

ACLA's 2014 Annual Meeting
Navigating the Reimbursement Maze: Challenges and Opportunities Facing Laboratories in the 21st Century

TUESDAY, MARCH 18

8:00 – 11:00 am **ACLA Board of Directors Meeting**

11:45 – 12:45 pm **Lunch – All Registrants**

1:00 pm **General Session**
President's Welcome
ACLA Election of Board & Officers
ACLA 2014 Chairman's Welcome

1:30 – 2:30 pm **Keynote Address: The Political Outlook for 2014 and Beyond**
Charlie Cook, Editor and Publisher of The Cook Report, Political Analyst, National Journal and NBC News

2:30 – 3:15 pm **The View from CMS**
Marc Hartstein, Director, Hospital and Ambulatory Policy Group, Centers for Medicare and Medicaid Services

3:15 – 3:30 pm **BREAK**

3:30 – 4:30 pm **Commercial Versus Medicare Pricing for Lab Tests – It's Not What Policy Makers Thought**
Eric Hammelman, Vice President, Avalere Health

4:30 – 5:00 pm **What Major Changes Are In Store for Medicare, Medicaid, and "Obamacare?"**
Thomas Scully, Senior Counsel, Alston & Bird L.L.P. and Former CMS Administrator

5:30 – 7:30 pm **Chairman's Reception**

WEDNESDAY, MARCH 19

7:00 – 8:00 am **Buffet Breakfast**

8:00 – 9:00 am **View from Congress on Medicare, the SGR, and More**
Elizabeth Jurinka, Chief Health Policy Advisor, U.S. Senate Finance Committee
Brian Sutter, Staff Director of Health, U.S. House of Representatives, Ways and Means Committee
Robert Horne, Professional Staff Member, U.S. House of Representatives, Energy and Commerce Committee

9:00 – 9:45 am **What Does the Future Hold for Molecular Diagnostic Reimbursement?**
Bruce Quinn, M.D., PhD., Senior Health Policy Advisor, Foley Hoag

9:45 -10:00 am **BREAK**

10:00 – 10:30 am **Communicating the Laboratory Message Effectively**
John Schmidt, President, Schmidt Public Affairs
Rebecca Reid, Media Specialist, Schmidt Public Affairs
Erin Schmidt, Digital Director, Schmidt Public Affairs

10:30 – 11:30 am **Regulatory Oversight of Laboratory Tests: A Discussion**
Ellen Flannery, Partner, Covington & Burling LLP
Lakshman Ramamurthy, Director, Avalere Health

11:30 – 12:00 pm **Closing Remarks**
Open Discussion
Closing Remarks

1:00 – 4:00 pm **Lobby Day Congressional Visits**