



**FREE MARKET**  
MEDICAL ASSOCIATION

2023 Annual Conference

# THE FORCE

Medical Liberty & Patient Autonomy

May 3-5 • Kansas City, MO • Hotel Kansas City

In our own galaxy, very, very near, medical liberty and patient autonomy are under threat. The Empire – the current, overpriced, under-performing U.S. healthcare system – has four trillion reasons to protect its status-quo system. The Rebel Alliance – a growing movement of free market entrepreneurs and enthusiasts – have been enlightened on a new path forward: direct care models built on transparency, affordability, access and a better physician and patient experience.

Join us at The Force: Medical Liberty and Patient Autonomy, where these rebels and freedom fighters come together to illuminate free market healthcare models and learn from Rebel Leader Luminaries like Peter Klein, Chris Deacon, Dr. Keith Smith, Cori Zavada, Dr. Arti Thangudu, Shawn Strash, Dr. Cristin Dickerson, Jay Kempton, and more. Don't miss this opportunity to learn from experts, network with fellow advocates, and take action to defend medical liberty and patient autonomy adhering to free market principles.

**At our 2023 conference, attendees will:**

- Expand the reach and value amongst employers
- Leverage the wisdom of the National and Local Chapters to build Direct Care strategies and plans
- Convene Direct Care clinicians, benefits advisors, employers, and community leaders

May the force (and the free market) be with us. The Rebel Invasion begins on May 3, 2023, in Kansas City. Do or do not. There is no try.

**REGISTER NOW**

*The Force is with Me, I'm in!*

## PROGRAM SCHEDULE

### WED | MAY 3

- 12 - 5pm Early Registration
- 2 - 4pm FMMA Chapter Leader Strategic Planning
- 5 - 7pm Sponsor booth set up - Starlight Ballroom
- 8 - 10pm Opening Party - Starlight Ballroom

### THU | MAY 4

- 7:30 - 9am Registration & Continental Breakfast
- 9 - 11:30am FMMA General Session & breakouts
- 11:30-1pm Luncheon & Free Market Solution Spotlight
- 1:30 - 4pm FMMA General Session & breakouts
- 4 - 6pm Free Market Mixer - Starlight Ballroom

### FRI | MAY 5

- 7:30 - 9am Continental Breakfast with Solutions
- 9 - 11:30am FMMA General Session & breakouts
- 11:30 - 12pm FMMA Annual Conference Closing Keynote
- 12 - 2pm Sponsor booth tear down



## HOTEL KANSAS CITY

1228 Baltimore Avenue, Kansas City, MO  
+1 816 685 1228 • Group code: G-OWZH  
\$229/night + tax/resort fees per night

**Book your room at Hotel Kansas City**

# SPEAKERS



**Chris Habig, Emcee**  
CEO, Co-founder  
Freedom Healthworks



**Jay Kempton**  
Founder / Co-Founder  
The Kempton Group Administrators  
Free Market Medical Association



**Keith Smith, MD**  
Medical Director / Co-Founder  
Surgery Center of Oklahoma /  
Free Market Medical Association



**Peter Klein, PhD**  
W. W. Caruth Chair and  
Professor of Entrepreneurship  
Baylor University



**Chris Deacon, JD**  
Founder  
VerSan Consulting



**Shawn Strash,  
MHA, MBA, CHC, FACHE**  
Vice President,  
Strategy & Growth  
Woundcentrics



**Cori Zavada, JD**  
Founder and CEO  
Fiduciary Risk Management  
& ZezaHealth



**Matt Ohrt**  
Co-Founder  
Self Fund Health  
& Leader of HCBP Group



**Arti Thangudu, MD**  
Founder & CEO  
Complete Medicine



**Jeff Williams**  
Co-Founder  
WellBridge Surgical



**Eric Inman, MD**  
Co-founder  
Wellbridge Surgical



**Allison Edwards, MD**  
Medical Director  
Sesame



**Michael Havig, MD**  
Founder & CEO  
HealthMe



**Molly Rutherford, MD, MPH**  
Physician  
Bluegrass Family Wellness



**David Cameron**  
Medical Director  
Hint Health



**Cristin Dickerson, MD**  
Founder & CEO  
Green Imaging



**Karen Simonton, CPA**  
Strategic Alliance Director  
The OrthoForum



**Jeff Gold, MD**  
Gold Direct Care



**Melinda Cail, MD**  
Primary Health Partners



**Adam Russo**  
CEO  
The Phia Group



**Tay Sha Howell, MD**  
Direct Wound Care  
& Consulting

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