

BOG Spring Meeting Highlights

Saturday, March 21, 2009

BOG Legislative Representatives Committee

- Presentations from Academy staff on comprehensive healthcare reform proposals by Congress and the Administration, current federal legislation and anticipated 2009 issues, 2008 state legislative activity, and a summary of 2009 pending activity
- Dr. Gavin Setzen spoke about the importance of giving to ENT PAC and provided an overview of 2008 ENT PAC activities
- Dr. Lee Eisenberg spoke about the AMA State Advocacy Roundtable Meeting and encouraged attendees to review model bills
- The committee discussed, amended, and recommended adoption of policy statements on Medical Liability Reform (MLR), Scope of Practice, and Tobacco Use

BOG Public Relations Representatives Committee

- Update on the Academy's mini-campaigns and results since Annual Meeting
- Presentation by APCO, an International PR Group, on progress of Academy's Visibility Campaign. Findings include that:
 - ENTs were recognized as "top tier" doctors along with cardiologists and family physicians
 - "Otolaryngology" was not well recognized. The committee will work to counteract this by including in its materials "otolaryngology also known as ENT" in order to demystify our specialty for the general public
- Announcement of 2009 BOG Society Grant Recipients
- Presentation of new Academy Grassroots Media and PR Handbook

BOG Big On Goals Committee Meeting

- Walter R. Edwards', Executive Vice President of Advancement Resources, presentation on fundraising in local communities

BOG Rules & Regulations Committee Meeting

- Reviewed the proposed changes to the BOG Rules & Regulations to improve consistency and align the BOG with other Academy committees

BOG Socioeconomic & Grassroots Committee Meeting

- Dr. Kevin Kavanagh's and Ms. Linda Ayers' presentation on CMS Payment for Audiology Services
- Ms. Tricia Bardon's update on Medicare Administrative Contractor (MAC) jurisdictions
- Dr. Ira Papel's & Dr. Rick Pillsbury's update on workforce issues in otolaryngology
- Dr. K.J. Lee's presentation on the Obama Administration's vision for healthcare

Sunday, March 22, 2009

Leadership Development and Speed Mentoring Session

- Great opportunity for residents and fellows to network
- Compelling conversations between mentors and mentees

BOG General Assembly

- Keynote address from Dr. Anna Pou on disaster preparedness
- Candidate statements for the position of AAO-HNS/F President-Elect from Dr. Karen Calhoun and Dr. J. Regan Thomas
- The announcement of the slate of candidates for BOG Chair-Elect and Secretary.
- Reports from BOG and Academy leaders
- Reports from BOG Committee Chairs
- Vetting proposed resolutions that now will be forwarded to the Board of Directors for their final approval