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PIAA 2012 Medical Liability Conference to Convene in Washington, D.C. in May

Rockville, MD – February 15, 2012 – The Physician Insurers Association of America (PIAA), the national insurance industry trade association representing medical professional liability (MPL) insurance companies, today announced that its 2012 Medical Liability Conference will be held in Washington, D.C. for the first time since 2000.

“We are thrilled that our nation’s capital will serve as the backdrop for the 2012 Medical Liability Conference,” said Brian K. Atchinson, president and CEO of the PIAA. “Our return to Washington, D.C. could not be more timely, considering the current and potential impact of federal legislation on the healthcare delivery system—and given the fact that this is a presidential election year.”

Atchinson noted that the MPL insurance industry will face a variety of challenges as a result of the transformation. The topics covered at this conference, and the experts who will deliver this information, he points out, will help MPL carriers find innovative solutions for navigating through these uncertain times.

The conference, which is open to the public, will take place May 9-12, 2012, at the JW Marriott Hotel in Washington, D.C.

The impact of the sweeping changes in the U.S. healthcare delivery system is one key focus of the conference. Multi-dimensional content on this topic will assist MPL companies, and all of the stakeholders with an interest in this business, to enter the next period for the MPL business with the latest and best information and tactical skills.

This year’s keynote speaker is internationally known healthcare futurist Ian Morrison, PhD. Morrison is the author of the acclaimed best-seller, “Healthcare in the New Millennium: Vision, Values, and Leadership.” His presentation will focus on the political, economic, and strategic context of change in healthcare. He will explain how the multiple stakeholders at work in the
healthcare revolution are preparing for the future, and how their likely actions can be exploited to competitive advantage by MPL companies.

Additional featured speakers at the Conference include Katty Kay, Lead Anchor, BBC World News America, who will offer a unique view on politics and healthcare in the U.S., and how this compares to international healthcare practice and William Munier, Director, Center for Quality Improvement & Patient Safety, Agency for Healthcare Research and Quality, who will discuss, as part of a panel, the evolving changes in the healthcare marketplace, the likely impact of these changes on individual and small-group physician practices, and the resulting impact on MPL carriers.

“We have assembled a comprehensive educational program on the topics of greatest importance to MPL companies,” stated Atchinson. “There will be sessions on every aspect of what matters to them: industry financial status, health system innovations such as accountable care organizations, emerging claims trends, and investment strategies for a persistently volatile market.”

Individual sessions will showcase top industry experts in presentations and panels and provide a well-rounded, comprehensive examination of issues. For example, one session focuses on the national and international issues related to the adoption of health information technology, including electronic health record, health information networks, and cyber security. Attendees will learn about the critical need to keep up-to-date on the status of these initiatives, and also to understand the present and potential MPL risks that may ensue with advancements in health information technology.

Other sessions deal with topics of perennial importance to MPL companies. Cynthia Grubbs, RN, JD, Director of the National Practitioner Data Bank, U.S. Health and Human Services Administration, will provide an insider’s perspective on how the data bank collects data and how it interfaces with the MPL system, clarifying its dual role in protecting practitioners while protecting the public.

“We are confident that attendees will find that this year’s Medical Liability Conference sustains, and enhances, the high standards we set when we re-engineered this meeting in 2011,” Atchinson said. “By attending this one Conference, individuals with a stake in the MPL business will gain an unparalleled briefing in the state-of-the-industry for 2012 and beyond—not to mention unmatched networking opportunities.

“The PIAA has long been known for its distinct and comprehensive base of information and for its ability to serve physician, dentist, and other healthcare provider-owned and/or -operated, as
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well as other, MPL carriers. This conference is another step in the PIAA’s ongoing efforts to meet the needs of those who work in the MPL industry. We are very excited about the prospects for the 2012 Medical Liability Conference, as well as our vision for this conference in the years to come,” Atchinson said.

For more information about the 2012 PIAA Medical Liability Conference, or to register online, visit the PIAA website at www.piaa.us.

The PIAA is the national insurance trade association representing medical liability insurance companies. PIAA members insure more than 60 percent of America’s private practicing physicians as well as dentists, hospitals, and other healthcare practitioners.

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