



Digital Health Meets Private Medicine

Friday – September 23, 2016:

7:30 - 8:45 Registration / Dictum Health Sponsor Breakfast / Exhibitor hour

8:45 – 9:00 Opening Remarks: AAPP President, *Dr. Pam Brar* & A Message by *Dictum Health*

9:00 - 9:40 Session 1 – Private Medicine: Fertile Ground for Healthcare Innovation - *Tom Blue*

9:40 - 10:30 Session 2 – How to Position Yourself for Success in The Health Reform Era
– *Jim Eischen*

10:30 - 11:00 Network / Expo Break

11:00 - 12:00 Session 3 – Learning to Speak Genomics - One Doctor's Story – *Dr. Pam Brar*

12:00 - 1:15 Sponsored Lunch Session in Expo Hall - *Science Based Nutrition*

12:15 – Vendor Rounds

12:30 – Science-Based Nutrition Presentation – *Dr. Van Merkle*

1:15 - 2:30 Moderated Healthcare IT Roundtable (A Robust Discussion of IT Innovations & Solutions, And How Private Direct Medicine Can Help Stimulate Innovation Adoption)

- *Ray Bradford / Spruce Health*
- *Kyna Fong / Elation Health*
- *Graham Melcher / Hint Health*

2:30 – 3:00 Session 4 - Legislative Update – *DPC Coalition / Jay Keese*

3:00 – 3:15 Network / Expo Break

3:15 – 4:45 One On One with Our AAPP Thought-Leaders (90-minute roundtable discussions, divided into various topics (examples: Medicare participatory concierge practice models, opted-out medical practices, DPC, genomic health solutions, patient marketing, legal compliance) that allows you to sit down with leading US private direct medicine thought leaders to directly discuss issues and solutions!)

5:00 - 6:30 Networking Reception in Expo Hall – Sponsored by Human Longevity

Saturday – September 24, 2016:

7:30 - 8:30 Registration / Boston Heart Diagnostic Breakfast / Exhibitor hour

8:30 – 8:45 Opening Remarks: AAPP President, Dr. Pam Brar & A Message by *Boston Heart Lab*

8:45 - 9:40 Session 5 - Building a Successful Practice from the Ground Up:
Dr. James Pinckney II, Diamond Physicians

9:40 - 10:00 Network / Expo Break

10:00 - 11:00 Session 6 – Healthcare Innovation and Staying in Medicare / Data Privacy 101 /
Data Flow Risks – Legal - *Jim Eischen*

11:00 – 11:30 Session 7 - Panel Discussion – Compliance Solutions – *Tom Blue / Jim Eischen /*
Navigating Compliance Challenges

11:30 – 12:00 Network / Expo Break

12:00 - 1:00 Lunch in Expo Hall

1:00 – 1:30 Session 8 - Private Medicine - Topics to Consider – *Tom Blue*

1:30 to 3:30 Session 9 - Moderated Expert Discussion Panel: Unparalleled Access to an Industry
Thought Leader Panel Discussion

Moderator: *Jim Eischen, Esq.*

Panelist: *Dr. Matt Priddy, Dr. Radley Griffin, Tom Blue, Dr. Pam Brar, Dr. James Pinckney II,
Dr. David Rosenberg, Dr. Joel Bessmer*

Panel Discussion Topics with Q&A:

- Practice Business Management: Greatest Successes & Biggest Failures
- Management & Growth: How To Achieve Practice Success
- Marketing 101: What Works & How To Implement The Right Strategies
- Private Direct Practice Formation: Hits and Misses
- Creating Healthy Boundaries with High-Connection Care: How to Navigate & Maintain Strong Professional Standards With Personalized Care Models

3:30 – Close of Sessions.