

BOG 2009 Annual Meeting Highlights

Representatives from Board of Governors societies across the country were well represented during the BOG meetings, held from October 3 to October 5, during the 2009 AAO-HNSF Annual Meeting & OTO EXPO. Highlights from the meetings include:

BOG Legislative Representatives Committee Meeting

- Committee members approved the thoroughly vetted policy statement on Truth in Advertising
- Participants were briefed on state and national legislative activities
- Participants received updates on grassroots advocacy efforts

BOG Public Relations Representatives Training Session

- Attendees were briefed by a guest speaker and member of the local San Diego media on public relations techniques for physicians
- Staff offered suggestions on how best to communicate medical messaging campaigns with their local media
- The importance and increasing use of social media communication vehicles, such as Facebook and Twitter, to reach wider audiences was discussed

BOG Development/Fundraising Task Force Meeting

- The newly created task force discussed how they will work with BOG societies to assist the Academy with fundraising efforts
- The task force also discussed leveraging the Academy's fundraising to help support local/state/regional BOG societies

BOG Socioeconomics & Grassroots Committee Meeting

- Featured a presentation on Maintenance of Certification (MOC) issues
- The tonsillectomy issue recently brought to light by President Obama was discussed
- Staff gave updates on identifying CAC representatives and CMS transmittals
- Staff gave a status update on the current healthcare reform debate on Capitol Hill

BOG Miniseminar—Physician Workforce in OHNS: What's in Your Future?

- Drs. Steven Levine and Ira Papel moderated compelling presentations regarding the future of the specialty, emphasizing the likely physician shortage of the next decade

BOG General Assembly

- BOG committee chairs gave reports on their committee's activities
- The BOG Society Grant recipients gave status updates (Iowa Academy of Otolaryngology—HNS and the National Medical Association—Otolaryngology Section)
- The Massachusetts Society of Otolaryngology-HNS received the 2009 BOG Model Society Award and the Pennsylvania Academy of Otolaryngology-HNS received an honorable mention
- Dr. James L. Netterville received the 2009 BOG Practitioner Excellence Award
- Dr. Jerry Schreibstein, BOG Chair, presented Recognition Awards to Dr. J. Pablo Stolovitzky and Dr. Steven B. Levine for their service on the BOG Executive Committee
- Dr. Schreibstein presented BOG Chair Awards to Dr. Gerald B. Healy and Dr. Stanley M. Shapshay
- Governors (or their alternates) in attendance elected Dr. Michael D. Seidman to the position of BOG Chair-Elect and Dr. Peter Abramson to the position of BOG Secretary