

# 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](http://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](http://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](mailto: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](http://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](http://www.entnet.org/getinvolved) to learn more!

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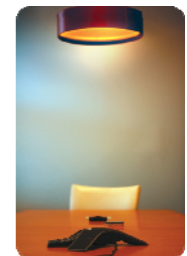
## Contact Information

### American Academy of Otolaryngology— Head and Neck Surgery

1650 Diagonal Road  
Alexandria, VA 22314-2857, U.S.A.

Visit [www.entnet.org](http://www.entnet.org)

Julie M. Wolfe, CFRE  
Senior Development Associate  
Phone: 1-703-535-3717  
Toll free: 1-877-722-6467  
Email: [jwolfe@entnet.org](mailto:jwolfe@entnet.org)



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