

Your Academy In Action

Presentation to the
Georgia Society of Otolaryngology—
Head and Neck Surgery

December 4, 2011, Julie M. Wolfe, CFRE

IMPROVING PROVISIONS TO DELIVER THE BEST PATIENT CARE



Your AAO-HNS Member Benefits



- A solid voice on Capitol Hill during this vital time of healthcare reform
- Best-in-class educational initiatives aimed at increasing the quality of patient outcomes through knowledgeable, competent, and professional physicians. The AAO-HNSF offers a wide variety of education opportunities in formats to meet your needs and fit your schedule
- The best peer-reviewed scientific journal in the specialty, *Otolaryngology—Head and Neck Surgery*, with newly enhanced online features*
- Educational and networking opportunities at a reduced rate when registering for the 2012 AAO-HNSF Annual Meeting & OTO EXPO, September 9-12, in Washington, DC

*Eigenfactor™ Score (EF): A measure of the overall value provided by all of the articles published in a given journal in a year. Article Influence™ Score (AI): a measure of a journal's prestige based on per article citations and comparable to Impact Factor

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Communications

Publishing Leading Communications for the Specialty

- *Bulletin* and journal *Otolaryngology—Head and Neck Surgery* monthly, weekly *The News* electronic newsletter
- You can contribute: visit www.entnet.org to see new online features and for submission guidelines

Public Relations and Media

- Raise awareness, knowledge, and understanding about the specialty and quality treatment of ear, nose, throat, head and neck diseases
- Check website for monthly patient education campaigns



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Education & Meetings

Lifelong Learning and

Continuous Professional Development

- AAO-HNSF Annual Meeting & OTO EXPO
 - September 9-11, 2012, Washington, DC
- AcademyU®
- Home Study Course
- Patient Management Perspectives in Otolaryngology
 - Formerly Patient of the Month Program
 - Especially for Residents
 - Comprehensive Otolaryngologic Curriculum Learning through Interactive Approach (COCLIA)
 - Resident Leadership Grants
 - Resident Instruction Course Tickets onsite at annual meeting



The world's largest gathering of the specialty!

130 educational activities!



Research & Quality Improvement

Representing the specialty of Otolaryngology at National Quality Level

- AMA Physician Consortium for Quality Improvement (PCPI), American College of Surgeons, Surgical Quality Alliance, National Quality Forum, Ambulatory Quality Alliance

Developing Quality Knowledge Products (CPGs and CCSs)

- Acute Otitis Externa – April 2006
- Adult Sinusitis – September 2007
- Cerumen Impaction - September 2008, Benign Paroxysmal Positional Vertigo (BPPV) - November 2008
- Dysphonia (Hoarseness) – September 2009
- Nasal Valve Repair Clinical Consensus statement – July 2010
- Tonsillectomy - January 2011, Polysomnography –Fall 2011

Funding and Support for Research through CORE

- Letters of intent due December 15 – see www.entnet.org

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Health Policy

Regulatory and Reimbursement Support

- **Advocating** for appropriate physician reimbursement with Medicare and Medicare contractors
- **Representing** Otolaryngology on the AMA CPT and Relative Value Update Committee (RUC)
- **Reviewing and commenting** on Medicare Physician Fee schedule
- **Representing Otolaryngology** with Private Payers (national health insurers)
- **Guiding** members when they encounter coding challenges (Coding Hotline Free to members 1-800-584-7773)
- **Conducting the Socioeconomic Survey (Every 3 years)** – see website for 2011 survey

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Government Affairs

Federal Activities – The specialty’s voice on Capitol Hill!

- **Legislative Priorities:**
 - Reforming the Medicare physician payment system
 - **Fighting** for repeal of the Independent Payment Advisory Board
 - Preventing harmful scope-of-practice expansions
 - **Securing** sustainable GME funding
 - Ensuring truth and transparency in patient communications
 - Improving the medical liability system and ending frivolous lawsuits
- **ENT PAC – the political action committee of the AAO-HNS**
 - Member contributions are *carefully invested* to support Congressional candidates committed to the advancement of our legislative priorities
 - AAO-HNS membership dues cannot be used for political contributions
 - Separate, voluntary ENT PAC donations are required!



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Government Affairs Cont.

State Legislative Activities

- Approximately 600 bills impacting the specialty are tracked *each* legislative session
- Key issues: taxes on medical procedures, scope of practice, hearing aid coverage/access, tobacco regulation, and more



Legislative Grassroots Outreach

- The ENT Advocacy Network and the Advocacy Center empower members to easily and actively engage their state and federal elected officials
- **SAVE THE DATE:** 2012 Advocacy Conference, May 7-8

For more information, contact govtaff@entnet.org

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Supporting Your AAO-HNS/F



Millennium Society

Gifts from individuals

- Recognizes donors of annual gifts of \$1,000+ and provides vital financial support
- Donors choose what to support
- Consider an **end of year gift!** www.entnet.org/donate or donor envelope



Partners for Progress

Promoting Advances in the Specialty, One Group at a Time

Gifts from group practices

- Address the challenges faced by our specialty by partnering and leveraging resources in support of delivering the best patient care
- Lots of recognition, collaboration, engagement
- 25 group practices represent nearly \$250,000 in annual support



Hal Foster, MD Endowment Campaign & Society

Primarily individual giving

- Enhance financial strength for future
- Sustain the Academy and Foundation and build upon great achievements
- Enables continued investment in core activities and achievement of excellence in each one

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Supporting Your AAO-HNS/F



Mission

- Innovative projects like Partners for Progress
- New endowments for sustained mission funding
- Support for all aspects of mission-centric programs
- Safeguard future



Research & Education

- 1 New Guideline (4 In Development)
- 38 CORE Grants
- 8 Research Studies Active
- 120 Resident Leadership Grants
- 3031 AcademyU users, 118 Activities



International

- 6 International Visiting Scholarships
- 19 Humanitarian Service Grants

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Let Me Count the Ways to Get Involved...

- You are an essential ingredient to success and your engagement adds momentum to every initiative!
- Become an ENT Advocate through our legislative grassroots, regulatory, and socioeconomic advocacy efforts
- Attend our conferences and events
- Join a committee or Section in your area of interest or expertise
- Participate in one of our many research opportunities
- Contribute to one our respected publications
- Get involved in humanitarian activities
- Donate to philanthropy efforts



Visit www.entnet.org/getinvolved to learn more!

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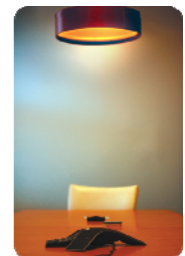
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