



2020 FMMA Annual Conference:

Mission Possible: Healthcare Entrepreneurship as the Antidote to the Broken Healthcare System

April 30- May 2, 2020

Hilton Dallas/Plano Granite Park, Plano, TX

Thursday - April 30th

10:00 a.m. - 3:00 p.m.	FMMA & Exhibitor Setup
3:00 p.m. - 7:00 p.m.	Registration
3:30 p.m. - 4:30 p.m.	Chapter Leader Q&A – Jay Kempton, Keith Smith, M.D.
5:00 p.m. - 6:15 p.m.	Larry Van Horn, PhD. - The primary architect of 2019 Executive Order on Healthcare Transparency
6:15 p.m. - 7:45 p.m.	Cocktail Reception with Exhibitors

Friday – May 1st

7:00 a.m. - 12:00 p.m.	Registration
7:00 a.m. - 8:00 a.m.	Breakfast with Exhibitors
8:00 a.m. - 8:30 a.m.	Opening Remarks – Jay Kempton
8:30 a.m. - 8:45 a.m.	ShopHealth Why & How – James Dunavant
8:45 a.m. - 10:00 a.m.	Revolutionary Entrepreneurship of Self-funded Employer Plans - Brady Bizarro, Esq.
10:00 a.m. - 11:15 a.m.	Big Ideas: Removing Roadblocks between Buyers and Sellers of Healthcare - John Harvey
11:15 a.m. - 12:00 p.m.	<i>Networking Break with Exhibitors</i>
12:00 p.m. - 1:30 p.m.	Lunch with Keynote Speakers: The Entrepreneurial Journey: How Entrepreneurship Can Save Healthcare - Peter Klein, Hunter Hastings
1:30 p.m. - 2:00 p.m.	<i>Networking Break with exhibitors and move to breakout rooms</i>
2:00 p.m. - 3:15 p.m.	Breakout Sessions - Friday
	1. Free Market PBMs? Transparent PBMs Lowering Buyers' Pharmacy Costs - Evan Bruder, Cristy Gupton
	2. Employers Navigating Free Market Health Plans - Cori Cook, J.D., Jay Kempton
	3. Can the Market Serve "Unexpected" Medical Needs? – Christian Rice, MD, MBA, Tim Koch
3:15 p.m. - 4:00 p.m.	<i>Networking Break with exhibitors and move to General Session</i>
4:00 p.m. - 5:15 p.m.	Is Medicare for All Inevitable? National and State Legislative Update - David Balat, Jonathan Small, Charles Sauer
5:15 p.m. - 7:00 p.m.	Cocktail Reception with Exhibitors

Saturday – May 2nd

7:00 a.m. - 8:00 a.m.	Breakfast
8:00 a.m. - 9:00 a.m.	Business Executive Panel Discussion - Christopher Habig, Guy Sims, David Bristol
9:15 a.m. - 10:30 a.m.	Breakout Sessions - Saturday
	1. Entrepreneurship and Scaling DPC for the Masses – Kyle Rickner, M.D., Adam Habig, Lee S. Gross, M.D.
	2. Entrepreneurial Healthcare Marketing – Rachel Merritt, Shankar Poncelet, Brad Riggan
	3. Entrepreneurs Connecting Buyers and Sellers of Healthcare – David Goldhill, Dr. Tony Dale
10:30 a.m. - 10:45 a.m.	<i>Break with exhibitors and move to General Session</i>
10:45 a.m. - 12:00 p.m.	"Ask Us Anything" - Keith Smith, M.D. & Jay Kempton
12:00 p.m. - 12:15 p.m.	<i>Be a Beacon Awards</i>
12:15 p.m. - 12:30 p.m.	Closing Remarks – Keith Smith, M.D.
12:30 p.m. - 2:00 p.m.	<i>Exhibitor tear down</i>