



GOVERNMENT RELATIONS ACADEMY

Session 3: Implementing Your Campaign

September 30

Unless otherwise noted, all events will be held at the Washington Marriott, 1221 22 St. NW, Washington DC, 20037, Room 3015

- 11:45 am – 1 pm** **Working Lunch: Introduction to the Office of Management and Budget (OMB)**
Shawn Gremminger, MPP – Assistant Vice President for Legislative Affairs, America’s Essential Hospitals
Patti Barnett, MSc – Medicaid Branch Chief, OMB, Executive Office of the President
- 1 – 2:30 pm** **Health Policy Public Opinion and Public Opinion Messaging**
Claudia Deane, MA – Associate Director for Public Opinion and Survey Research, the Kaiser Family Foundation
Rich Neimand – President/Creative Director, Neimand Collaborative
- 2:30 – 2:45 pm** **Break**
- 2:45 – 3:15 pm** **Campaign Presentations**
Mentor: Gerard Grimaldi – Vice President, Health Policy and Government Relations, Truman Medical Centers
Shane P. O’Donley, MPA – Public Policy and Grant Manager, UK HealthCare
Ben G. Raimer, MD – Senior Vice President for Health Policy and Legislative Affairs, The University of Texas Medical Branch
Helena Whitney – Director of Government Relations and Legislative Affairs, University of Arizona Health Network
- 3:15 – 4:15 pm** **Using Social Media in Your Campaign**
Maya Linson, MS – Digital Communications Manager, America’s Essential Hospitals
- 4:15 – 4:30 pm** **Break**
- 4:30 – 5:30 pm** **Successful Campaigns and Coalitions**
Moderator: Emily J. Holubowich, MPP – Senior Vice President, Cavarocchi Ruscio Dennis Associates; Executive Director, Coalition for Health Funding
Licy Do Canto – Founder and President, The DoCanto Group; Founder, Partnership for Medicaid
Kevin Mathis – Senior Legislative Counsel, Sheridan Group; Former Legislative Director and Senior Health Policy Advisor to Sen. Arlen Specter
Ilene Stein, JD – Associate Health Policy Director, Service Employees International Union
- 5:30 – 6 pm** **Campaign Presentations**
Mentor: King Hillier – Vice President, Public Policy and Government Relations, Harris Health
Amy Carta – Assistant Director, Santa Clara Valley Health and Hospital System
Karah L. Gunther, JD, MHA – Director of Government Relations, Virginia Commonwealth University (VCU) Health System, VCU Medical Center (MCV) Hospitals
Gary Murdock – Vice President of Planning and Marketing, West Virginia University Hospitals, Inc.



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6 – 6:45 pm **America’s Essential Hospitals Joint Reception with Board Members and Government Relations Academy**
Salon E, 2nd Floor

7:15 – 10:30 pm **Dinner and Washington, D.C., Scandal Tour**
Thomas Room,
2nd Floor

October 1

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- 8 – 8:30 am** **Networking Breakfast**
Shawn Gremminger, MPP – Assistant Vice President for Legislative Affairs, America’s Essential Hospitals
- 8:30 – 9 am** **Campaign Presentations**
Mentor: Roberta Rakove – Senior Vice President, Government Affairs, Sinai Health System
Matthew Hicks – Vice President, Government Relations, Grady Health System
Anne Hill – Manager, Local Government and Community Relations, MetroHealth System
Andrew Smith – Director, Government Relations and Public Policy, University Health System
- 9:00 – 10:15 am** **Harnessing Patient Advocacy**
Jennifer Beeson – Director, Government Affairs, Families USA
Justin Beland – Director, Advocacy Outreach and Mobilization, Children’s Hospital Association
Citseko Staples Miller, MPA – Senior Specialist, State and Local Campaigns, American Cancer Society Cancer Action Network (ACS CAN)
- 10:15 – 10:45 am** **Break**
- 10:45 – 11:15 am** **Campaign Presentations**
Mentor: Tony Mahler – Senior Vice President, Strategic Planning, Westchester Medical Center
Jessica Barth, JD, MA – Vice President of Legal Affairs and Chief Counsel, Wishard-Eskenazi Health
Kate Fowlie – Communications Officer, Contra Costa Health Services
- 11:15 – 12:15 pm** **Presentation of Certificates and Staff Awards**
Shawn Gremminger, MPP – Assistant Vice President for Legislative Affairs, America’s Essential Hospitals
Remarks from mentors
- 12:15 – 1 pm** **Campaign and Academy Debrief and Closing Lunch**
Shawn Gremminger, MPP – Assistant Vice President for Legislative Affairs, America’s Essential Hospitals
- 1 pm** **Adjourn**