

THE OPIOID EPIDEMIC SUMMIT: ITS IMPACT IN THE WORKPLACE

Tuesday, July 24, 2018 • 8 a.m. - 4 p.m. • The Monona Terrace, Madison, Wis.

AGENDA

- 8 – 8:30 a.m. **Registration, Breakfast and Sponsorship Showcase**
- 8:30 – 8:35 a.m. **Welcome and Opening Remarks**, Cheryl DeMars
- 8:35 – 9:35 a.m. **A Judicial Viewpoint of the Opioid Epidemic:** Judge Jodi Debbrecht Switalski, Court Judge and Metro Detroit Litigator, Speaker & Consultant, The Stutman Switalski Group
- 9:35 – 9:55 a.m. **Networking and Sponsorship Showcase**
- 9:55 – 10:45 a.m. **Employer Activist for Addiction Treatment**, Robert Poznanovich, vice president, Hazelden Betty Ford Foundation
- 10:45 – 11:45 a.m. **Multi-Stakeholder Panel:** Paul Krupski, director of opioid initiatives, Department of Health Services; Cheryl Larson, CEO, MBGH; Stephanie Vojas, principal, Michael Best Strategies
- 11:45 – 12:45 p.m. **Lunch, Networking and Sponsorship Showcase**
- 12:45 – 1:15 p.m. **Pharmacist Perspective:** Jocelyn Kerl, PharmD, National CooperativeRx
- 1:15 – 2:05 p.m. **Provider Panel Perspective Moderated by Linda Syth, Wisconsin Medical Society:** Dr. George Morris, Ascension; Dr. Michael McNett, Aurora Health Care; Dr. Michael Miller, Rogers Behavioral Health; Christopher Cunningham, Concordia University of Wisconsin, School of Pharmacy
- 2:05 – 2:30 p.m. **Networking and Sponsorship Showcase**
- 2:30 – 3:25 p.m. **Alternative Pain Relief Panel:** Dr. Jeff King, Wisconsin Chiropractic Association; Dr. Julie Lombardo & Dr. Kevin Wait, Capitol Physical Therapy; Janet Poppe, Pacira Pharmaceuticals
- 3:25 – 3:55 p.m. **Workplace Opioid Communication Toolkit:** Mary Rode, owner, The Write Source & Laura Monagle, VP, client services & public relations, Affirm
- 3:55 – 4 p.m. **Closing Comments and Adjourn**, Cheryl DeMars

THANK YOU TO OUR SPONSORS

PLATINUM SPONSORS

National Cooperative 



 DELTA DENTAL

BRONZE SPONSOR



SPEAKER BIOS

Judge Jodi Debbrecht Switalski

Court Judge and Metro Detroit Litigator, Speaker & Consultant, The Stutman Switalski Group

Judge Jodi was appointed by the Governor of the State of Michigan to the bench after serving as a Metro-Detroit felony prosecutor with a perfect trial record. She now practices law focusing on, among other things, medical malpractice and business liabilities pertaining to substance use and abuse. She is also a partner with The Stutman Switalski Group.

Judge Jodi has received numerous awards and appointments and has been named best speaker or presented as keynote/plenary speaker at such notable engagements as the International Conference on Opioids at Harvard Medical School, MD Anderson Cancer Hospital in Houston, Texas, the National Association of Drug Court Professionals, the United States Probation Departments, numerous Automotive and Suppliers CEO Council meetings and conferences. She is a frequent guest on television and radio for Fox, NBC and CBS and has been featured in several documentaries including the PBS short, "Invisible Wounds" and the upcoming, "Needles in the Hay." Her current publications include "Where My JD meets Your MD" and "Your Name is on the Bottle."

Robert Poznanovich

Vice President, Hazelden Betty Ford Foundation

Robert Poznanovich is responsible for managing relations with professional referents, managed care and insurance organizations and other strategic national accounts. Prior to joining the organization, Poznanovich co-founded and was the CEO of AIR, Inc. a behavioral health organization that provided solutions to organizations, families and individuals that were struggling with addiction in their homes or workplaces. Before that, Poznanovich spent 20 years as a senior sales/business development executive in the technology industry. Poznanovich is co-author of "It is Not Okay to be a Cannibal...How to Stop Addiction from Eating Your Family Alive," a Hazelden Publishing article. He is also widely recognized as an expert speaker and commentator on understanding the cost of addiction in the workplace, and has appeared in numerous media stories on a variety of addiction-related topics.

Paul Krupski

Director of Opioid Initiatives, Department of Health Services, Wisconsin

Paul Krupski serves as the director of opioid initiatives to coordinate the department's efforts to end the state's opioid crisis.

"Opioid overdoses and the misuse of opioids, either heroin or prescription pain medications, affects every corner of the state and is destroying families," said DHS Secretary Linda Seemeyer. "We must do whatever we can to end the heartbreak affecting so many. Krupski's experience and skills support our efforts to make sure that our response to this crisis is as aggressive and effective as possible."

Krupski, a native of Brown Deer, Wis., is a graduate of the University of Wisconsin-Green Bay with a bachelor of arts degree in social change and development. He has previously worked at DHS as a Prevention Coordinator with the Division of Care and Treatment Services and as Preparedness Training and Exercise Coordinator with the Division of Public Health Office of Preparedness and Emergency Healthcare. His professional career has centered on administering and implementing substance abuse policies and strategies.

Cheryl Larson

President & CEO, Midwest Business Group on Health (MBGH)

Cheryl Larson is the president and CEO of the Midwest Business Group on Health (MBGH), a non-profit organization of over 130 mid to jumbo, self-funded, regional and multi-state, public and private employers. Coalition activities include educational programs, health benefits research, benchmarking and community-based initiatives focused on increasing the value of health benefits and health care services to MBGH members – represented by human resources, health benefits and health care professionals.

She oversees all coalition activities including advocacy, membership, administration, research projects and educational activities, working closely with MBGH's employer-led Board of Directors to establish the strategic direction of the coalition. Larson joined MBGH in 1983 as the director of membership development, returning in 2006 as vice president, after spending 10 years with a population health management company.

Larson leads MBGH's National Employer Initiative on Specialty Drugs, the first major purchaser-driven research project that supports employers in managing the higher costs of biologic and specialty drugs by helping them make critical and informed decisions. She is a nationally-recognized speaker on employer best practices in managing specialty drugs, value-based benefit design, wellness, wellbeing, consumerism, engagement and benefit communications. She currently serves on multiple boards and committees representing the purchaser perspective, including the Task Force on Low-Value Care for VBID (Value-Based Insurance Design) Health and the Oncology Medical Home Steering Committee for the Community Oncology Alliance.

Stephanie Vojas
Principal, Michael Best Strategies

Stephanie Vojas draws on her extensive experience in government relations and strong ties to the Illinois political community to help clients meet their business goals. Clients turn to her for advice and representation in lawmaking and regulatory processes, knowing that the continuing success of their businesses can often hinge on such issues.

A registered lobbyist with an outstanding legislative success record, Vojas has built strong relationships on both sides of the aisle with policy makers at state, county and local levels – as well as with staff of all four legislative caucuses – in Illinois. As an enthusiastic and hardworking team player, she is dedicated to helping her clients develop effective strategic plans and build productive coalitions.

Whether fostering client communication with policy and decision makers or helping clients work to implement legislative and regulatory change, Vojas maintains a clear focus on the overriding objectives of client growth and success.

Jocelyn Kerl, PharmD
Clinical Services Manager, National CooperativeRx

Jocelyn Kerl, a licensed pharmacist, is National CooperativeRx's clinical services manager. While overseeing her own book of business within the organization, she also plays an important role in the daily clinical work. Kerl's prior position was as an inpatient clinical pharmacist at Unity Point Health – Meriter. Kerl completed a pharmacy residency with Aurora Health Care and was a pharmacy intern with Walgreens. She is currently involved in both the Greater Madison Chamber of Commerce and CONNECT Madison.

Dr. George Morris
Epilepsy Clinical Medical Director, Ascension

Trained as an epileptologist at the University of Cincinnati, Dr. Morris created the Epilepsy Evaluation and Surgery Programs at the Medical College of Wisconsin/Froedtert Hospital (MCW), Aurora St. Luke's Medical Center and Columbia St. Mary's - Milwaukee. He is a professor of neurology and active lecturer. He also has been involved in over 600 surgeries for epilepsy in his career in Cincinnati, MCW, Aurora, and now Columbia St. Mary's - Milwaukee, part of Ascension.

Dr. Morris has been involved in the development of functional MRI in the areas of epilepsy and detection of memory and speech. Several publications have arisen from this work as well as comparisons of intraoperative mapping to the results of functional MRI. Since 1990, he has designed and developed epilepsy medicines and received dozens of grants for epilepsy management and investigation. In addition, Dr. Morris has published articles in and reviewed articles for prominent medical journals.

Dr. Michael McNett
Pain Management Provider, Aurora Health Care

Michael McNett, MD, pain management physician and leader of the Comprehensive Pain Program team at Aurora's Miller Park Way location, has been treating chronic pain since 2000. His experience and special interests include chronic pain treatment/research (especially fibromyalgia), addictions, pharmaceutical research, and consulting, teaching and transpersonal psychology. Services provided include non-interventional pain management and medication management. His goal is to provide compassionate and comprehensive non-interventional pain management using the latest breakthroughs in the field.

Dr. McNett is a national-level expert in the field of pain management. His overall experience includes practicing family medicine during the 1980s, followed by 12 years of emergency medicine. He has practiced addiction medicine, having worked in a methadone treatment program, and also has done graduate work in psychology. He is the author of a self-help book for patients, as well as articles for magazines and clinical journals. He has performed and supervised clinical research studies, and is an advisor and speaker for several major pharmaceutical firms.

Dr. Michael Miller
Former Director of Addiction Program Development & Training, Rogers Behavioral Health

Michael M. Miller, MD, DFASAM, DLFAPA, is the former director of addiction program development and training for Rogers Behavioral Health. He is a board-certified general psychiatrist and addiction psychiatrist. Dr. Miller has practiced addiction medicine for more than 35 years and is certified in addiction medicine by the American Board of Preventive Medicine.

He is a Distinguished Life Fellow of the American Psychiatric Association (APA) and a Distinguished Fellow of the American Society of Addiction Medicine (ASAM). Dr. Miller is also a director of the American Board of Addiction Medicine (ABAM) and The Addiction Medicine Foundation, as well as a past president of ASAM. Dr. Miller has served on many task forces and councils of ASAM and the Wisconsin Medical Society (WMS), was chair of the WMS Commission on Addictive Diseases, and is current Speaker of the WMS House of Delegates and a member of the Society's Board of Directors. He serves as a faculty member for the Addiction Psychiatry Fellowship and the Addiction Medicine Fellowship at the University of Wisconsin School of Medicine and Public Health, where he is a full professor on the clinical faculty. He also is an assistant clinical professor in the psychiatry and behavioral medicine department at the Medical College of Wisconsin.

Christopher Cunningham
Assistant Professor, Pharmacy Science, Concordia University Wisconsin

Cunningham is an assistant professor whose research focuses on the design, synthesis and characterization of analgesics and anti-addiction agents. Students who work in his laboratory are exposed to the drug design and discovery process, including new synthetic techniques and novel probe development of pain, stress and anxiety and substance abuse pathways.

Cunningham received his PhD and undergraduate from University of Maryland. His teaching interests include pharmacology and medicinal chemistry.

Dr. Jeff King, DC, MS

Assistant Professor of Neurosurgery (Doctor of Chiropractic), Medical College of Wisconsin

Dr. Jeff King obtained his doctor of chiropractic (DC) from Logan University in 2011 and his Masters degree in sports science and rehabilitation in 2012. He practices in an integrated setting at the Medical College of Wisconsin. He is on the Evidence Based Guideline Development Committee for the North American Spine Society and also the Chair of the Evidence Based Chiropractic Committee for the WCA. These commitments have afforded him the opportunity to learn a great deal on the topic of evidence-based assessment and orthopedic testing.

Dr. Julie Lombardo

Owner, Capitol Physical Therapy

Dr. Lombardo started Capitol Physical Therapy out of a desire to do things differently.

She is an experienced owner with a demonstrated history of working in the health care industry. She is skilled in physical therapy, orthopedics, and women's health. She is a strong entrepreneurial professional, she graduated from Evidence in Motion's Institute of Healthcare Professionals.

Julie Lombardo is also a breast cancer survivor who wants to increase the survival rates of others. Her enthusiasts believe she has revolutionized how cancer care is delivered to include physical therapy as a standard part of care delivery, a practice now endorsed by local oncologists and sought after by patients.

Dr. Kevin Wait

Clinic Director, Capitol Physical Therapy

Dr. Wait earned his doctorate degree in Physical Therapy from the Mayo Clinic College of Medicine and completed an additional year-long Sports Medicine Physical Therapy Residency through Gundersen Health Sports Medicine in La Crosse, Wis. He is a Board Certified Sports Clinical Specialist by the American Board for Physical Therapy Specialists and also a Certified Strength and Conditioning Specialist. Dr. Wait is experienced in treating general and complex orthopedic conditions and provides specialty services for patients with sports-related injuries or performance interests. He also has advanced training in specialized soft tissue and muscle treatments in the form of trigger-point dry needling and instrument assisted soft tissue mobilization. His treatment approach emphasizes hands-on treatments for improving mobility and decreasing pain while emphasizing movement retraining through specific exercise prescription.

Dr. Wait has worked in a variety of professional clinical settings, including a military base and with collegiate and professional athletes. He has completed consulting work with professional sports teams improving the management of their sports injuries. He has a passion for educating the future of his profession. He previously helped develop an innovative curriculum used to train doctoral students across the country in a clinical setting. He also coordinates continuing education courses for a national leader in physical therapy education.

Janet Poppe

Senior Director, Payer and Employer Relations, Pacira Pharmaceuticals

Janet Poppe is responsible for Pacira's corporate relationship with health plans and health care purchasers. Janet has over 26 years of experience in healthcare policy, economics and reimbursement. She has been with Pacira since 2014 and was previously Senior Director National and Strategic Accounts, working with hospital system leadership.

Prior to joining Pacira, Poppe had a 23 year career with Johnson & Johnson across the pharmaceutical and medical device businesses focused on managed care, health policy, reimbursement and business development.

Mary Rode

Owner & Principal, The Write Source

Mary Rode is the owner and principal of a reliable and experienced source for creating effective communications and marketing strategies. She specializes in providing consulting, communications and marketing services to clients primarily in the health care, employee benefits and insurance areas. She has an in-depth understanding of health care and all stakeholder motivations.

Rode holds a journalism degree from the University of Wisconsin- Madison. She spent over 20 years in the managed health care and insurance industries as a sales and marketing executive with local and national responsibilities. In this capacity, she managed sales and marketing operations, group health claims administration, distributor relations (brokers/agents/consultants, third party administrators and insurance carriers) and account management.

She has worked with large national employers, local employers, employer coalitions and their vendors. Rode has experience in creating marketing strategies and is skilled in business, product and market development. Her in-depth knowledge of business and the health care and insurance industries gives her insight into how business, consumers and health care providers think and operate. Previous employers include national and regional managed care organizations and a health care management and data services company.

Laura Monagle

Vice President - Client Services & Public Relations, Affirm

Laura Monagle is responsible for planning and executing public relations, integrated marketing and social media programs for a diverse array of business-to-business and consumer clients. Her enthusiastic and passionate account work has included Johnson Controls, Manpower, Wisconsin Department of Transportation (WisDOT), The Fireside Theatre, Mayfair Leasing, Patient Care, SF Labs, Wisconsin Association of Mortgage Brokers, Wisconsin Trauma Care System, Dane County Office of Lakes & Watersheds, Milwaukee Shakespeare, Serigraph Inc., Construction Forms, Crivello Carlson, S.C., Orange Glo International (makers of OxiClean®) and the Waukesha Economic Development Corporation.

She is one of only 5,000 members of the Public Relations Society of America (PRSA) nationally to be accredited in public relations, and recently served on the board of the Southeast Wisconsin Chapter of PRSA. Currently, she is on PRSA's Diversity Committee and previously served as co-chair of the Chapter's Community Service Committee. Additional community service includes the United Performing Arts Fund in Milwaukee, East Town Wauwatosa Business Association, Boulevard Ensemble Studio Theater, Sojourner Truth House, March of Dimes and the MACC Fund.

Linda Syth, ACI

Chief Executive Officer - Holdings, Wisconsin Medical Society

Linda Syth is currently the chief executive officer of the Wisconsin Medical Society Holdings Corporation, a position she has held since 2007. Holdings' purpose is to develop products and services that are valued by health care systems and physicians thereby helping to fund the Society's mission: to improve the health of the people of Wisconsin by supporting and strengthening physicians' ability to practice high-quality patient care.

Syth has been with the Society since 1997 when she accepted the position of senior vice president of communications and marketing. Prior to 1997 she was employed by Oshkosh Truck Corporation. She is a graduate of the University of Wisconsin-Madison and earned her master's degree from Ohio State University. Syth is on the state of Wisconsin Injured Patients and Families Compensation Fund Board, where she serves on the Actuarial and Risk Committees. Also, she serves as board chair of the Wisconsin Health Information Organization, a public-private All-Payers Claims Data Mart. Syth also serves on the marketing committee for the International Center for Captive Insurance Education.