

MEETING AT-A-GLANCE

WEDNESDAY, NOVEMBER 6

	Capitol Ballroom F-G	Capitol Ballroom E	Capitol View Terrace	Capitol Ballroom D-E
8:00 am	<b>PROJECT DIRECTORS-ONLY MEETING</b> Breakfast and lunch will be provided.			
9:00 am				
10:00 am				
11:00 am		<b>CONSUMER-ONLY MEETING</b> Lunch will be provided. Invitees are consumers and Alliance CE staff. The meeting will focus on making connections across communities and on learning and applying proven factors for effectively leveraging influence to affect change. Consultants from HCM Strategists will facilitate discussion of the advocacy factors, with real-world examples provided by AF4Q consumer participants.		
12:00 pm				
1:00 pm				
2:00 pm				
3:00 pm				
4:00 pm				
5:00 pm				<b>WELCOME RECEPTION</b>
6:00 pm				<b>DINNER AND OPENING PLENARY</b>
7:00 pm				
8:00 pm				

For full session details, please see the session descriptions that follow.

**MEETING AT-A-GLANCE** (continued)

THURSDAY, NOVEMBER 7				
	Capitol View Terrace North	Capitol View Terrace South	Capitol Ballroom A-C	Capitol Ballroom F-H
6:00 am–7:00 am	FUN RUN/WALK – Meet in Hotel Lobby			
7:30 am–9:00 am	INFLUENCE AT BREAKFAST – Capitol Ballroom D-E			
9:00 am–10:30 am	<b>BREAKOUT 1</b> Influence through Social Media: Trust, Share, Engage	<b>BREAKOUT 2</b> Data is Power: The State of Consumer Access to and Use of Health Care Data	<b>WORKSHOP A</b> How to be an Effective Leader	<b>WORKSHOP B</b> Improving your Influencing Skills: Keys to Leading without Authority
10:45 am–12:15 pm	<b>BREAKOUT 3</b> Influencing the Power Base: Making an Impression on State and Local Officials	<b>BREAKOUT 2</b> Data is Power: The State of Consumer Access to and Use of Health Care Data		
12:15 pm–1:15 pm	LUNCH – Capitol Ballroom D-E			
1:30 pm–3:00 pm	<b>BREAKOUT 1</b> Influence through Social Media: Trust, Share, Engage	<b>BREAKOUT 4</b> Becoming a High-Performing Team: First – Build Culture, Intentionally	<b>WORKSHOP A</b> How to be an Effective Leader	<b>WORKSHOP B</b> Improving your Influencing Skills: Keys to Leading without Authority
3:15 pm–4:45 pm	<b>BREAKOUT 3</b> Influencing the Power Base: Making an Impression on State and Local Officials	<b>BREAKOUT 5</b> Data Visualization: Addressing Data Overload with the Power of “Wow”		
5:00 pm–8:30 pm	NETWORKING EVENT IN AUSTIN			
FRIDAY, NOVEMBER 8				
6:00 am–7:00 am	ALIGNING FORCES WITH YOGA – Gazebo Terrace on Level 1			
7:00 am–8:30 am	INFLUENCE AT BREAKFAST – Capitol Ballroom D-E			
8:30 am–10:00 am	<b>BREAKOUT 4</b> Becoming a High-Performing Team: First – Build Culture, Intentionally	<b>BREAKOUT 5</b> Data Visualization: Addressing Data Overload with the Power of “Wow”	<b>WORKSHOP C</b> How to Influence an Intergenerational Workforce	<b>WORKSHOP D</b> How to Master the Art of Effective Convening
10:15 am–12:15 pm	CLOSING PLENARY – Capitol Ballroom D-E			
12:30 pm–1:30 pm	LUNCH Project Directors	LUNCH Consumers & Alliance CE Staff	LUNCH All – Capitol Ballroom D-E	

For full session details, please see the session descriptions that follow.

## PLENARY DESCRIPTIONS

### NATIONAL MEETING KICK-OFF | Welcome Reception

Please join us for the first all-attendee event of the meeting.

Wednesday, 5:00 pm

### DINNER AND OPENING PLENARY | Harnessing the Science of Persuasion



Dr. Cialdini has spent his entire career researching the science of influence, earning him an international reputation as an expert in the fields of persuasion, compliance, and negotiation. His books are the result of decades of peer-reviewed research on why people comply with requests. *Influence* has sold more than 2 million copies, is a New York Times Bestseller and has been published in twenty-seven languages. The *Harvard Business Review* calls Dr. Cialdini “the leading social scientist in the field of influence,” and Chip Heath calls him the “Benjamin Franklin of research on influence—a keen observer of human nature, great writer, minter of pithy phrases, and clever experimenter who’s able to capture lightning in a jar.” Dr. Cialdini is featured in the *Harvard Business Review* special issue on influence, which is provided as a gift to all attendees.

Wednesday, 6:00 pm-8:15 pm

#### WELCOME AND OPENING REMARKS

**Anne Weiss** | @annefweiss  
Team Director and Senior Program Officer, Robert Wood Johnson Foundation

**Robert Graham**  
Aligning Forces for Quality  
National Program Office Director

#### OPENING KEYNOTER

**Robert Cialdini** | @RobertCialdini

### CLOSING PLENARY | The “How” of Being an Influential Leader



In a changing landscape, knowing how to do things has superseded knowing what to do. Mr. Seidman, author of “HOW: Why HOW We Do Anything Means Everything,” encourages modern leaders to reject old-school methods of exerting power over people and instead collaborate around values-based missions. Fortune called Seidman the “hottest advisor on the corporate virtue circuit” and Economic Times named him a “Top 60 Global Thinker of the Last Decade.” Seidman became the exclusive corporate sponsor of the Elie Wiesel Foundation for Humanity Prize in Ethics in 2008. He is a Harvard Law School graduate who also earned a bachelor’s and master’s degree in moral philosophy from UCLA and a BA with honors in philosophy, politics, and economics from Oxford University.

Friday, 10:15 am-12:15 pm

#### REMARKS

**Katherine Browne** | @KOBrowne  
Chief Operating Officer,  
AF4Q National Program Office

#### CLOSING KEYNOTER

**Dov Seidman** | @DovSeidman



**BREAKOUT 1 | Influence through Social Media: Trust, Share, Engage**

Social media is an undeniable force in health care decision-making, advocacy, and communications. Increasingly, it is a way of turbo-boosting your influence in the field and in the conversation, making connections you otherwise could not have made and building a following for your efforts. It is a natural source of collective influence and collaboration.

- *The place to connect.* 65 percent of online adults use social networking sites.
- *Deeper engagement.* Nearly 90 percent of those ages 18-24 would engage in health activities or trust information found via social media.
- *Opportunity to personalize encounters and gather data.* One out of three consumers said they would be comfortable having their social media monitored if that data could help them identify ways to improve their care or better coordinate their care.
- *New expectations.* More than 75 percent of consumers expect health care entities to respond within a day or less to social media appointment requests, and nearly half expect a response within a few hours.

How can you tap into this vein of influence? And how do you quantify its impact? Come find out what the landscape looks like and how you can maximize your impact through social media.

**SPEAKERS**

**Ed Bennett** | @EdBennett  
Director, Web and Communications  
Technology, University of Maryland  
Medical System

**Mike Sevilla** | @drmikesevilla  
Family Physician & Social Media  
Activist, DrMikeSevilla.com

**Susana Shephard** | @sesaz  
Social Media Specialist,  
Mayo Clinic

**Alicia C. Staley** | @stales  
CEO, Akari Health

**BREAKOUT 2 | Data is Power: The State of Consumer Access to and Use of Health Care Data**

Technology can empower patients to be better partners in their own care, and access to their data can help patients better understand their own health. Providers and patients benefit when everyone is on the same page about their conditions and needs. But patients having access to their data isn't enough. It must be translated so that it can be understood easily and shared in a user-friendly way. This panel will provide the big picture of the state of consumer access to their health care data and explore innovative ways that data are being shared.

**MODERATOR**

**Donna R. Cryer** | @dcpatient  
CEO, CryerHealth

**SPEAKERS**

**Matt Daniels** | @symcat  
CFO, AHEAD Research (Symcat.com)

**Ellen V. Makar** | @makarel5  
Senior Policy Advisor, Office of  
Consumer eHealth, Office of the  
National Coordinator for Health IT,  
US Department of Health and  
Human Services

**Erica S. Mobley** | @leapfroggroup  
Senior Manager, Communications &  
Development, The Leapfrog Group



## BREAKOUT DESCRIPTIONS (continued)

### BREAKOUT 3 | Influencing the Power Base: Making an Impression on State and Local Officials

How do you successfully influence public officials? Our esteemed panelists represent organizations that have successfully advocated for their causes with state and local government officials. They will share with you their stories, describe their hurdles... and reveal their secrets to clearing them.

#### MODERATOR

**Martha King** | @NCSLorg  
Health Program Group Director,  
National Conference of State  
Legislatures

#### SPEAKERS

**David Dunn** | @TCSAnews  
Executive Director, Texas Charter  
Schools Association

#### Dede Feldman

Retired State Senator, New Mexico  
(3:15 pm session only)

**Mark Moreno** | @MDAndersonNews  
Vice President, Government  
Relations, The University of Texas  
MD Anderson Cancer Center

**Leticia Van de Putte** | @leticiavdp  
State Senator, Texas Senate  
(10:45 am session only)

### BREAKOUT 4 | Becoming a High-Performing Team: First—Build Culture, Intentionally

The lesson is simple: culture is important. Unfortunately, however, it is often assumed that culture—a group's set of values, norms and behaviors—will be a natural by-product of the process of setting a vision, goals and structures that significantly move the needle on a social issue. Research on leaders who are achieving transformational change demonstrates that intentionally building group culture needs to be a primary focus in order to sustain impact. Furthermore, to build a high-performing team, we must start by examining our individual role and behavior within the group. Speakers will share lessons learned - both positive and negative - as they have worked to build high-performing teams at both the community and organizational levels, and spark a dialogue about how our own leadership practices contribute to those goals.

#### MODERATOR

**Diana Peacock** | @diapea  
Director, Community Wealth Partners

#### SPEAKERS

**Gena O'Keefe** | @aecfnews,  
@family\_league  
Senior Associate, Annie E. Casey  
Foundation and Director, Healthy  
Community Initiatives, Family League  
of Baltimore

**David B. Smith** | @mobilizer  
Chief of Programs and Strategy,  
Presidio Institute



## BREAKOUT DESCRIPTIONS (continued)

### BREAKOUT 5 | Data Visualization: Addressing Data Overload with the Power of “Wow”

Some have called data visualization “big data’s hot cousin.” Learn from our panelists how to better uncover and feature your data treasures in new and compelling ways. You can have the most impressive results imaginable, but if they are buried in a 45-page PDF or lost in a sea of Excel formulas, how are you going to use them to make the change you need to make? Be a better consumer and translator of the sea of data around you—and help your audiences understand what it all means. Speakers are experts in both the why of data visualization and the how.

#### SPEAKERS

**Noah Iliinsky** | @noahi  
Visualization Expert/Industry Luminary,  
IBM Center for Advanced Visualization

**Brian Pagels** | @bcpagels  
Director, Data Services,  
Forum One Communications

**Edward Segel** | @oscarhealth  
Head of Web Product,  
Oscar Health Insurance

#### AF4Q NOVEMBER 2013 NATIONAL MEETING PLANNING COMMITTEE

Alicia Aebersold, Katherine Browne, Andrea Ducas, Emmy Ganos, Hilary Heishman, Maggie Kay, Amy LaFrance, Patrick McCabe, Ashley Moore, Michael Painter, Alexis Levy, Lissette Vaquerano Sharac, Diane Solov, Marcia Wilson, and Lindsay Wolfe



## WORKSHOP DESCRIPTIONS

### WORKSHOP A | How to be an Effective Leader

Organizations depend on effective, influential leaders to problem solve, innovate, or provide direction in times of uncertainty. What works varies by situation, the people who make up the organization, and the outcomes desired by the leader. By understanding their approaches to leadership, effective leaders can use their influence to chart a course toward high organizational performance while overcoming organizational challenges and changes. This interactive three-hour workshop, led by expert facilitator **Heather Berthoud** of Berthoud Consulting, will help participants:

- Identify their leadership preferences;
- Explore how to leverage their leadership preferences to be influential across their organization and in multiple situations; and
- Learn through group activities how to work with people who have different leadership approaches.

*This workshop will be repeated.*

### WORKSHOP B | Improving your Influencing Skills: Keys to Leading without Authority

A key behavior of effective leaders is the capacity to influence those around them towards the acceptance of beneficial outcomes. What are the interpersonal behaviors that we use to have a positive impact on another party's choices? Improving our ability to influence effectively requires that we first understand those interpersonal behaviors and then learn how to adapt our behaviors to the situations and people we are trying to influence. In this three-hour interactive workshop, led by **Lynn Fick-Cooper**, Senior Faculty at the Center for Creative Leadership, participants will:

- Learn about the five predominant influence styles we all use;
- Understand which of these styles come naturally to you and which styles require more effort; and
- Have the opportunity to practice using those underutilized influence styles in relevant situations.

*This workshop will be repeated.*

### WORKSHOP C | How to Influence an Intergenerational Workforce

How do you inspire and partner with people across generations? Baby boomers, Generations X and Y, and millennials all approach work and relationships differently. In this learning lab, hear from business and workplace expert **Alexandra Levit** about how to use the unique traits of each generation to best communicate with and influence them, whether they work in your office, in your Alliance, or in an organization you want to partner with. *This workshop will be 90 minutes long and will NOT be repeated.*

### WORKSHOP D | How to Master the Art of Effective Convening

Learning how to thoughtfully and purposefully convene the right people in the right way at the right time is part art, part science. In this 90-minute session, participants will learn from expert **Jeffrey Cufaude** about using the power of well-crafted and implemented in-person convenings to amplify their work. You will leave understanding both key principles and core practices for doing so. *This workshop will be 90 minutes long and will NOT be repeated.*



## NETWORKING OPPORTUNITIES

### Fun Run/Walk



Come enjoy a walk/run through Austin with your fellow attendees. Meet us in the lobby!

Thursday, 6:00 am-7:00 am

### The Influence of Austin: Honky-Tonk Networking Dinner



Don't just go to your room and collapse—you are in for a treat! Wear casual clothes and cowboy boots if you got 'em. We will take buses from the hotel lobby at 5:00 pm and head to a real Austin honky-tonk for barbeque, networking, and music. Buses will run to and from the hotel and venue through the duration of the event.

Thursday, 5:00 pm-8:30 pm

The NPO has a limited amount of guest tickets for the networking event. If you would like to bring a guest, please let us know in advance by emailing [events@forces4quality.org](mailto:events@forces4quality.org), or stop by the registration desk onsite to inquire about ticket availability.

### Aligning Forces with Yoga



Begin your Friday AF4Q sessions energized. The one-hour class will be tailored to beginners, with options for advanced poses for any dedicated yogis. No fear if you have never heard the phrase “downward dog”—this class will leave you inspired and with peace of mind! Mats will be provided.

Friday, 6:00 am-7:00 am

### Influence at Breakfast

Don't forget to check out our Influence Board to connect with other attendees during breakfast on Thursday and Friday.

Thursday, 7:30 am-9:00 am  
Friday, 7:00 am-8:30 am

### Lunch

Reconnect with your team or have a conversation with someone new.

Thursday, 12:15 pm-1:15 pm  
Friday, 12:30 pm-1:30 pm