

AHLA Career Insight Sessions Planning Document – Virtual Event (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 virtual event 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 60-90 minute live, virtual session geared to students with paths to the health law profession.

- Suggested Format: Live, virtual sessions hosted on an online meeting platform (e.g., Zoom, WebEx, GoToMeeting, Teams). Shorter sessions, focused on a single topic or with a panel.
- Potential 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

Key Event Components

Below are components planners should incorporate into the event, if possible.

Virtual Breakout Rooms/Virtual Networking

For virtual networking sessions, incorporate breakout rooms during or towards the end of the session for deeper engagement for attendees and/or add a virtual networking opportunity using a system like Remo to allow attendees to “mingle” with health law professionals and other attendees.

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
 - *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 Half-Day Health Law Career Panel Event

Sample Timeline for Hosting a Virtual Health Law Networking Session

6-8 Weeks Before the Event

1. **Define Goals and Audience:**
 - Set clear objectives (e.g., providing insights into health law careers, facilitating networking opportunities).
 - Identify the target audience (law students, Masters of Law, MLS, or compliance program participants).
2. **Choose a Platform and Date:**
 - Select an online meeting platform (e.g., Zoom, WebEx, Teams).
 - Pick a date and time that accommodates student schedules, such as early evenings or weekends.
3. **Recruit Speakers:**
 - Identify 2-3 health law professionals with diverse career paths.
 - Confirm their availability and brief them on the session format.

4-5 Weeks Before the Event

1. **Plan the Session Format:**
 - Decide on the structure:
 - Introduction (5 minutes)
 - Main topic or panel discussion (40-60 minutes)
 - Q&A or open networking (15-20 minutes).
 - Finalize the session topic, such as:
 - Overview of the Health Law Profession.
 - Areas of Focus/Settings in Health Law.
 - Current Trends in Health Law.
2. **Promote the Event:**
 - Create a digital flyer with event details, including the date, time, platform link, and RSVP instructions.
 - Share through AHLA channels, law schools, and partner organizations.
 - Contact AHLA at volunteer@americanhealthlaw.org for assistance in identifying faculty/contacts for targeted promotion.

2-3 Weeks Before the Event

1. **Send Invitations:**
 - Email invitations to the target audience and encourage RSVPs.
 - Share event details on social media and through academic or professional networks.
2. **Coordinate with Speakers:**
 - Share the finalized agenda and any relevant background on the audience.
 - Provide tips for engaging with a virtual audience (e.g., storytelling, using visuals).
3. **Test the Technology:**
 - Schedule a tech check with speakers to familiarize them with the platform.
 - Test breakout room functionality if networking will include smaller group discussions.

1 Week Before the Event

1. **Send Reminders:**
 - Email reminders to registered attendees with the meeting link and agenda.
 - Share tips for participating in virtual networking (e.g., enabling video, preparing questions).
2. **Prepare Materials:**
 - Create a slide deck or visual aids, if needed, for the introduction and speaker presentations.

- Develop a list of icebreaker questions for the Q&A or networking portion.

Event Day

1. **Setup (30 Minutes Before Start):**
 - Log into the platform early to test AV and troubleshoot any issues.
 - Ensure speakers are ready and comfortable with the format.
2. **Facilitate the Session:**
 - Welcome attendees and introduce speakers.
 - Monitor the chat for questions and assist with transitions between segments.
3. **Encourage Engagement:**
 - Use polls, chat prompts, or breakout rooms to engage participants.
 - Ensure the Q&A or networking portion is interactive and inclusive.

Post-Event (1 Week After):

1. **Follow-Up:**
 - Send thank-you emails to speakers and attendees.
 - Share any recordings or key takeaways with participants.
 - Contact AHLA to launch post-event survey.
2. **Evaluate the Event:**
 - Review feedback from post-event survey.
 - Review what worked well and areas for improvement with the planning team.

Sample Outline For Career Insight Sessions

Sample Outline for a 1-Hour Virtual Networking Session on Health Law Careers

This outline provides a concise, engaging format for a virtual networking session tailored for law students interested in exploring health law careers.

1. Welcome and Introduction (5 minutes)

- **Facilitator Opening Remarks**
 - Overview of the session's purpose: networking and insights into health law career paths.
- **Speaker Introductions**
 - Brief introductions of each panelist, including their roles and career highlights.

2. Introduction to Health Law (5 minutes)

- **Definition and Scope**
 - Overview of health law and its significance in the legal and health care sectors.
- **Key Areas of Practice**
 - Regulatory Compliance (HIPAA, FDA, Medicare/Medicaid).
 - Health Care Transactions, Litigation, and Fraud Enforcement.
 - Emerging Fields (Telehealth, Biotechnology, AI).

3. Career Paths in Health Law (15 minutes)

- **Panel Discussion**
 - Panelists share:
 - How they entered the field of health law.
 - Insights into their current roles and work settings, such as:
 - Law firms (large and boutique).
 - In-house counsel (hospitals, insurers, pharmaceutical companies).
 - Government agencies.
 - Nonprofit organizations.
 - One piece of advice for aspiring health law professionals.

4. Breakout Room Networking (20 minutes)

- **Structure**
 - Participants are divided into small breakout rooms, each hosted by a panelist.
 - Suggested discussion topics:
 - Skills and experiences that stand out in health law.
 - Trends and challenges in the field.
 - Questions about specific career paths or opportunities.
- **Engagement**
 - Encourage participants to ask questions and share career interests.
 - Panelists provide tailored advice and share contact information for follow-ups.

5. Q&A and Closing Remarks (15 minutes)

- **Open Q&A Session**
 - Attendees ask panelists questions through chat or live audio.
- **Closing Remarks**
 - Recap of session highlights and key takeaways.
 - Share resources, such as:
 - AHLA membership and networking groups.
 - Upcoming events or opportunities for further engagement.

- Provide a link for a feedback survey and encourage attendees to connect with panelists on LinkedIn or via email.

Sample Invitation for a Virtual Networking Session on Careers in Health Law

Subject: Join Us for a 1-Hour Virtual Networking Career Panel on Health Law Careers

Dear [Recipient],

Are you interested in a career in health law? Join us for an engaging **Virtual Networking Career Panel** where you'll connect with experienced health law professionals and explore the exciting opportunities within this dynamic field.

This interactive session is designed for law students and early career professionals who want to learn about health law, discover diverse career paths, and gain valuable advice from seasoned practitioners.

Event Details

Date: [Insert Date]

Time: [Insert Start and End Time]

Location: [Insert Virtual Platform Link]

Audience: Law students and early career professionals

Why Attend?

- Learn about the scope of health law and its importance in today's legal landscape.
- Gain insights into career paths in health law, including roles in law firms, in-house counsel, government, and nonprofit organizations.
- Explore current trends and challenges in health law, such as telehealth, digital innovation, and policy changes.
- Participate in breakout networking rooms to connect with panelists and peers.

Agenda Highlights

- **Welcome and Introductions:** Meet the panelists and learn about the session's goals.
- **Panel Discussion: Career Insights:** Discover panelists' career journeys, key practice areas, and advice for aspiring health law professionals.
- **Breakout Room Networking:** Engage in small group discussions with panelists to ask questions and gain tailored advice.

- **Q&A and Closing Remarks:** Open Q&A with panelists and actionable next steps for further exploration.

Reserve Your Spot Today!

This session is your opportunity to explore the diverse and rewarding field of health law while building connections with professionals and peers.

Register Here: [Insert Registration Link]

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

We look forward to seeing you online!

Best regards,

[Your Name]

[Your Title/Organization]

[Contact Information]
