetown University Center for Children and Families</i></p>
<p><b>6:15</b></p>	<p><b>Rounding the Bases: A Bike Ride Through the Monuments</b>  <i>Optional Activity: We provide the bikes; you provide the pedal power for a twilight ride around Washington's majestic monuments.</i></p> <p><i>Meet Adam Searing in the hotel lobby.</i></p>

## Wednesday, July 19

<p><b>8:00-9:15</b></p>	<p><b>Breakfast of Champions: Roundtable Discussions</b>  <i>Room: Metropolitan Galleries 3-5</i>  Join health policy experts discussing key topics in health policy in breakfast roundtables. Find descriptions in your conference packet.</p>
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<p><b>9:15-10:45</b></p>	<p><b>From the Press Box: Getting the Media’s Perspective</b>  <i>Room: Metropolitan Galleries 3-5</i>  Three leading health journalists describe the challenges of covering health care amid a rapidly changing, increasingly secretive environment. They share how state advocates can provide both compelling human stories and real time data to inform the national debate.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <i>Dan Diamond, Author of Politico Pulse, Host of Politico Pulse Check</i></li> <li>• <i>Noam Levey, Health Reporter, Los Angeles Times</i></li> <li>• <i>Susan Levine, Deputy National Editor, Health, Science, and Environment, The Washington Post</i></li> </ul> <p><b>Moderator:</b> <i>Phyllis Jordan, Communications Manager, Georgetown University Center for Children and Families</i></p>
<p><b>10:45-11:00</b></p>	<p><b>Break</b></p>
<p><b>11:00-12:15</b></p>	<p><b><u>Breakout Sessions:</u></b></p> <p><b>1. A Triple Play: Bringing Together Early Childhood, Education and Health Coalitions</b>  <i>Room: Metropolitan Galleries 1-2</i>  With the nation’s health coverage foundation for children under threat as never before, a broader range of child-focused stakeholders are joining health policy debates. Panelists share their national- and state-level experiences working with education and early childhood groups on Medicaid and CHIP—both successes and ongoing challenges. Drawing from their lessons learned, panelists suggest strategies to support and engage K-12 and early childhood partners in the complex world of health policy.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <i>Joan L. Benso, President and CEO, Pennsylvania Partnerships for Children</i></li> <li>• <i>Adriana Kohler, Senior Health Policy Associate, Texans Care for Children</i></li> <li>• <i>Sasha Pudelski, Assistant Director, Policy &amp; Advocacy, AASA, The School Superintendents Association</i></li> </ul> <p><b>Moderator:</b> <i>Helene Stebbins, Senior Policy Director, Alliance for Early Success</i></p> <p><b>2. Hitting the Strike Zone: Upping Your Social Media Game</b>  <i>Room: DuPont Ballroom</i>  Social media is a useful and strategic communications tool, especially in this rapidly changing environment. But it can easily feel overwhelming and demanding when time is precious and quality content is expected. Learn how to put social media to work for you—delivering compelling content with precision, attracting new and diverse partners, amplifying your efforts and increasing engagement.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <i>Alison Betty, Partner, GMMB</i></li> <li>• <i>Alison Kruzel, Senior Vice President, GMMB</i></li> </ul>


<b>12:15-1:30</b>	<p><b>Lunch and Keynote</b>  <i>Room: Metropolitan Galleries 3-5</i>  Introduction: <i>Michele Johnson, Executive Director, Tennessee Justice Center</i></p> <p><b>An Insider’s Perspective on Health Policy from Center Field</b></p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>• <i>Andrew M. “Andy” Slavitt, Senior Advisor, Bipartisan Policy Center</i></li> </ul>
<b>1:30-1:45</b>	<p><b>Break</b></p>
<b>1:45-3:00</b> 	<p><u>Breakout Sessions:</u></p> <p><b>1. Game Changer: Value-Based Purchasing for Children</b>  <i>Room: DuPont Ballroom</i></p> <p>As health care costs grow, there is increasing pressure to transform payment systems to focus on value not volume and reward quality over quantity. Medicaid plays a key role in the transition to value-based purchasing, and many states are actively pursuing payment reforms. This session covers the basics of value-based purchasing (VBP) and explores the challenges states, health plans, and providers face in moving to VBP. Topics include why child-focused VBP lags behind other efforts and where there are opportunities for advocates to engage. The session highlights New York State’s VBP for children initiative, including a health-related kindergarten readiness pilot project.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <i>Lindsey Browning, Program Director, National Association of Medicaid Directors</i></li> <li>• <i>Jocelyn Guyer, Managing Director, Manatt Health</i></li> <li>• <i>Kate Breslin, President and CEO, Schuyler Center for Analysis and Advocacy</i></li> </ul> <p><b>Moderator:</b> <i>Tricia Brooks, Senior Fellow, Georgetown University Center for Children and Families</i></p> <p><b>2. The Scouting Report: How Waivers Could Take Medicaid in New Directions</b>  <i>Room: Metropolitan Galleries 1-2</i></p> <p>The Trump Administration has been very clear that it plans to offer new “flexibilities” to states through Section 1115 Medicaid waivers. What are states asking for and how far will the feds go? How can advocates engage? What’s happening in Wisconsin where Governor Walker is pushing into new territory by seeking to drug test Medicaid beneficiaries?</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <i>Eliot Fishman, Senior Director of Health Policy, Families USA</i></li> <li>• <i>Sashikala Gregory, Health Care Policy Analyst, Wisconsin Council on Children and Families</i></li> <li>• <i>David Machledt, Senior Policy Analyst, National Health Law Program</i></li> </ul> <p><b>Moderator:</b> <i>Joan Alker, Executive Director, Georgetown University Center for Children and Families</i></p>
<b>3:00-3:15</b>	<p><b>Break</b></p>

<p><b>3:15-4:45</b></p> 	<p><b><u>Breakout Sessions:</u></b></p> <p><b>1. The Right Equipment: Improving and Protecting EPSDT</b>  <i>Room: DuPont Ballroom</i>  Despite lacking a catchy name, EPSDT assures that children enrolled in Medicaid receive the developmental screening, diagnostic, and treatment services needed for them to grow and thrive. As states increasingly turn to a managed care delivery system for children in Medicaid, the responsibility for EPSDT can get blurred. This session focuses on efforts that child health advocates in Illinois and Iowa are taking to ensure that EPSDT works well in managed care. We also touch on the fact that EPSDT is at risk in the current federal policy environment, and how the American Academy of Pediatrics (AAP) and Georgetown CCF are working together to foster closer partnerships at the national and state level to protect Medicaid and preserve and improve its comprehensive, child-focused, pediatrician-recommended benefit standard.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <i>Alicia Siani, Policy Analyst, EverThrive Illinois</i></li> <li>• <i>Mary Nelle Trefz, Health Policy Associate, Child &amp; Family Policy Center</i></li> <li>• <i>Marielle Kress, Assistant Director, Department of Federal Affairs, American Academy of Pediatrics</i></li> </ul> <p><b>Moderator:</b> <i>Tricia Brooks, Senior Fellow, Georgetown University Center for Children and Families</i></p> <p><b>2. Handling a Curve Ball: Immigrants and Health Care</b>  <i>Room: Metropolitan Galleries 1-2</i>  About one in four children in America live in a family where they or a parent are immigrants. These families face even greater challenges in accessing health care and other public benefits than other low-income families. The session explores the new climate on immigration and potential changes by Congress or the Administration on “public charge,” taxes, Medicaid, and SNAP. It also offers steps organizations can take to help these families.</p> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• <i>Carlos Guevara, Senior Policy Advisor, UnidosUS (formerly, National Council of La Raza)</i></li> <li>• <i>Danielle Kilchenstein, Health Policy Associate, United Ways of California</i></li> <li>• <i>Sonya Schwartz, Consultant, National Immigration Law Center</i></li> </ul> <p><b>Moderator:</b> <i>Candace Webb, Senior State Health Policy Analyst, Georgetown University Center for Children and Families</i></p>
<p><b>5:30-6:45</b></p>	<p><b>7<sup>th</sup> Inning Stretch: Reception</b>  <i>Room: West End</i></p>

**Thursday, July 20**

<p><b>8:00-9:15</b></p>	<p><b>Breakfast</b>  <i>Room: Metropolitan Galleries 3-5</i></p>
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<p><b>8:15-9:15</b></p>	<p><b>Guarding Home Plate: How Medicaid and CHIP Shield Children from Rising Rx Costs</b>  <i>Room: Metropolitan Galleries 3-5</i>          Nearly a quarter of U.S. children receive monthly prescriptions for medication, and Medicaid provides many of them a measure of protection from rising drug costs. A new paper from the Georgetown University Center for Children and Families outlines the role that Medicaid plays in keeping drug costs and out-of-pocket payments down.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <i>Jack Hoadley, Policy Analyst and Research Professor, Georgetown University Health Policy Institute</i></li> <li>• <i>Andy Schneider, Research Professor, Georgetown University Center for Children and Families</i></li> </ul> <p><b>Moderator:</b> <i>Elisabeth Wright Burak, Senior Program Director, Georgetown University Center for Children and Families</i></p>
<p><b>9:15-10:30</b></p> 	<p><b>The State of Play from Capitol Hill</b>  <i>Room: Metropolitan Galleries 3-5</i>          There is no rest for the weary these days on Capitol Hill. We hear from past and present Hill staff, steeped in the ins and outs of Medicaid and CHIP legislating, to learn how they see the 115th Congress so far and what they expect to happen next.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <i>Anne Dwyer, Health Counsel, Minority Staff, Senate Finance Committee</i></li> <li>• <i>Charlotte Ivancic, Partner, Tarplin, Downs &amp; Young, LLC</i></li> <li>• <i>Wendell Primus, Senior Policy Advisor, Democratic Leader Nancy Pelosi</i></li> <li>• <i>Becky Shipp, Republican Health Policy Advisor, Senate Finance Committee</i></li> </ul> <p><b>Moderator:</b> <i>Kelly Whitener, Associate Research Professor, Georgetown University Center for Children and Families</i></p>
<p><b>10:30-10:45</b></p>	<p><b>Break</b></p>
<p><b>10:45-12:00</b></p>	<p><b>Breakout Sessions:</b></p> <p><b>1. Grand Slam: Using Data Effectively in Advocacy</b>  <i>Room: DuPont Ballroom</i>          This session covers how to effectively find and use Medicaid data. Following a short demonstration on commonly used Medicaid enrollment data sources and data mapping, engage in a discussion on how to incorporate data into your work.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <i>Alison Kruzel, Senior Vice President, GMMB</i></li> <li>• <i>Tim Schwartz, Digital Strategist, Alley Interactive</i></li> <li>• <i>Karina Wagnerman, Senior Health Policy Analyst, Georgetown University Center for Children and Families</i></li> </ul> <p><b>Moderator:</b> <i>Catherine Hope, Communications Director, Georgetown University Center for Children and Families</i></p>

	<p><b>2. A Team Effort: Engaging Families of Children with Special Health Care Needs</b>  <i>Room: Metropolitan Galleries 1-2</i>  Medicaid is an important lifeline to millions of children with special health care needs. The session offers an overview on what research tells us about the ways Medicaid and CHIP serve these children and their families—by providing both health care and economic security—and what proposed cuts would mean for this population. Panelists provide examples and identify strategies for increased engagement with family members of children with special health care needs during a pivotal time in the health care debate.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <i>Sara S. Bachman, Ph.D., Director, Center for Innovation in Social Work and Health, Boston University School of Social Work</i></li> <li>• <i>Rylin Rodgers, Training Director and Family Leadership Coordinator, Riley Child Development Center, University of Indiana</i></li> <li>• <i>Adam Sotak, Public Engagement Director, NC Child</i></li> </ul> <p><b>Moderator:</b> <i>Elisabeth Wright Burak, Senior Program Director, Georgetown University Center for Children and Families</i></p>
<p><b>12:00-1:15</b></p> 	<p><b>Lunch and Keynote</b>  <i>Room: Metropolitan Galleries 3-5</i>  Introduction: <i>Tricia Brooks, Senior Fellow, Georgetown University Center for Children and Families</i></p> <p><b>Time-Out to Take Stock of Progress and Opportunity in Covering Kids</b></p> <p><b>Speaker:</b> <i>Anne Marie Costello, Director for the Children and Adults Health Programs Group, Center for Medicaid and CHIP Services</i></p>
<p><b>1:15-1:30</b></p>	<p><b>The Final Out: Wrap Up of Conference Highlights</b>  <i>Room: Metropolitan Galleries 3-5</i></p> <p><b>Speaker:</b> <i>Tricia Brooks, Senior Fellow, Georgetown University Center for Children and Families</i></p>