

AHLA Career Insight Sessions Planning Document – 1-2 Hour 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 1-2 hours sessions 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.

- Suggested Format: A single session, either informal or with a panel. Health law professionals share their experiences and insights.
- Potential Panel Discussions or Single Topics:
 - Overview of the Health Law Profession
 - Areas of Focus/Settings in Health Law
 - Current Trends in Health Law (students and early career professionals)
- **Audience: Primarily students from Law Schools, Master of Law or Masters of Legal Studies Programs, Health Care Compliance and/or other relevant certification programs, and early career professionals**

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.

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.

APPENDIX (Links to where necessary)

- Sample Planning Timeline
- Sample Outlines for Session/Programming
- Sample Invitation

Virtual Collateral Materials for Students and Early Career Professionals

- [AHLA Student Engagement](#)– 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 1-2 Hour Health Law Career Panel or Session

3-4 Months Before the Event

1. **Define Goals and Audience:**
 - Clarify objectives (e.g., raising awareness about health law careers, providing mentorship).
 - Identify the target audience (law students, Masters of Law, MLS, compliance students, and early career professionals).
2. **Identify Partners and Hosts:**
 - Partner with a law school, Masters program, or professional organization to co-host the event.
 - Contact AHLA at volunteer@americanhealthlaw.org for information on local schools and programs.
 - Assign a planning team to coordinate logistics and outreach.
3. **Select a Date and Venue:**
 - Choose a date that aligns with the academic or professional calendar.
 - Book a venue at the host institution or arrange for a virtual platform if necessary.

2 Months Before the Event

1. **Confirm Session Format and Content:**
 - Decide between a panel discussion or a single-topic presentation.
 - Outline key topics, such as:
 - Overview of the Health Law Profession.
 - Areas of Focus/Settings in Health Law.
 - Current Trends in Health Law.
2. **Recruit Speakers:**
 - Identify 2-4 health law professionals with diverse expertise and career stages.
 - Confirm their availability and provide an overview of the session goals.
3. **Promote the Event:**
 - Create a digital flyer or invitation.
 - Share event details through AHLA channels, partner institutions, and social media.

1 Month Before the Event

1. **Finalize Logistics:**
 - Confirm venue setup (e.g., seating, AV equipment) or virtual platform readiness.
 - Prepare a draft agenda, including a Q&A session and networking opportunities.
2. **Coordinate Speaker Preparation:**
 - Share talking points or an outline of the session.
 - Offer guidance on the audience's needs and interests.
3. **Send Invitations:**
 - Email invitations to target audiences, including students, program participants, and early career professionals.
 - Encourage RSVPs to estimate attendance.

2 Weeks Before the Event

1. **Send Reminders:**
 - Remind attendees and speakers of the date, time, and venue (or virtual link).
 - Share an agenda or event flyer.
2. **Prepare Materials:**
 - Print or distribute digital handouts, such as speaker bios and session topics.
 - Prepare a sign-in sheet or digital attendance tracker.

Event Day

1. **Setup (1 Hour Before Start):**
 - Test AV equipment and arrange seating.
 - Prepare registration/check-in tables and set up any refreshments.
2. **Facilitate the Session:**
 - Welcome attendees and introduce the speakers.
 - Ensure smooth transitions between topics and moderate the Q&A.
3. **Close and Thank Participants:**
 - Thank speakers and attendees.
 - Distribute feedback forms or provide a link for online feedback.

Post-Event (1 Week After):

1. **Follow-Up:**
 - Send thank-you emails to speakers and co-hosts.
 - Share a brief recap or key takeaways with attendees.
 - Contact AHLA to launch post-event survey.
2. **Evaluate the Event:**
 - Review feedback from AHLA survey and discuss improvements with the planning team.
 - Document lessons learned and archive materials for future events.

Sample Outline For Career Insight Sessions

Sample Outline for a 1-2 Hour Health Law Career Panel or Session

This outline provides a structured format for health law professionals hosting a 1-2 hour session, offering insights into career opportunities, key areas of practice, and professional growth for law students and early career professionals.

1. Welcome and Introduction (5 minutes)

- **Facilitator Opening Remarks**
 - Brief overview of the session purpose and goals (e.g., exploring health law careers, connecting with professionals).
- **Speaker Introductions**
 - Brief introductions of panelists, including their current roles and career backgrounds.

2. Overview of Health Law (10 minutes)

- **Definition and Scope**
 - What is health law, and why is it important?
- **Key Areas of Practice**
 - Regulatory Compliance (HIPAA, FDA regulations, Medicare/Medicaid).
 - Medical Malpractice.
 - Health Insurance and Managed Care.
 - Fraud and Abuse (Stark Law, Anti-Kickback Statute).
 - Emerging Fields (Digital Health, Biotechnology, Telemedicine).

3. Career Paths in Health Law (20-30 minutes)

- **Panel Discussion**
 - **Work Settings:**
 - Law Firms (large firms, boutique practices).
 - In-House Counsel (hospitals, pharmaceutical companies, insurers).
 - Government Agencies (CMS, FDA, DOJ).
 - Nonprofit and Advocacy Organizations.
 - Academia (research or teaching roles).
 - **Career Journeys:**
 - Panelists share how they entered health law and key milestones in their careers.

4. Skills and Strategies for Success (10-15 minutes)

- **Essential Skills for Health Law Professionals**
 - Strong legal research and writing skills.
 - Knowledge of health care regulations and policy.
 - Adaptability to emerging trends and technology.
- **Career Development Tips**
 - Networking and joining professional organizations (e.g., AHLA).
 - Seeking mentors and participating in internships.
 - Continuing education and certifications in specialized areas.

5. Current Trends and Challenges (5-10 minutes)

- **Emerging Issues in Health Law**
 - Impact of telehealth and digital medicine.
 - Health care reform and its implications.
 - Ethical considerations in biotechnology and artificial intelligence.

6. Q&A Session (15-20 minutes)

- Open floor for attendees to ask panelists questions about their careers, health law trends, and professional development.

7. Closing Remarks (5 minutes)

- Recap of key takeaways from the session.
- Provide resources for further exploration (e.g., AHLA membership, online forums, recommended readings).
- Thank attendees and speakers for their participation.

Sample Invitation for a 1-2 Hour Health Law Career Panel or Session

Subject: Join Us for a Career Panel on Health Law Careers

Dear [Recipient],

Are you curious about a career in health law? Join us for an interactive **Career Panel on Health Law Careers**, designed to provide law students and early career professionals with a comprehensive introduction to this dynamic and rewarding field.

This session will bring together experienced health law professionals to share insights into career paths, essential skills, and emerging trends in the industry. Whether you are exploring your options or looking for actionable advice to advance your career, this event is for you.

Event Details

Date: [Insert Date]

Time: [Insert Time]

Location: [Insert Virtual Platform Link or Venue Address]

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

Why Attend?

- **Explore the Field:** Gain a foundational understanding of health law, its scope, and its importance.
- **Learn from Experts:** Hear directly from health law professionals working in diverse settings, including law firms, in-house counsel, government agencies, and nonprofit organizations.
- **Build Your Skills:** Discover the key skills and strategies needed for success in health law.
- **Stay Informed:** Learn about current trends and challenges, including telemedicine, health care reform, and digital health.
- **Engage and Connect:** Participate in a live Q&A and take advantage of networking opportunities.

Agenda Highlights

- **Welcome and Introductions:** Overview of session goals and introductions of panelists.
 - **Overview of Health Law:** Definition, scope, and key areas of practice, such as regulatory compliance, fraud and abuse, and emerging fields.
 - **Career Paths in Health Law:** Panel discussion on diverse career opportunities and panelists' journeys into health law.
 - **Skills and Strategies for Success:** Essential skills, career development tips, and advice on continuing education.
 - **Current Trends and Challenges:** Insights into telehealth, health care reform, and biotechnology.
 - **Q&A Session:** Open floor for questions and professional advice.
 - **Closing Remarks:** Recap key takeaways and provide resources for further exploration.
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Reserve Your Spot Today!

Don't miss this opportunity to learn, connect, and take the next step in your career.

Register Here: [Insert Registration Link]

For questions or additional information, please contact [Insert Contact Name and Email].

We look forward to welcoming you to this exciting event!

Best regards,

[Your Name]

[Your Title/Organization]

[Contact Information]