

**SUBJECT TO CHANGE FOR THE 2012 ASH ADVOCACY LEADERSHIP INSTITUTE**

**First Annual  
ASH Advocacy Leadership Institute  
October 12-13, 2011  
ASH Headquarters Conference Center  
2021 L St. N.W., 10<sup>th</sup> floor  
Washington, DC 20036**

***Objectives:***

Participants will gain an understanding of how the Federal legislative and regulatory processes work;

P

Participants will learn how to become effective advocates for hematology and will

American Society of Hematology  
**2011 Advocacy Leadership Institute subject to change for 2012**

**Wednesday, October 12, 2011**

- 10:00 10:30**      **The Congressional Perspective: Why Advocacy Matters in Health Policy on Capitol Hill**  
*Hon. Michael N. Castle, DLA Piper*
- 10:30 10:45**      Question and Answer Session with Mr. Castle
- 10:45 11:15**      **Hematology at the NIH**  
*Griffin Rodgers, MD, Director of the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), National Institutes of Health*
- 11:15 11:30**      Question and Answer Session with Dr. Rodgers
- 11:30 11:40**      **Get Involved in ASH: Overview of ASH Programs, Activities and Opportunities**  
*Martha Liggett, Esq.*
- 11:40 11:45**      **Get Involved in ASH Advocacy Efforts: Policy Development Process**  
*Roy Silverstein, MD*
- 11:45 12:00**      **Break**
- 12:00 1:00 p.m.**      **Working Lunch: Hot Topics in Washington**
- 12:00 12:20**      **National Debt Debate**  
*Emily J. Holubowich, MPP, Executive Director, Coalition for Health Funding*
- 12:20 12:40**      **NIH Funding Outlook**  
*Brent Jaquet, Cavarocchi Ruscio Dennis & Associates*
- 12:40 1:00**      **Physician Payment/Medicare Changes**  
*Ellen Riker, ASH Consultant, Cavarocchi Ruscio Dennis & Associates*
- 1:00 2:20**      **Workshop Session: Tools for Capitol Hill Visits**  
  
                 Discussion

**American Society of Hematology**  
**2011 Advocacy Leadership Institute subject to change for 2012**

**Wednesday, October 12, 2011**

- 2:30 p.m.**                    **Leave for the U.S. Capitol Visitor Center**
- 3:10 5:10**                    **Group Tour of the U.S. Capitol and Visitor Center and Visit to the U.S. House/Senate Galleries**
- 6:30 p.m.**                    **Dinner**  
*The Caucus Room*  
*(The Washington Room)*  
*401 9th Street, NW, 20004*  
*(202) 393-1300*

**Thursday, October 13, 2011**

- 8:00 a.m.**                    **Breakfast Available**
- 8:30**                            **Travel to Capitol Hill**

## **2011 ASH Advocacy Leadership Institute Participants**

1. Roy S. Silverstein, MD (Chair)  
Medical College of Wisconsin, Milwaukee  
WI
2. Gregory Abel, MD, MPH, MFA  
Dana-Farber Cancer Institute, Boston, MA