

AHLA Career Insight Sessions Planning Document - Half-Day Session (For Health Law Professionals and Academicians)

PURPOSE

This toolkit is designed to help health lawyers, health law professionals, and academicians plan and execute a Health Law Career Insights Session. The goal of these sessions is to introduce students and early career professionals to the health law profession, providing exposure to different career paths and helping build a professional network.

Event Planning

This toolkit outlines the option for a half-day session for students and/or early career professionals. Whether you are a solo practitioner, partner at a large firm, or professor at an academic institution, this toolkit can provide the foundation to plan a successful event for students and/or early career professionals.

Host a half-day event highlighting health law professionals who focus on various areas of practice or work setting.

- **Suggested Format:** Three one-hour panels with breaks for networking and a post-event reception.
- **Potential Panel Topics:**
 - Health Law in Law Firms
 - Government Health Law Careers
 - In-House Counsel in Health Care
 - Health Law Careers in Health Systems and other Institutions
- **Audience:** Primarily students from Law Schools, Master of Law or Masters of Legal Studies Programs, Health Care Compliance and/or other relevant certification programs, early career professionals, and members belonging to diverse bar associations.

Key Event Components

Below are components planners should incorporate into the event, if possible. Planners should consider securing sponsorships to offset the costs of food and beverages.

Networking Breaks

For half-day, multi-session events, include 1-2 networking breaks to allow participants to interact with professionals and peers, expanding their networks.

Post-Event Reception

For half-day and smaller, on-site visits, incorporate an informal gathering with food and beverage, encouraging deeper connections and conversations.

Responsibilities

The success of these events – regardless of type – will depend heavily on:

- The host institution (firm/company or academic institution)
- The health law professional(s) moderating/presenting content and/or facilitating the discussion
- Sharing AHLA-provided collateral material and resources

Host Institutions

- **Logistics**
 - Provide or coordinate space for the event or the platform to be used for virtual events
 - Arrange seating, technical setup (mics, projectors), and refreshments for in-person events
 - For academic institutions, promote event(s) to relevant programs through other faculty and/or academic advisors and/or to students in specific programs. Share information about the event by posting in AHLA's Adjunct Faculty Community.
 - For firms and companies, coordinate with academic institutions to promote event(s) to the relevant programs, students, and early career professionals (as appropriate). Post information about the event in AHLA's Early Career Professionals Community.
- **Content**
 - Coordinate with health law professionals on developing their presentations.
 - Offer promotional support to students through career services, student associations, etc.

Presenters/Moderators (Health Law Professionals)

- **Preparation:**
 - Collaborate with the host to finalize the panel's agenda.
 - Prepare a presentation focusing on career insights, opportunities, and AHLA's role in the profession.
 - Provide any additional handouts, slides, or case studies to engage the audience.
 - Attend any pre-event prep meetings or calls.
- **Event Day:**
 - Arrive early to meet with the moderator, any other presenters/panelists, etc. to align on format
 - Lead or participate in panels, highlighting both traditional and non-traditional health law career paths

Resources from the American Health Law Association (AHLA)

Available resources include the following:

- AHLA-branded collateral, i.e., membership information (online). Printed materials may be made available upon request.
- Video recordings that can be used during the Career Insights event(s) or as a stand-alone event to showcase the Association's benefits and opportunities for engagement with the health law community.

Promotion and Outreach

Academic institutions (e.g., law schools, health law programs, legal studies programs with health care law concentrations, relevant certification programs) and health law professionals representing firms or working within companies or government institutions all have a vested interest in exposing the health law profession to students and early career professionals in the pipeline.

Academic institutions are encouraged to collaborate with other local institutions to plan an event. AHLA can also assist firms and companies in identifying nearby programs (contact volunteer@americanhealthlaw.org for more information).

For Health Law Professionals and Firms

- **Motivations to Volunteer**
 - Help shape the future of the health law profession.
 - Gain exposure to potential hires from top law schools.
 - Connect with future professionals in the field.
 - Raise the profile of the firm/organization within the health law community.
 - Expose students and early career professionals to non-traditional pathways to health law (e.g., compliance, valuation, consulting, government/regulatory, etc.)

For Academic Institutions and Students

- **Why Host and/or Attend?**
 - Unique opportunity to engage with experienced health law professionals.
 - Professional development through networking.
 - Exposure to various career paths in health law.

Post-Event Follow-Up

Send a thank-you message to participants and maintain engagement with students and professionals.

It is also recommended that a post-event survey be sent to participants. Collecting feedback on the event's format, content, and overall value can be valuable and enables organizers to adjust panel topics, structure, or networking opportunities to better meet audience needs in future sessions.

AHLA has prepared a general survey to assist in collecting feedback. Include this [link](#) in any follow-up messages to participants and staff will ensure the feedback is shared with event planners.

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APPENDIX (Links to where necessary)

- [Sample Planning Timeline](#)
- [Sample Outlines for Session/Programming](#)
- [Sample Invitation](#)

Virtual Collateral Materials for Students and Early Career Professionals

- [The Future of Health Law](#) – Microsite for students and early career professionals
- [AHLA's Mentoring Program](#) – Comprehensive overview of AHLA's Mentoring Program
- [AHLA Membership Brochure](#)
- [AHLA Benefits Video](#) – overview of AHLA's member benefits

SAMPLE TIMELINE FOR EVENT**Sample Timeline for Hosting a Half-Day Health Law Career Panel Event****6-12 Months Before the Event**

1. **Identify Event Goals and Audience:**
 - Define the objectives (e.g., promoting health law careers, networking opportunities).
 - Clarify the target audience (law students, Masters of Law, MLS, early career professionals).
2. **Secure a Venue:**
 - Book a location at a law school, university, or professional meeting space.
 - Ensure accessibility and adequate seating for presentations and networking areas.
3. **Form a Planning Committee:**
 - Include representatives from applicable professional organizations (including AHLA), the target audience, and any co-hosting organizations.
 - Assign roles (e.g., outreach, logistics, speaker coordination).

3-6 Months Before the Event

1. **Confirm Event Format and Agenda:**
 - Finalize the format (e.g., three one-hour panels with networking breaks and a post-event reception).
 - Outline panel topics (e.g., Health Law in Law Firms, Government Careers, In-House Counsel, Health Systems Careers).
2. **Recruit Speakers:**
 - Identify 3-4 panelists per session who represent diverse perspectives and career stages.
 - Contact potential speakers, confirm availability, and provide topic outlines.
3. **Partner and Sponsor Engagement:**
 - Reach out to law schools, Masters programs, and local diverse bar associations for promotional support.
 - Contact AHLA at ahlanetworking@americanhealthlaw.org for information on local schools and programs.
 - Secure sponsorships to cover costs (e.g., venue, refreshments, speaker travel).

2-3 Months Before the Event

1. **Promote the Event:**
 - Develop a digital flyer with event details and distribute via AHLA channels, law schools, and partner organizations.
 - Use social media platforms to generate buzz.
2. **Plan Networking Elements:**
 - Organize structured networking during breaks (e.g., topic-specific tables, icebreaker activities).
 - Coordinate a casual post-event reception with refreshments.
3. **Prepare Event Materials:**
 - Create speaker bios, panel descriptions, and a program agenda for attendees.
 - Develop feedback forms (paper or digital) to gather post-event insights.

1 Month Before the Event

- 1. Finalize Logistics:**
 - Confirm AV needs, seating arrangements, and catering.
 - Conduct a walkthrough of the venue.
- 2. Communicate with Speakers:**
 - Share a finalized agenda and panel discussion guidelines.
 - Coordinate travel arrangements if necessary.
- 3. Continue Outreach:**
 - Send reminders to attendees via email and social media.
 - Encourage RSVPs and last-minute registrations.

1 Week Before the Event

- 1. Confirm Details:**
 - Reconfirm logistics with the venue and vendors.
 - Send final reminders to speakers and attendees.
- 2. Prepare Materials:**
 - Print programs, name tags, and directional signage.
 - Prepare a welcome packet for speakers.

Event Day

- 1. Setup (2 Hours Before Start):**
 - Arrange registration, panel seating, and networking areas.
 - Test AV equipment and ensure refreshments are ready.
- 2. Run the Event:**
 - Welcome attendees and introduce panels.
 - Ensure smooth transitions between panels and networking sessions.
- 3. Wrap-Up:**
 - Thank speakers and attendees.
 - Distribute feedback forms and collect responses.

Post-Event (1 Week After):

- 1. Follow-Up:**
 - Send thank-you notes to speakers, sponsors, and attendees.
 - Share a summary or highlights on social media.
 - Contact AHLA to launch post-event survey.
- 2. Evaluate the Event:**
 - Review feedback from AHLA survey and discuss improvements with the planning committee.
 - Archive event materials for future reference.

Sample Outline For Career Insight Sessions

Sample Outline for a Half-Day Health Law Career Panel or Session

This half-day structure provides an in-depth exploration of health law careers, key areas of practice, and current issues, along with ample opportunities for networking and Q&A. It is designed for law students, early career professionals, and others interested in health law.

1. Welcome and Opening Remarks (10 minutes)

- **Facilitator Introduction**
 - Purpose and objectives of the panel (e.g., exploring health law careers, connecting professionals and students).
- **Speaker Introductions**
 - Brief bios of panelists, highlighting their areas of expertise and career paths.

2. Introduction to Health Law (15 minutes)

- **What Is Health Law?**
 - Definition and importance in the legal and health care landscape.
- **Scope of Practice**
 - Overview of the breadth of health law, including regulatory, litigation, and transactional aspects.

3. Deep Dive into Key Areas of Health Law (45 minutes)

- **Panel Discussion: Key Practice Areas**
 - **Regulatory Compliance:** HIPAA, FDA, Medicare/Medicaid regulations.
 - **Health Care Transactions:** Mergers, acquisitions, and joint ventures in health care.
 - **Litigation and Risk Management:** Medical malpractice and fraud enforcement.
 - **Emerging Fields:** Digital health, artificial intelligence, biotechnology, and public health law.
- **Interactive Q&A** with attendees on specific areas of interest.

4. Career Paths and Work Settings in Health Law (45 minutes)

- **Panel Discussion: Career Opportunities**
 - Law firms (large firms, boutique practices).
 - In-house roles (hospitals, insurers, pharmaceutical companies).
 - Government agencies (CMS, FDA, DOJ).
 - Nonprofit and advocacy organizations.
 - Academia and research.
- **Panelist Journeys**
 - How panelists entered health law and key milestones in their careers.
- **Interactive Q&A** focusing on career trajectories.

5. Skills and Professional Development (30 minutes)

- **Essential Skills for Health Law Professionals**

- Mastering legal research, regulatory analysis, and client counseling.
- Staying updated on industry trends and legal developments.
- **Career Development Strategies**
 - Networking and mentorship opportunities.
 - Continuing education (certifications, conferences, and AHLA resources).
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6. Current Trends and Challenges in Health Law (20 minutes)

- **Hot Topics Panel Discussion**
 - Telehealth and digital health innovation.
 - Health care reform and policy implications.
 - Ethics in biotechnology and artificial intelligence.
- **Audience Polling or Interactive Questions:** Attendees share their perspectives or ask follow-up questions.

7. Networking and Break (15 minutes)

- Facilitated or informal networking session.
- Opportunity for attendees to connect with panelists and peers.

8. Closing Q&A and Wrap-Up (30 minutes)

- Open Q&A session for attendees to ask any remaining questions.
- Recap of session highlights and panelist recommendations for further exploration.
- Share resources and next steps, including information on AHLA membership and events.

9. Closing Remarks and Thank-Yous (10 minutes)

- **Facilitator Closing**
 - Thank panelists, attendees, and any partnering organizations.
 - Encourage attendees to stay connected and utilize available resources.

Sample Invitation for a Half-Day Health Law Career Panel or Session

Subject: Join Us for a Half-Day Career Panel: Exploring Careers in Health Law

Dear [Recipient],

Are you considering a career in health law? Join us for an engaging **Career Panel on Health Law Careers**, designed to provide law students and early career professionals with insights into the diverse and dynamic field of health law.

This event brings together seasoned professionals from various sectors of health law to share their experiences, discuss key practice areas, and provide practical advice for launching and growing your career in this specialized area of law.

Event Details

Date: [Insert Date]

Time: [Insert Start and End Time]

Location: [Insert Virtual Platform Link or Venue Address]

Audience: Law students, early career professionals, and others interested in health law

Why Attend?

- Gain a comprehensive understanding of health law, its scope, and importance in today's legal and health care landscape.
- Explore key practice areas, including regulatory compliance, health care transactions, litigation, and emerging fields like digital health and biotechnology.
- Learn from professionals working in diverse settings, such as law firms, in-house counsel roles, government agencies, nonprofit organizations, and academia.
- Discover essential skills and strategies for success in health law, including networking, mentorship, and continuing education.
- Participate in Q&A sessions and informal networking opportunities to connect with panelists and peers.

Agenda Highlights

- **Welcome and Opening Remarks:** Facilitator introduction and panelist bios.

- **Introduction to Health Law:** What is health law, and why is it important?
 - **Deep Dive into Key Areas of Practice:** Panel discussion on regulatory compliance, transactions, litigation, and emerging trends.
 - **Career Paths and Professional Development:** Explore diverse work settings and practical advice for career growth.
 - **Current Trends and Challenges:** Hot topics in health law, including telehealth and AI ethics.
 - **Networking and Q&A Sessions:** Interactive opportunities to engage with panelists and peers.
 - **Closing Remarks and Resources:** Recap and actionable next steps to deepen your engagement with the field.
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Reserve Your Spot Today!

Don't miss this opportunity to connect with health law professionals and gain valuable insights to advance your career.

Register Here: [Insert Registration Link]

For questions or additional information, please contact us at [Insert Email Address].

We look forward to seeing you there!

Best regards,

[Your Name]

[Your Title/Organization]

[Contact Information]