12:30pm – 12:40pm
Welcome & Introductory Remarks
Dave Racer, M.Litt.; www.DaveRacer.com
Since 2004, Dave Racer has devoted nearly full time to healthcare reform issues. Dave holds a Master of Letters Degree from Oxford Graduate School. He wrote his Master’s Thesis on Comprehensive Health Care Reform. Currently, Dave is a member of the Board of Directors of the Minnesota Physician-Patient Alliance and a member of the National Association of Health Underwriters. He has authored, co-authored, edited, or ghostwritten 36 books; eight of these books are related to health care issues. He is working on a new book -- always. Dave’s newest project is a “how-to” book for physicians considering direct pay independent practice.

12:40pm – 1:00pm
Direct Pay Independent Practice (DPIP): It’s Personal
Richard Reece, M.D.; medinnovationblog.blogspot.com
Richard L. Reece, MD, is a pathologist, editor, author, speaker, innovator, and believer in abilities of practicing doctors and their patients to control and improve their health destinies through innovation. He graduated from Duke University Medical School and completed his pathology residency at Hartford Hospital in Hartford, Connecticut. He spent much of his practice career in Minneapolis, where he was editor-in-chief of Minnesota Medicine from 1975 to 1990. He has contributed more than 2,000 articles, editorials, book reviews, and commentaries to various national publications and websites. He has written more than 10 books on the healthcare system, including Voices of Health Reform: Interviews with Health Care Stakeholders at Work; Innovation-Driven Health Care: 34 Key Concepts for Transformation; and most recently, Understanding ObamaCare: Trarvs of Implementation, Notes of a Health Reform Watcher. This is the first of 3 E-books on ObamaCare, The second book will be called ObamaCare Revealed, and the third will be ObamaCare: Dead or Alive. For over four years, Dr. Reece has written a blog, Medinnovation which has over 3500 entries on healthcare innovation and healthcare reform.

1:00pm – 1:30pm
How to Opt Out of Medicare
Lawrence Huntoon, M.D., Ph.D.
Dr. Huntoon is editor-in-chief of the Journal of American Physicians and Surgeons. He is also a past president of the AAPS, serves on the AAPS board of directors and is chairman of the AAPS Committee to Combat Sham Peer Review. He is an unrepentant lampoonist, whose subjects have included Medicare bureaucrats, otherwise known as the Blue Bunglers, managed care moguls, and others who are intent on demeaning, devaluing, attacking, and oppressing those who practice medicine. In addition to his collection of managed care cartoons, known as Huntoon Lampoons, his creations have included the WEDONT CARE HMO Card, and his collection of correspondence with HCFA and Medicare bureaucrats, known as “Little Frank,” which now stands over ten feet tall and weighs well over 200 pounds. Trained as a medical research scientist with a Ph.D. in neurophysiology, Dr. Huntoon is a practicing solo neurologist who is opted out of Medicare and runs a third party-free practice in the Buffalo area.

1:30pm – 3:00pm
Case Studies: Direct Pay Primary Care and Specialty Care
Lee Beecher, M.D. (1:30pm to 1:45pm)
Psychiatry, St Louis Park, MN
Dr. Lee Beecher is the president of the Minnesota Physician-Patient Alliance, www.physician-patient.org. MPPA is a think tank which is co-sponsoring today’s conference. An office-based psychiatrist for 40 years, 8 years ago he went to a direct pay practice. He advised the Harvard RBVS team in the 1980s during development of the Medicare fee schedule (not his fault), and writes on psychiatry and medical policy issues. Today, he’ll give his take on patient-centered psychiatric practice, discuss how patients and families deal with health care insurance in his practice, and say how direct pay practices will be “mainstreamed” into our American health care payment systems. Dr. Beecher is an adjunct professor of psychiatry at the University of Minnesota, a distinguished life fellow of the American Psychiatric Association, and a fellow of the American Society of Addiction Medicine.
3:00pm – 3:15pm
How a cash-based practice can reduce legal exposure and other benefits of third party free models
Andrew Schlafly, Esq. — AAPS General Counsel

Andy Schlafly has been the General Counsel of AAPS for more than a decade, spearheading our legal effort to preserve the practice of private medicine. He has argued numerous cases in trial and appellate courts. He filed the AAPS lawsuit against Maintenance of Certification and has put the Texas Medical Board on trial. He obtained a precedent-setting federal injunction against a hospital to prohibit it from reporting a summary suspension to the National Practitioner Data Bank. He led AAPS in 2013 in four lawsuits with us as a plaintiff and in 17 additional cases with us as amicus. His college degree was in engineering, and his law degree is from Harvard, where he was an editor of the Harvard Law Review.

3:15pm – 3:30pm
Transitioning a Specialty/Surgical Practice Away from Third Parties
Robert Sewell, M.D., FACS (3:45pm to 4:05pm)
MASTER CENTER for Minimally Invasive Surgery
Dallas, TX, www.robertsewellmd.com

Dr. Sewell is a graduate of the University of Texas Medical Branch in Galveston, the class of 1974. He completed the General Surgery Residency program at the University of Texas Health Science Center in San Antonio and began his practice in the Dallas - Fort Worth region in 1979. He is currently in solo practice in Southlake, Texas, and is a nationally recognized expert in the field of laparoscopic surgery, having lectured on various minimally invasive procedures across the country and around the world. He is the Past-President of the American Society of General Surgeons and a Governor of the American College of Surgeons. Dr. Sewell is an outspoken advocate for the independent profession of medicine and writes and publishes his own blog at www.spiritofhealthcare.com. Earlier this year, Dr. Sewell published the first of four novels, A Surgeon’s Heart: The Calling, an entertaining story about a young man and his journey to become a pediatric heart surgeon.
Kathleen M. Brown, M.D. (4:05pm to 4:25pm)
Oregon Coast Dermatology
Coos Bay, OR, www.OregonDerm.com

In July 2011, Dr. Kathleen Brown decided to leave the Coos Bay, Oregon clinic where she’d been practicing since 1997. She opened her own dermatology practice where she could work directly for the patient -- not insurance companies and not the government. Oregon Coast Dermatology is dedicated to creating a system that restores the patient/doctor relationship. Her prices are posted online at her website www.OregonDerm.com. Dr. Brown received undergraduate degrees in Music and Biology from The College of William and Mary following which she attended and graduated from Eastern Virginia Medical School. Dr. Brown was elected in the Fall of 2013 to serve on the AAPS Board of Directors.

Free Market Innovations Driving Patient-Centered Solutions to Medical Care Financing

Dave Racer, M.Litt. (see bio on page 1)

Merlin Brown, M.D.
Internal Medicine, Edina, MN
www.southdaleinternalmedicinepa.com

Dr. Brown earned his medical degree at Loma Linda University School of Medicine in Loma Linda, California, in 1990, where he also completed an internal medicine residency. From 1993 to 1995 he served as locum tenens in California and as an internist at Park Nicollet Clinic in Burnsville from 1995 to 2000. He is board certified in Internal Medicine and preventive medicine is his special interest. He enjoys building long term relationships with his patients. His outside interests are in travel and gardening. In 2000 he joined Southdale Internal Medicine, a direct pay practice.

Tools to Assist Patients and Doctors Utilize & Implement Direct Pay Health Care Options

Sean Parnell, SelfPayPatient.com (5:25pm to 5:45pm)

Sean Parnell is a public policy consultant with more than a decade of senior leadership experience in political campaigns, nonprofit organizations, and public policy advocacy. His positions have included campaign manager for Congressman Greg Ganske of Iowa, vice-president of external affairs at The Heartland Institute, and president at The Center for Competitive Politics. Since 2011 he has run his own consulting firm, Impact Policy Management LLC. Parnell has done extensive work on health care, both at the policy and consumer levels. He is the author of The Self-Pay Patient: Affordable Healthcare Choices in the Age of Obamacare, runs the blog The Self-Pay Patient, and also serves as adjunct scholar on health policy for the Rhode Island Center for Freedom & Prosperity. He provides lobbying, fundraising, outreach, and strategic consulting services for a number of clients. He lives in Alexandria, Virginia with his wife Anne and son Ryan.
Daniel Goldberg is the President and Founder of the Free Market Health Group, a company focused on increasing price transparency in medicine. Mr. Goldberg serves as a consultant for cash pay physicians specialists and executes marketing and public relations for these physicians. Mr. Goldberg’s company also facilitates the Direct Contracting relationships between cash pay physicians and employers providing self funded health benefits. After spending several years in healthcare, Mr. Goldberg saw the growing dissatisfaction among physicians with insurance and government bureaucracy. This dissatisfaction coupled with the emerging success of concierge primary care allowed Mr. Goldberg to create a new paradigm in which patients, employers and physicians can interact without the intervention of insurance companies.

6:00pm – 8:40pm
POLITICS & YOUR PRACTICE, 2014
Post Workshop Reception, Briefing & Dinner

6:00pm – 6:30pm Reception

6:30pm – 6:40pm Welcome
Jane M. Orient, M.D., Executive Director, AAPS

Dr. Jane M. Orient, Executive Director of the Association of American Physicians and Surgeons, has been in solo practice of general internal medicine since 1981 and is a clinical lecturer in medicine at the University of Arizona College of Medicine. She received her undergraduate degrees in chemistry and mathematics from the University of Arizona, and her M.D. from Columbia University College of Physicians and Surgeons. She is the author of Sapira’s Art and Science of Bedside Diagnosis; now in the fourth edition, published by Lippincott, Williams & Wilkins. She also authored Your Doctor Is Not In: Healthy Skepticism about National Health Care, published by Crown.

6:40pm – 7:00pm
National and State-based Activism and Policies to Protect and Empower Patients
Twila Brase, R.N., CCHFreedom.org
President, Citizens’ Council for Health Freedom

Twila Brase is president and co-founder of the Citizens’ Council for Health Freedom (CCHF), a freedom-focused, patient-centered national health care organization based in St. Paul, Minnesota. Modern Healthcare magazine named her as #75 on the “100 Most Powerful People in Healthcare” list of health care leaders in America. The Council’s efforts have stopped government-issued treatment directives, added informed consent requirements for access to patient data, defeated a proposed Health Insurance Exchange, and defeated an attempt to repeal genetic privacy and informed consent rights regarding newborn DNA. Ms. Brase provides daily radio commentary through the “Health Freedom Minute” heard on hundreds of stations nationwide, provides testimony at the legislature, meets with members of Congress, and speaks around the country. Ms. Brase holds a Bachelor degree in Nursing from Gustavus Adolphus College in St. Peter, Minnesota, specialized in emergency room nursing, and is a certified public health nurse.

7:00pm – 7:25pm
The Evolution of Health Insurance under the ACA
Peter Nelson, J.D.
Director of Public Policy, Center of the American Experiment, AmericanExperiment.org

Peter Nelson is the Director of Public Policy with Center of the American Experiment, a nonpartisan public policy and educational institution committed to building a culture of prosperity for Minnesota and the Nation. He spends most of his time researching and writing on issues related to health care and energy. On health care, Peter primarily focuses on issues involving insurance regulation, Medicaid, and long-term care. He regularly consults with state policy makers on these issues and contributes commentaries to the Star Tribune, Pioneer Press, and other local newspapers across Minnesota. Peter received his B.A. in economics from Wheaton College and a law degree from the University of Minnesota Law School where he was a member of the Minnesota Law Review.

7:25pm – 7:55pm — DINNER
What Politicians Could Learn from Doctors about How to Do Their Jobs

Merrill Matthews, PhD

Merrill Matthews, Ph.D., is a resident scholar with the Institute for Policy Innovation. He is a public policy analyst specializing in health care issues and is the author of numerous studies in health policy and other public policy issues. He is past president of the Health Economics Roundtable for the National Association for Business Economics, the largest trade association of business economists. For nine years Dr. Matthews was executive director of the Washington, DC-based Council for Affordable Health Insurance, a health insurance trade association. National Journal recognized the Council as one of the most effective health policy organizations in Washington. Dr. Matthews served for 10 years as the medical ethicist for the University of Texas Southwestern Medical Center’s Institutional Review Board for Human Experimentation, and has contributed chapters to several books, including Physician Assisted Suicide: Expanding the Debate, The 21st Century Health Care Leader and, in 2009, Stop Paying the Crooks (on Medicare fraud). He also serves as vice chairman of the Texas Advisory Committee of the U.S. Civil Rights Commission. And he currently serves as the Policy Level Private Sector Chair of the American Legislative Exchange Council’s International Relations Task Force/Federalism Working Group. He is a regular columnist for Forbes.com and Rare.US.com and has been published in numerous journals and newspapers, including The Wall Street Journal, The New York Times, Investor’s Business Daily, Barron’s, USA Today and the Washington Times. He was an award-winning political analyst for the USA Radio Network, and for several years had a daily one-minute commentary on Sirius-XM Radio. In 2008 the BBC invited him to star in a program on welfare reform in Great Britain, and specifically Wales. Dr. Matthews received his Ph.D. in Humanities from the University of Texas at Dallas.

8:45pm ADJOURN

THANK YOU FOR COMING!