

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