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Series/Staff Member: Kristine Gebbie

Subseries:

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Folder Title:

AAPA [American Academy of Physician Assistants] HIV/AIDS Policy Forum 5/25/94

Stack:

S

Row:

66

Section:

5

Shelf:

5

Position:

1

THE WHITE HOUSE
WASHINGTON

March 1, 1994

Fernando A. Guerra, M.D., M.P.H.
Director of Health
San Antonio Metropolitan Health District
332 West Commerce Street
San Antonio, Texas 78285-5201

Dear Dr. Guerra:

This letter confirms the participation of Kristine M. Gebbie, National AIDS Policy Coordinator, in the Public Health Lectureship series event, "An Important Alphabet Soup: HCR, HIV, and PH" on May 25, 1994 in San Antonio. I will be in touch with you to confirm a specific mid-morning time for the speech.

Please call me at (202) 632-1090 with any questions or for further clarification. I am enclosing a biographical sketch and curriculum vitae for your reference.

Sincerely,

W. Steve Lee

W. Steve Lee, Executive Assistant
and Scheduler to the
National AIDS Policy Coordinator

48
SAN ANTONIO METROPOLITAN HEALTH DISTRICT

332 W. Commerce Street
San Antonio, Texas 78285-5201
(512) 299-8780

5/25



RECEIVED

JAN 27 1994

Steve

January 20, 1994

Ms. Kristine Gebbie, R.N., M.N.
National AIDS Policy Coordinator
Office of the Assistant Secretary
of Health
750 17th Street, NW, Suite 160
Washington, D.C. 20503

Dear Ms. Gebbie:

This is a follow-up to your letter of January 4, 1994 concerning our invitation for you to keynote our Public Health Lectureship series in early 1994. You indicated that your schedule would not allow you to be available for the first few months in 1994, but that you were planning a visit to Texas later in 1994 and would be interested in making a stop in San Antonio.

We would be happy to schedule our Public Health Lectureship series to coincide with your visit to San Antonio. April or May of 1994 would not be too late in the academic year to hold this event. Please have your scheduling staff contact Dr. Don Morse, Public Health Administrator, at (210) 299-8895 to for a mutually convenient date for this visit.

We look forward to seeing you in San Antonio. Thank you for your consideration of this invitation.

Cordially,

Fernando A. Guerra

Fernando A. Guerra, M.D., M.P.H.
Director of Health

Office of the National AIDS Policy Coordinator



Executive Office of the President
750 17th Street, N.W. Suite 1060
Washington, D.C. 20500

Phone: (202)632-1090

Fax: (202)632-1096



Deliver To:

Kristine Gebbie

Sent From:

Kristine Gebbie, RN, MN, National AIDS Policy Coordinator

Retina

Number of Pages: 1 + Cover Fax Number: 210-225-7116 Date: 5/25/94

Message:

See attachment.

PHOTOCOPY
PRESERVATION

THE WHITE HOUSE

WASHINGTON

Comments of

Kristine M. Gebbie, R.N., M.N.
National AIDS Policy Coordinator

before the

San Antonio Public Health Lectureship

An Important Alphabet Soup: HCR, HIV & PH

May 25, 1994

- I. HIV highlighting the need for changes
 - A. Why HCR in Personal Health
 - 1. discrimination in present insurance
 - 2. numbers of HIV+ uninsured/disconnected
 - B. Why HCR in Public health
 - 1. fragile nature of present PH system
- II. The HIV Policy Framework
 - A. Research
 - B. Services
 - C. Prevention
- III. What HCR brings each of these
 - A. Research
 - 1. Separates more clearly from care
 - 2. may have special funding
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 - B. Services
 - 1. method of payment
 - 2. sound structure for care
 - a. but with challenge of managed care
 - 3. continuing gaps
 - a. long term care?
 - b. undocumented?
 - 4. Concern for those not previously included
 - a. long time uninsured
 - b. long time uncared for
 - c. those not used to managed care
 - C. Prevention
 - 1. the absorption of Health Depts with primary care
 - 2. Including prevention in primary care
 - 3. Community based prevention
 - a. question of practitioner skills
 - b. development of partnership
- IV. What needs to be done
 - A. support for PH in health care reform
 - B. beginning community dialogue on structure of care
 - C. beginning agency dialogue on shifting roles

PHOTOCOPY
PRESERVATION

SAN ANTONIO METROPOLITAN HEALTH DISTRICT



332 W. Commerce, San Antonio, Texas 78205-2489
PHONE: (210) 299-8730 FAX: (210) 299-8999

*Palo
Alto
College*

FAX TRANSMITTAL

Date: May 3, 1994

To: Reteina Holmes
Exec Asst.

Fax: (202) 632-1096 Telephone: (202) 632-1090

From: Gayle Meyer
Exec Secretary

Telephone Number: (210) 299-8731

Comments:

After we spoke, I revised the agenda's
for Ms. Gebbe's review. Thanks.



Number of pages 3 (including cover)

IF PROBLEMS OCCUR PLEASE CALL (210) 299-8730

Go Calabar - Press
Bulphing
ADSSites

INAUGURAL PUBLIC HEALTH LECTURESHIP

MAY 25, 1994

AGENDA

DRAFT

8:00 A.M. - 9:00 A.M.	REGISTRATION & EXIBITS
8:30 A.M. - 9:00 A.M.	PRESS BRIEFING WITH MS. GEBBIE
9:00 A.M. - 9:05 A.M.	WELCOME
	Mayor (or Protem)
9:05 A.M. - 9:25 A.M.	INAUGURAL COMMENTS
	Representative (invited)
	W. K. Kellogg Foundation
	Ms. Irene Solis, Spokesperson
	South Southwest Community Association
	Gloria Riggs, Spokesperson
	Southwest Neighborhood Association
	Dr. Robert Ramsey, Chancellor
	Alamo Community College District
9:25 A.M. - 9:30 A.M.	INTRODUCTION OF MS. GEBBIE
	Dr. Fernando Guerra, Director of Health
	San Antonio Metropolitan Health District
9:30 A.M. - 10:30 A.M.	Ms. Kristine Gebbie,
	National AIDS Policy Coordinator
10:30 A.M. - 11:00 A.M.	QUESTION/ANSWER SESSION

LUNCH & COMMUNITY DIALOGUE

MAY 25, 1994

AGENDA

DRAFT

12:00 NOON - 12:05 P.M.

OPENING COMMENTS

Dr. Joel Vela, President
Palo Alto College

12:05 A.M. - 12:40 P.M.

LOCAL PERSPECTIVES

Dr. Alfonso Holguin, Dean (invited)
UTHSC School of Public Health

David Gabler, Chair
AIDS Commission

Dr. Kaye Sharkey, Chair
AIDS Consortium

12:40 P.M. - 12:50 P.M.

PUBLIC SECTOR PERSPECTIVE

Henry Avila, City Councilman (invited)

12:50 P.M. - 01:00 P.M.

CLOSING COMMENTS

Dr. Joel Vela, President
Palo Alto College

01:00 P.M.

ADJOURNMENT

* Serving begins at 11:30 a.m.



PALO ALTO COLLEGE

PHOTOCOPY
PRESERVATION

SAN ANTONIO, TEXAS

Information	921-5000
Admissions and Records	921-5270
Assessment/TASP	921-5251
Continuing Education	921-5330
Counseling	921-5280
Evening Division	921-5293
Learning Resources Center/Library	921-5100
Natatorium/Gymnasium Complex	921-5234
President's Office	921-5260
Public Relations	921-5269
Special Populations	921-5287
Student Financial Aid	921-5320
Transfer Advisement Center	921-5170
Veterans Affairs	921-5315
Vice President of Academic Affairs	921-5311
Vice President of Student Services	921-5261

**PHOTOCOPY
PRESERVATION**

STUDENT PARKING
LOT A

STUDENT PARKING
LOT D

STUDENT PARKING - LOT R

- A. BUSINESS
- B. SOCIAL SCIENCES
- C. LEARNING RESOURCES
- D. SLAC
- E. MATH & SCIENCE
- F. APPLIED SCIENCE
- G. STUDENT CENTER
- H. ADMINISTRATION
- J. FINE ARTS
- K. PERFORMING ARTS
- L. NATATORIUM/
GYMNASIUM COMPLEX
- M. CENTRAL PLANT
- P. LAB
- Q. OFFICE
- R. GENERAL EDUCATION
CLASSROOMS

STUDENT PARKING
LOT B

FACULTY/STAFF PARKING - LOT C

PHOTOCOPY
PRESERVATION



PALO ALTO COLLEGE

1400 W. VILLARET
SAN ANTONIO, TEXAS 78224

PHOTOCOPY
PRESERVATION

Palo Alto College is a college of the Alamo Community College District

The Public Health Lectureship Series

Presents

LECTURESHIP SPONSORS

*The Community-Based Public
Health Initiative funded in part by
The W.K. Kellogg Foundation*

*Kristine Gebbie, R.N., M.N.
National AIDS Policy Coordinator*

THE HEALTH FOR ALL ALLIANCE

San Antonio Metropolitan Health District

*University of Texas Health Science Center
School of Public Health*

*Alamo Community District
Palo Alto College*

*South Southwest Neighborhood Association
Southwest Community Association*

SPECIAL THANKS TO OUR HOST:

PALO ALTO COLLEGE

*"An Important Alphabet Soup: HCR, HIV, PH" *
*Health Care Reform, Human Immunodeficiency Virus,
Public Health*

*Wednesday, May 25, 1994
Palo Alto College, Performing Arts Building
1400 W. Villaret*

*Registration/Exhibits 8:00 a.m. * Program 9:00-11:30 a.m.*

*Sponsored by
The W.K. Kellogg Foundation & The Health For All Alliance*

S P E A K E R

KRISTINE M. GEBBIE

National AIDS Policy Coordinator

Appointed by President Bill Clinton

Kristine M. Gebbie, R.N.,M.N., is President Clinton's National AIDS Policy Coordinator, overseeing the nation's HIV and AIDS agenda in research, services and prevention. Prior to her appointment, Ms. Gebbie served as Secretary of the Department of Health for the State of Washington. She was a member of the Watkins Commission, the first presidentially-chartered body to make comprehensive recommendations for the national response to HIV and AIDS.

Ms. Gebbie has a lengthy career history in the health field and public policy. She has served as the public health administrator in the State of Oregon, and was the coordinator of ambulatory care for St. Louis University Hospitals. Ms. Gebbie taught health courses at the University of Washington, the Oregon Health Sciences University in Portland, the University of California at Los Angeles, and St. Louis University.

She is active in many professional organizations, and has served as a member of the Executive Board of the American Public Health Association. She has been a member of the HIV Committee of the Association of State and Territorial Health Officials, and has chaired the Centers for Disease Control and Prevention Advisory Committee on the prevention of HIV infection and the Environment, Safety, and Health Advisory Committee of the U.S. Department of Energy. She is a member of the Institute of Medicine, and has served on its AIDS Oversight Committee.

Ms. Gebbie has a Bachelor of Science degree in nursing from St. Olaf College, a Masters of Nursing from the University of California at Los Angeles, and is a doctoral candidate at the University of Michigan School of Public Health. She is the mother of three and resides in Washington D.C.

INAUGURAL PUBLIC HEALTH LECTURESHIP

MAY 25, 1994

PROGRAM

8:00 a.m. - 9:00 a.m. REGISTRATION & EXHIBITS

9:00 a.m.

WELCOME

Mayor Protem

INAUGURAL COMMENTS

*Robert Ramsay, Ed. D., Chancellor
Alamo Community College District*

*Hardy Loe, Jr., M.D., M.P.H, Assistant Dean
University of Texas Health Science Center
Houston School of Public Health*

INTRODUCTION OF MS. GEBBIE

*Fernando A. Guerra, M.D.,M.P.H, Director
San Antonio Metropolitan Health District*

*Kristine Gebbie, R.N.,M.N.
National AIDS Policy Coordinator*

10:30 a.m.

QUESTIONS & ANSWER SESSION

11:00 a.m.

REVIEW EXHIBITS

Clinton Presidential Records Digital Records Marker

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Palo Alto College

4pgs

PALO ALTO COLLEGE



A COLLEGE OF THE ALAMO COMMUNITY COLLEGE DISTRICT

You are cordially invited to
The Public Health Lectureship Series

Presenting

Kristine Gebbie, R.N., M.N.
National AIDS Policy Coordinator

"An Important Alphabet Soup: HCR, HIV, PH" *
Wednesday, May 25, 1994

Palo Alto College, Performing Arts Building
1400 West Villaret

Registration/Exhibits 8:00 a.m. • Program 9:00 - 11:30 a.m.

Sponsored by
The W. K. Kellogg Foundation & The Health For All Alliance

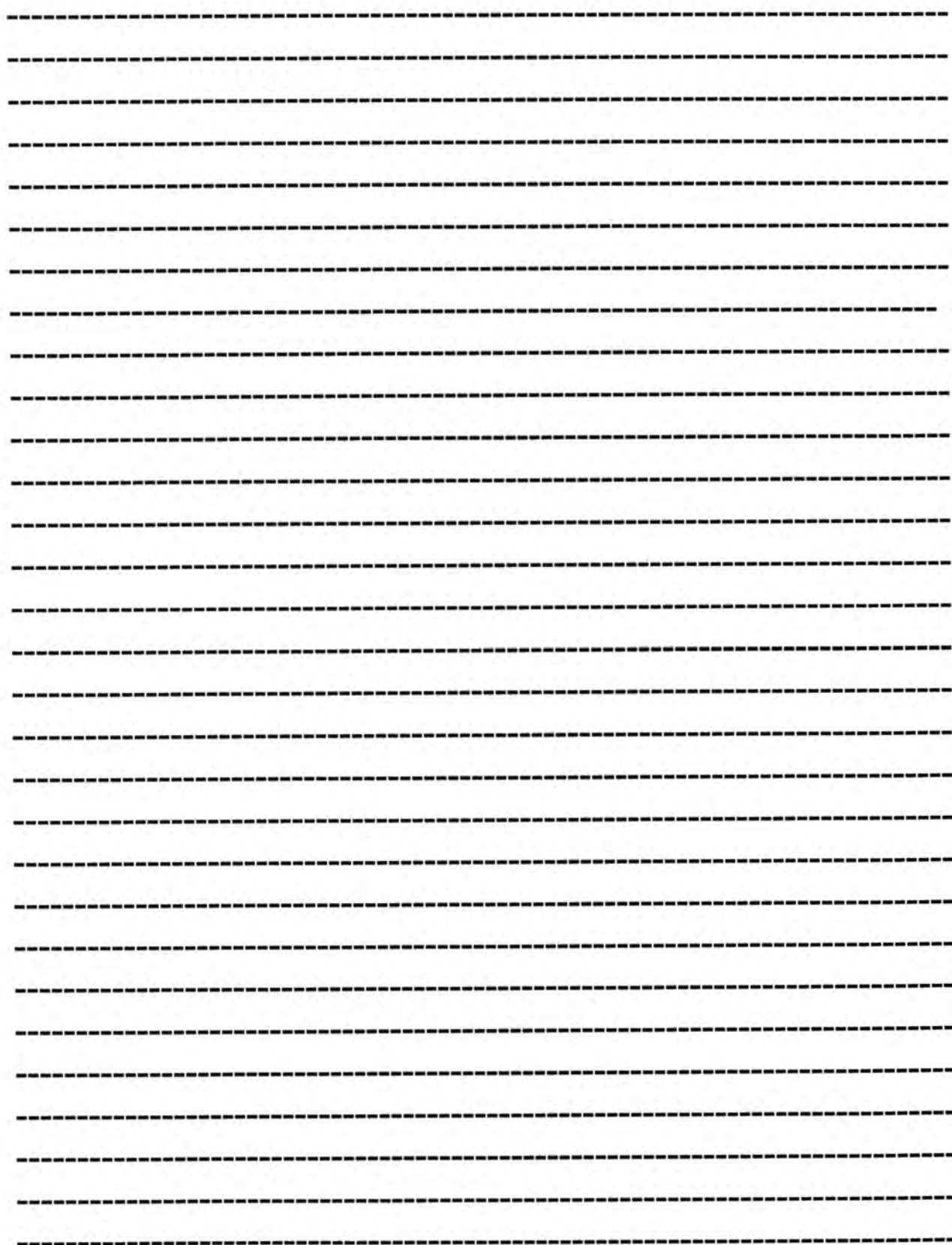
**Health Care Reform, Human Immunodeficiency Virus, Public Health*

CONFERENCE NOTES

"AN IMPORTANT ALPHABET SOUP: HCR, HIV,PH"

KRISTINE GEBBIE, R.N.,M.N.

This image shows a full page of a handwriting practice worksheet. It consists of multiple sets of three horizontal dashed lines, evenly spaced across the entire page. These lines are designed to help children learn letter formation and alignment by providing a guide for the height and placement of their writing. The background is plain white, and there are no other markings or text present.



THE WHITE HOUSE

WASHINGTON

Comments of

Kristine M. Gebbie, R.N., M.N.
National AIDS Policy Coordinator

before the

San Antonio Public Health Lectureship

An Important Alphabet Soup: HCR, HIV & PH

May 25, 1994

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THE WHITE HOUSE

WASHINGTON

Comments of

Kristine M. Gebbie, R.N., M.N.
National AIDS Policy Coordinator

at

American Academy of Physician Assistants

HIV/AIDS Policy Forum

May 25, 1994

National AIDS Policy Coordinator Kristine Gebbie will review the main components of the national policy to stop HIV infection (research, services and prevention). Discussion will include the roles for federal agencies, state and local government, health professionals and private sector institutions. There will be special emphasis on the care and leadership roles physician assistants can play within the national effort.

I. Overview of National HIV Policy

- A. Vision of a world without HIV
- B. Content of Policy to get there
 - 1. Research
 - 2. Services
 - 3. Prevention

II. Continuing challenges

- A. Seeing this as simply a scientific puzzle
 - 1. Biological rather than behavioral research
- B. Avoiding the issues of
 - 1. racism
 - 2. homophobia
 - 3. role and status of women
- C. Practitioner awareness
 - 1. assumptions about risk/who needs screening
 - 2. avoidance of prevention discussion
 - a. lack of knowledge?
 - b. lack of comfort?

III. What might health care reform bring

- A. more complete economic access to care
- B. redesign of structures of care
 - 1. opening doors to primary care approaches
 - 2. limitations/challenges to specialists?
- C. models/systems of care
 - 1. fear of discrimination in chronic diseases
- D. improvement in the public health system
 - 1. do you even know it's there??



American
Academy
of Physician
Assistants

950 North Washington Street
Alexandria, Virginia 22314

703-836-2272
FAX-703-684-1924

RECEIVED

February 7, 1994

FEB - 9 1994

Kristine M. Gebbie
c/o W. Steve Lee
Executive Assistant and Scheduler to National
AIDS Policy Coordinator
The White House
1600 Pennsylvania Avenue
Washington, DC 20500

Dear Ms. Gebbie:

The American Academy of Physician Assistants' Conference Planning Committee has identified over 200 topics for the continuing medical education agenda of the Twenty-second Annual Physician Assistant Conference to be held in San Antonio, Texas, May 21-26, 1994. The CME programs will be held at the Marriott Rivercenter and the San Antonio Convention Center.

At the suggestion of Stephen C. Crane, PhD, MPH, AAPA Executive Vice President, we invite you to participate as a presenter for the following:

HIV/AIDS Policy Forum

{underwritten by an unrestricted educational grant from Burroughs Wellcome Co.}

Wednesday, May 25, 1994
4:00-5:30pm.

We anticipate that there will be approximately 4,000 physician assistants from across the nation in attendance at the conference.

Thank you for considering our invitation to share your expertise with our conference attendees. **Please return the enclosed forms to my attention no later than February 15, 1994.** Abstracts and handouts will be compiled into one course syllabus to be distributed to all registered conference attendees. Due to production schedules, the final deadline for submission of materials to be included in the syllabus is March 1, 1994. Materials received after March 1, 1994 will not be included in the course syllabus. The final program "drop dead date" is March 1, 1994 and will only include information from speakers from whom we have written confirmation.

Sincerely,

Shelley L. Hicks
Director of Education

Enclosures: Speaker forms

cc: Lisa Mustone Alexander, MPH, PA-C
Jerald A. Breitman, Director of Professional Relations, Burroughs Wellcome Co.
Stephen C. Crane, PhD, MPH, Executive Vice President
John Palenicek, PA-C, Co-presenter
Greg P. Thomas, PA-C, MPH, Director of Industry Relations



American
Academy
of Physician
Assistants

950 North Washington Street
Alexandria, Virginia 22314

703-836-2272
FAX-703-684-1924

February 7, 1994

John Palenicek, PA-C
3330 Richmond Ave.
Baltimore, MD 21213

Dear John:

The American Academy of Physician Assistants' Conference Planning Committee has identified over 200 topics for the continuing medical education agenda of the Twenty-second Annual Physician Assistant Conference to be held in San Antonio, Texas, May 21-26, 1994. The CME programs will be held at the Marriott Rivercenter and the San Antonio Convention Center.

At the suggestion of Jerald A. Breitman, Director of Professional Relations from Burroughs Wellcome Co., we invite you to present:

HIV/AIDS Policy Forum

{underwritten by an unrestricted educational grant from Burroughs Wellcome Co.}

Wednesday, May 25, 1994
4:00-5:30pm.

We would appreciate your acting as the moderator for this panel in addition to your presentation at Noon.

Thank you for considering our invitation to share your expertise with our conference attendees. **Please return the enclosed forms to my attention no later than February 15, 1994.** Abstracts and handouts will be compiled into one course syllabus to be distributed to all registered conference attendees. Due to production schedules, the final deadline for submission of materials to be included in the syllabus is March 1, 1994. Materials received after March 1, 1994 will not be included in the course syllabus. The final program "drop dead date" is March 1, 1994 and will only include information from speakers from whom we have written confirmation.

Sincerely,

Shelley L. Hicks
Director of Education

Enclosures: Speaker forms

cc: Lisa Mustone Alexander, MPH, PA-C
Jerald A. Breitman, Director of Professional Relations, Burroughs Wellcome Co.
Stephen C. Crane, PhD, MPH, Executive Vice President
Kristine M. Gebbie, Co-presenter
Greg P. Thomas, PA-C, MPH, Director of Industry Relations

RECEIVED

FEB 22 1994

Jone



American
Academy
of Physician
Assistants

950 North Washington Street
Alexandria, Virginia 22314

703-836-2272
FAX: 703-684-1924

February 7, 1994

Jerald A. Breitman
Director, Professional Relations
Burroughs Wellcome Co.
3030 Cornwallis Road
Research Triangle Park, NC 27709

Dear Jerry:

The American Academy of Physician Assistants' Conference Planning Committee has identified over 200 topics for the continuing medical education agenda of the Twenty-second Annual Physician Assistant Conference to be held in San Antonio, Texas, May 21-26, 1994. The CME programs will be held at the Marriott Rivercenter and the San Antonio Convention Center.

At the suggestion of Stephen C. Crane, PhD, MPH, AAPA Executive Vice President, we invite you to participate in the following:

HIV/AIDS Policy Forum

(underwritten by an unrestricted educational grant from Burroughs Wellcome Co.)

Wednesday, May 25, 1994
4:00-5:30pm.

We appreciate your suggestion of this topic and of your two co-presenters for this presentation.

Thank you for considering our invitation to share your expertise with our conference attendees. **Please return the enclosed forms to my attention no later than February 15, 1994.** Abstracts and handouts will be compiled into one course syllabus to be distributed to all registered conference attendees. Due to production schedules, the final deadline for submission of materials to be included in the syllabus is March 1, 1994. Materials received after March 1, 1994 will not be included in the course syllabus. The final program "drop dead date" is March 1, 1994 and will only include information from speakers from whom we have written confirmation.

Sincerely,

Shelley L. Hicks
Director of Education

Enclosures: Speaker forms

cc: Lisa Mustone Alexander, MPH, PA-C
Stephen C. Crane, PhD, MPH, Executive Vice President
Kristine M. Gebbie, Co-presenter
John Palenicek, PA-C, Co-presenter
Greg P. Thomas, PA-C, MPH, Director of Industry Relations



American
Academy
of Physician
Assistants

950 North Washington Street
Alexandria, Virginia 22314

703-836-2272
FAX-703-684-1924

RECEIVED
MAY 3 1994

May 2, 1994

Kristine M. Gebbie, RN, MN, FAAN
c/o Steve Lee
Executive Assistant and Scheduler to
National AIDS Policy Coordinator
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Kristine:

I want to thank you again for agreeing to participate on the AIDS panel at the upcoming PA annual conference in May in San Antonio. I know that you have been receiving a lot of "form" material from our meetings division. I wanted to bypass some of the bureaucratic issues to discuss briefly how I see the session going.

First, this will be an important panel for the conference. There is much interest in the topic of AIDS, and to have the distinguished panel that we do is quite significant.

Second, I will play the role of moderator and facilitator for the discussion. By having a leader of the Academy in this position, we will redouble our emphasis on the importance of the session.

Third, the session is scheduled for one and one-half hours. I would request that you limit your remarks to approximately 20 minutes so that we will have ample time for audience interaction and discussion. I would further propose that we go in the following order after my brief introductions:

Kristine Gebbie -- the perspective of the National
Coordinator on AIDS

John Palinicek -- the Congressional perspective through
the eyes of the Burroughs Wellcome Health
Policy Fellow

Jerry Breitman -- the perspective of an HIV-infected
individual and a leader in the business
community

Our session will be held in the River Room of the San Antonio Convention Center and will run from 4:00 pm until 5:30. I would suggest that we meet at 3:30 in the speaker's ready room, which is room #210 also at the Convention Center (second

floor). At that time we can review our plans for the session and I can answer any last minute questions that you may have.

I would appreciate it if your office could send me some background information on you that I could use to prepare an appropriate introduction.

If there is anything that I can do to facilitate your preparation, please do not hesitate to call me directly. While at the meeting, I can be reached through Debbi Marquardt, the conference manager, at 210-270-2972. Alternatively, you can call my beeper (1-800-759-7243; PIN = 2553687; please follow the instructions provided and be sure to type a "#" after entering the PIN and the number you wish me to call; I will return your call as soon as I can). For your information, I will be staying at the Marriott Rivercenter Hotel in San Antonio.

I look forward to seeing you in San Antonio and catching up, if only briefly, on your exciting life in the White House.

Best wishes,

A handwritten signature in cursive script, appearing to read "Steve", written in dark ink.

Stephen C. Crane, PhD, MPH
Executive Vice President

cc: Shelley Hicks
Debbi Marquardt

THE WHITE HOUSE
WASHINGTON

February 9, 1994

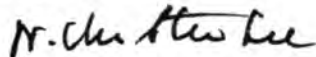
Stephen C. Crane, Ph.D., M.P.H.
Executive Vice President
American Academy of Physicians Assistants
950 North Washington Street
Alexandria, Virginia 22314

Dear Dr. Crane:

This letter confirms the appearance of Kristine M. Gebbie, National AIDS Policy Coordinator, at the American Academy of Physicians Assistants, on May 25, 1994 in San Antonio.

Please call me at (202) 632-1090 with any questions or for further clarification. I am enclosing a biographical sketch and curriculum vitae for your reference.

Sincerely,



W. Steve Lee, Executive Assistant
and Scheduler to the
National AIDS Policy Coordinator

Enclosures

THE WHITE HOUSE
WASHINGTON

Yes

December 18, 1993

Stephen C. Crane, Ph.D., M.P.H.
Executive Vice President
American Academy of Physician Assistants
950 North Washington Street
Alexandria, VA 22314

Dear Dr. Crane:

Thank you for your invitation for Kristine M. Gebbie, National AIDS Policy Coordinator, to speak at the American Academy of Physician Assistants on May 25, 1994 in San Antonio. Your request is under consideration and I will contact you at least sixty (60) days prior to the event as to Ms. Gebbie's availability.

Also note that Ms. Gebbie has received Jerry Breitmen's resume and your recommendation for his appointment to the Presidential HIV/AIDS Advisory Council. Appointments will be made in mid-January and the contact for appointments to the Council is Buck Buckingham.

Thank you for your interest and patience.

Sincerely,

W. Steve Lee

W. Steve Lee, Executive Assistant
and Scheduler to
National AIDS Policy Coordinator



American
Academy
of Physician
Assistants

950 North Washington Street
Alexandria, Virginia 22314

703-836-2272
FAX-703-684-1924

RECEIVED

November 24, 1993

NOV 26 1993

Steve

Christine M. Gebbie, RN, MN
National AIDS Policy Coordinator
Office of National AIDS Policy
Executive Office of the President
Washington, DC 20500

Dear Christine:

It was so good to see you at APHA in San Francisco. I imagine that you had an extraordinarily full schedule of meetings at the conference. I greatly appreciated your stopping by the AHSR booth to say hello. You are doing a magnificent job and we all stand by ready to help you in whatever way we can.

I also appreciate your willingness to speak at the Annual Conference of the American Academy of Physician Assistants in San Antonio in May. If your schedule permits it, we would you to speak on Wednesday, May 25 from 4-5:30pm.

We would expect 300-500 PAs to be in attendance. Please feel free to use this session as an opportunity to make any formal statement on AIDS policy or program that would be of assistance to you in your work.

We will have two other people on the panel with you. We have asked Jerry Breitman of Burroughs Wellcome Company as an HIV-positive individual himself to speak on the issue of AIDS. We have also asked John Palenicek, the AAPA Burroughs Wellcome Health Policy Fellow for this year, to join the panel. This year John has been working with Senator Kennedy's office on AIDS policy issues. He will speak on his experiences as a policy fellow in Congress. I know that many people will be interested in what you have to say and we look forward to a terrific session. If you need or wish further information, please give me a call or have one of your staff get in touch with me.

I have also enclosed the resume of Jerry Breunan for your review. As I just mentioned, Jerry is HIV-positive and has been a leading spokesperson for issues of AIDS policy in the corporate community. If you do not already know him, I think he is someone who could be very helpful to you in your communications with corporate America. I think that he would make an excellent candidate for the new AIDS Commission that you are putting together. I would be pleased to write a letter of nomination for him if more than this letter of suggestion is necessary to have him considered. Jerry is an articulate and thoughtful person who would add measurably to the work of the Commission. Please let me know what I need to do to have his name considered further for the Commission.

Buck

Christine M. Gebbie, RN, MN
November 24, 1993
Page two

It always amazes me that it is easier to see good friends when we are on the road than it is to catch up with each other in Washington. I look forward to being able to sit down and tell you about the Academy and its work, and to learn more about your experiences in the White House. I hope that we will be able to work out your speaking engagement with the PAs. I look forward to talking with you again very soon.

Very best wishes,

A handwritten signature in blue ink, appearing to read "Steve", is written over the typed name.

Stephen C. Crane, PhD, MPH
Executive Vice President

SCC:as

Enclosure

**JERALD A. BREITMAN
15 INNISFREE DRIVE
DURHAM, NORTH CAROLINA 27707**

Office: (919) 248-3896

Home: (919) 493-5443

GENERAL BACKGROUND

Twenty-five years of diversified experience in marketing, sales, management, and health care policy formulation. Executive responsibilities for professional relations with a major pharmaceutical company and for marketing and sales in a new venture optical products company. Pharmaceutical product management, sales training management, and corporate public policy management. Demonstrated ability to interact with key legislative, administrative, provider, and consumer groups. Recognized for management, organization, analytic, and communication skills.

EXPERIENCE

1987 - Present: Burroughs Wellcome Co.

DIRECTOR, PROFESSIONAL RELATIONS

Direct the development of a new marketing department, including functional goals, staffing, budgeting, and internal reorganization recommendations. Develop business support programs/resources to achieve marketing goals with professional audience and create cooperative opportunities with leading professional organizations to advance marketing interests; direct the development of marketing positions on key issues; direct/represent marketing in policy preparation development. (November 1987 - Present)

1986 to 1987: University Optical Products Co.

VICE PRESIDENT, MARKETING and SALES

Directed the development of marketing and sales plans, including new product specifications, requirements, and launch. Managed field sales force, and telemarketing/consultation, customer service, professional services, and marketing administration departments. Directed the development of public relations plans. Results include new account market penetration of 25%, sales growth of 28%, refocus of marketing effort, reorganization to increase efficiency, policy and price revisions to accelerate market development. (September 1986--September 1987)

1968 to 1986: Hoffmann-LaRoche Inc.

PRODUCT DIRECTOR

Directed marketing functions for current/developing central nervous system, cardiovascular, gastrointestinal, bronchopulmonary, and nutritional products with annual sales of more than \$250 million. Directed comprehensive strategic planning Business Environment Group. Initiated differentiation strategies to maximize market position; refocused product development activity; refocused CNS research efforts; directed planning for bronchopulmonary market entry; increased nutrition line profitability. (February 1985--August 1986)

MANAGER, CAREER DEVELOPMENT

Managed development and budget for sales training staff. Designed, developed, and implemented training programs/materials. Directed training for three times as many salespeople and decreased expenses 6%. Instituted competency-based training and expanded sales principles training (October 1983--January 1985).

MANAGER, PUBLIC POLICY PLANNING

Managed identification, analysis, and development of issues management plans to establish corporate policy and action on major social, legislative, and regulatory health care issues. Achieved incremental Medicaid sales of \$4.3 million. Managed corporate communications programs and related public relations actions. Prepared CEO/other officers for federal hearings and public addresses. (June 1980--September 1983)

MANAGER, HEALTH ECONOMICS PLANNING

Managed specialized health care market planning, resource development and health care economic studies, to maximize sales and profits. Established clinical laboratories market; negotiated initial contracts. (September 1975--May 1980)

MANAGER, INSTITUTIONAL PLANNING

(July 1973--August 1975)

SALES REPRESENTATIVE

(June 1968--June 1973)

PROFESSIONAL AFFILIATIONS

- National Leadership Coalition on AIDS Board of Directors (1992 - Present)
- AIDS Community Residence Association, Durham, NC (1992-Present)
- Physician Assistant Foundation Board of Trustees (1991-Present)
- National Osteopathic Foundation, Board of Directors (1991-Present)
- American Academy of Family Physicians Corporate Advisory Council (1990-Present)
- Pharmaceutical Manufacturers Association, Marketing Practices Committee (1991-1992)
- Alcohol and Drug Abuse Council, Parsippany-Troy Hills (1980-1985)
- American Liver Foundation--Public Relations Board (1979-1983)
- National Pharmaceutical Council Consumer Affairs Committee, Chairman 1978-1981
- Conference of Consumer Organizations (1977-1983)

PUBLICATIONS

Breitman, Jerald A., "The Pharmaceutical Industry: Development and Marketing of Prescription Drugs," *Topics in Clinical Pharmacology and Therapeutics* edited by Robert F. Maronde, M.D., Springer-Verlag, Inc., 1986, New York.

PRESENTATIONS

- HIV in the Workplace Initiative. The Wellcome Foundation LTD; International Media Briefing; Positive Action Programme; Regent's College, London, England. June 22, 1992.
- Employee's Experience With HIV/AIDS. New York Business Group on Health; Regional Conference; Metropolitan Life Insurance Company, New York, New York. October 20, 1992.
- Coming Out in the Age of HIV/AIDS. The National Leadership Coalition on AIDS; 1992 Business Conference; Mayflower Hotel, Washington, DC. November 18, 1992.
- AIDS Issues in the Workplace. Sumitomo - Life Research Institute, Inc.; International Symposium; Hotel Okuro, Tokyo, Japan. December 4, 1992.
- AIDS and the Workplace. National Commission on AIDS; Hearing; University of Texas, Austin, Texas. March 10, 1993.

- AIDS Issues: The Workplace as an International Paradigm. Center for Strategic & International Studies; Conference; U.S. Capitol Building, Washington, D.C., April 21, 1993.
- AIDS Opportunities in the Workplace. Business Responds to AIDS; Governor's Conference; State House Convention Center; Little Rock, Arkansas. April 23, 1993.
- President's Committee on Employment of Americans with Disabilities, 46th Annual Conference; St. Louis Center; St. Louis, Missouri. May 13, 1993.
- American Psychiatric Association, 146th Annual Meeting; Moscone Convention Center; San Francisco, California. May 25, 1993.
- AIDS in the Workplace. IXth International Conference on AIDS; International Congress Center; Berlin, Germany. June 7, 1993.
- AIDS in the Workplace: Challenges and Opportunities. IXth International Conference on AIDS. International Congress Center; Berlin, Germany. June 9, 1993.
- AIDS Opportunities in the Workplace. Business Responds to AIDS; Governor's Conference; Opryland Hotel; Nashville, Tennessee. September 23, 1993.

EDUCATION

Masters of Business Administration-Marketing (1977)
Fairleigh Dickinson University
Rutherford, New Jersey

Bachelor of Science-Marketing (1968)
Bradley University
Peoria, Illinois



American
Academy
of Physician
Assistants

950 North Washington Street
Alexandria, Virginia 22314

703-836-2272
FAX-703-684-1924

January 4, 1994

This one is reasonably high priority



JAN - 7 1994

W. Steve Lee
Executive Assistant and Scheduler to
National AIDS Policy Coordinator
The White House
1600 Pennsylvania Avenue
Washington, DC 20500

Dear Mr. Lee:

Thank you for your letter of December 18 regarding Kristine M. Gebbie's participation at the annual meeting of the American Academy of Physician Assistants on May 25, 1994 in San Antonio.

I understand that our request is under consideration and that someone will contact us at least sixty (60) days prior to May 25 to let us know whether or not Ms. Gebbie will be available for the meeting.

Thank you for passing along Jerry Breitman's resume and my recommendation for his appointment to the Presidential HIV/AIDS Advisory Council.

We hope that Ms. Gebbie will be able to attend and join us for the panel presentation on AIDS. As I mentioned in my letter, we anticipate that approximately 4,000 physician assistants from across the nation will attend this meeting.

Please pass along my very best wishes for the New Year to Kristine. I look forward to her being available to attend the San Antonio meeting.

Sincerely yours,

Stephen C. Crane, PhD, MPH
Executive Vice President

SCC:as

cc: Debbi Marquardt, Meetings Manager



American Academy of Physician Assistants

950 North Washington Street
Alexandria, Virginia 22314

703-836-2272
FAX 703-684-1924

February 24, 1994

John Palenicek, PA-C
3330 Richmond Ave.
Baltimore, MD 21213

Dear John:

We are pleased that you have agreed to present the following:

Current HIV Primary Therapies

Wednesday, May 25, 1994
Noon-12:45pm

HIV/AIDS Policy Forum

(underwritten by an unrestricted educational grant from Burroughs Wellcome Co.)
Wednesday, May 25, 1994
4:00-5:30pm

during the American Academy of Physician Assistants' Twenty-second Annual Physician Assistant Conference in San Antonio, Texas.

Just a reminder that due to production schedules, the final deadline for submission of materials to be included in the syllabus has been delayed to March 8, 1994. Materials received after March 8, 1994 will not be included in the course syllabus. The absolute "drop dead date" for the final program is March 1, 1994 and will only include information from speakers from whom we have received written confirmation.

Enclosed you will find a copy of the preliminary program that was mailed to all physician assistants earlier this month. On page 47 you will find a conference participant registration form that is marked **COMPLIMENTARY**. Please complete and return this form in the enclosed return addressed envelope no later than May 1, 1994 in order for a badge to be prepared for you. All of our badges are generated from these forms and for security reasons, badges will be required for access to the meeting rooms.

Also enclosed you will find two forms that should be completed and returned no later than May 1, 1994. The **Audiovisual Request** form will ensure that your requested equipment is available, avoiding last minute problems. The **CME Speaker Introduction** form will be provided to the physician assistant moderator for your session to share with the audience. Your cooperation is greatly appreciated.

You should pickup your badge and final conference program in the CME Speaker Ready Room that is available to all speakers from Friday, May 20 through Thursday, May 26. The CME Speaker Ready Room will be manned by Shirley Wertz, the Education Division Secretary. Please feel free to stop by to review your slides or to relax prior to your presentation. The CME Speaker Ready Room is open at the following times:

Room 210 of the San Antonio Convention Center:

Friday, May 20	7:30am-6:00pm
Saturday, May 21	7:30am-6:00pm
Sunday, May 22	7:30am-6:00pm
Monday, May 23	7:30am-6:00pm
Tuesday, May 24	7:30am-6:00pm
Wednesday, May 25	7:30am-6:00pm
Thursday, May 26	7:30am-12:30pm

RECEIVED

MAR - 4 1994



John Palenicek, PA-C
February 24, 1994
page 2

Each session will be assigned a physician assistant moderator to introduce the speaker and to field audience questions. The moderator, who will be identified with a moderator ribbon, will meet you at the meeting room immediately prior to the start of your session.

We hope that you will visit the Exhibit Hall and attend our Special Session if your schedule will permit. If you have any questions concerning your participation in the meeting, please do not hesitate to call me. Thank you again for sharing your expertise with our conference attendees.

Sincerely,

Shelley L. Hicks
Director of Education

Enclosures: Preliminary Program - **COMPLIMENTARY**
Audiovisual Request form
CME Speaker Introduction form

cc: Lisa Mustone Alexander, MPH, PA-C
Jeald A. Breitman, Director of Professional Relations, Burroughs Wellcome Co., Co-
presenter
Stephen C. Crane, PhD, MPH, Executive Vice President
Kristine M. Gebbie, RN, MN, FAAN, Co-presenter
Greg P. Thomas, PA-C, MPH, Director of Industry Relations



American Academy of Physician Assistants

950 North Washington Street
Alexandria, Virginia 22314

703-836-2272
FAX: 703-684-1924

February 24, 1994

Jerald A. Breitman
Director, Professional Relations
Burroughs Wellcome Co.
3030 Cornwallis Road
Research Triangle Park, NC 27709

Dear Jerry:

We are pleased that you have agreed to present:

The Psychosocial Challenges of AIDS as part of **HIV/AIDS Policy Forum**
(underwritten by an unrestricted educational grant from Burroughs Wellcome Co.)
Wednesday, May 25, 1994
4:00-5:30pm

during the American Academy of Physician Assistants' Twenty-second Annual Physician Assistant Conference in San Antonio, Texas. We appreciate your suggestion of this topic and of your two co-presenters for this presentation.

Just a reminder that due to production schedules, the final deadline for submission of materials to be included in the syllabus has been delayed to March 8, 1994. Materials received after March 8, 1994 will not be included in the course syllabus. The absolute "drop dead date" for the final program is March 1, 1994 and will only include information from speakers from whom we have received written confirmation.

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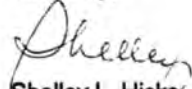
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Jerald A. Breitman
February 24, 1994
page 2

Each session will be assigned a physician assistant moderator to introduce the speaker and to field audience questions. The moderator, who will be identified with a moderator ribbon, will meet you at the meeting room immediately prior to the start of your session.

We hope that you will visit the Exhibit Hall and attend our Special Session if your schedule will permit. If you have any questions concerning your participation in the meeting, please do not hesitate to call me. Thank you again for sharing your expertise with our conference attendees.

Sincerely,



Shelley L. Hicks
Director of Education

Enclosures: Preliminary Program - **COMPLIMENTARY**
Audiovisual Request form
CME Speaker Introduction form

cc: Lisa Mustone Alexander, MPH, PA-C
Stephen C. Crane, PhD, MPH, Executive Vice President
Kristine M. Gebbie, RN, MN, FAAN, Co-presenter
John Palenicek, PA-C, Co-presenter
Greg P. Thomas, PA-C, MPH, Director of Industry Relations

THE WHITE HOUSE

WASHINGTON

Abstract

HIV/AIDS Policy Forum

presented by
Kristine M. Gebbie, R.N., M.N.
National AIDS Policy Coordinator

to
American Academy of Physician Assistants
May 25, 1994
San Antonio, Texas

National AIDS Policy Coordinator Kristine Gebbie will review the main components of the national policy to stop HIV infection (research, services and prevention). Discussion will include the roles for federal agencies, state and local government, health professionals and private sector institutions. There will be special emphasis on the care and leadership roles physician assistants can play within the national effort.