



C1011: Pediatric Practice Management Alliance (PPMA) Course

“Lobbying” for Better Communication With Families, Staff, and Practice Owners

Friday, October 20, 2023

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| 1:00 PM | Welcome and Introduction – Brief Business* <i>Jill Venskytis, CMM, HITCM-PP (chairperson)</i> |
| 1:10 PM | Why People Do What They Do <i>Tracy Spears (Renowned Speaker, Author, & Thought Leader)</i> |
| 2:10 PM | Q&A <i>Tracy Spears</i> |
| 2:45 PM | Break* |
| 2:50 PM | The Lynn Cramer Award <i>Recipient: Jenn Armstrong</i> |
| 3:00 PM | Hear Them Out: Why You Should Do a Physician Listening Tour Now <i>Kimberly Brennan, MBA, CMPE</i> |
| 3:30 PM | Conversation With the Family Partnerships Network: Effective Communication With Patients and Families <i>Cathy Salazar, Jodi Smith, and Kirbi Range; moderated by Rachel Bakersmith</i> |
| 4:25 PM | Town Hall – Rapid Fire Problem-Solving Around Communication Issues <i>Moderator: Holly Parlavecchio</i> |
| 4:55 PM | Closing Remarks <i>Jill Venskytis, CMM, HITCM-PP (chairperson)</i> |
| 5:00 PM | Adjourn |

*This portion of the agenda is not designated for CME credit.