

2020 LEADERSHIP FORUM & BOG SPRING MEETING
May 1 – 3, 2020 | The Westin Alexandria Old Town | Alexandria, VA
PROGRAM

(Board of Governors [BOG]; Board of Directors [BOD], Executive Committee [EC], Specialty Unit Summit [SUS] and Sections)

ALL SESSIONS ARE OPEN TO ALL ATTENDEES UNLESS OTHERWISE NOTED
(events subject to change)

FRIDAY, May 1, 2020

- 1:00 pm Registration and Folder Pick-up
- 3:00 pm – 6:00 pm: **State OTO Society Round Table** (by invitation only)
Sponsored by the BOG Governance & Society Engagement Committee
- Moderators:** Boris Chernobilsky, MD, Chair, GoSE Committee; and, Samantha Anne, MD, Vice Chair, GoSE Committee
- (3:00 pm – 3:15 pm) **An Overview of the GoSE Society Management Toolkit**
Boris Chernobilsky, MD, Chair, GoSE Committee
- (3:15 pm – 4:15 pm) **Best Practices in Society Management: From the Start-up to the Established Organization**
C. Michael Deese, Partner, Howe & Hutton, Ltd.
- (4:15 pm – 4:30 pm) Break
- (4:30 pm – 6:00 pm) **Case Studies in Society Management**
Building Membership: Presented by: TBA
Planning and Executing a Conference: Presented by: TBA
Selecting a Lobbyist: Presented by: TBA
- 6:00 pm – 6:30 pm: **Executive Directors & Society Administrators Meeting**
Moderator: TBA
- 5:00 pm – 5:30 pm: **Concurrent BOG Committee Working Groups**
(Mandatory for committee members)
Governance & Society Engagement Committee
Legislative Affairs Committee
Socioeconomic & Grassroots Committee
- 6:30 pm – 7:30 pm: Welcome & Networking Reception (all are welcome)

SATURDAY, May 2, 2020

7:15 am Registration and Folder Pick-up

7:15 am – 8:15 am: Breakfast

7:45 am – 8:00 am: **Welcome and Opening Remarks**
Moderator: Spencer Payne, MD, Chair

8:00 am – 12:00 pm: **Specialty Unity Summit** (by invitation only)

8:00 am – 8:50 am: **Assessing Surgical Competency: Are You Good Enough? ***
Moderator: Megan Durr, MD
Panelists: David Chi, MD; David Eibling, MD; Eric Genden, MD; and, Ellis Arjmand, MD, MMM, PhD
Sponsored by the Section for Women in Otolaryngology

Surgical outcomes, quality of care, and patient safety have always been a priority to Otolaryngologists. This is now an area where professional societies, hospitals and the public have increasing expectations for reporting and monitoring. Written and oral board examinations and maintenance of certification require demonstration of a fundamental knowledge base, but determining surgical competency is more challenging. Many specific challenges exist in this area that will be discussed in this panel including low-volume surgeons and aging surgeons. Studies have showing that high-volume thyroid surgeons have lower complication rates and shorter surgical times – should we, therefore, require a minimum number of surgical cases per year to maintain credentials? As the population of aging physicians increases, should we expect surgeons in the later stages of their career to demonstrate surgical competency at certain intervals, and, if so, what is the best way to demonstrate surgical competency (simulation, manual dexterity testing, review boards)?

The format of this panel will include case presentations with an expert panel discussion about each case.

Objectives:

1. Discuss the current issues of competency in surgeons specifically those with low-volume practices, high complication rates, or those introducing new procedures
2. Examine the issues surrounding competency in the aging surgeon
3. Explain future direction to evaluate surgical competency

9:00 am – 9:50 am: **Where They Stand: An Overview of the Healthcare Platforms of the 2020 Democratic and Republican Presidential Hopefuls ***
Moderator: TBA
Panelists: TBA

Certain again to be an issue of heated discussion, debate, and division—the future of healthcare in America could well be the defining factor to who wins the 2020 federal elections. Representatives from the two major presidential

campaigns will present their candidate's vision for shaping healthcare services, delivery, and costs to one of the major constituencies responsible for providing critical care to the American public.

Objectives:

1. Identify the positions that each of the major presidential candidates have taken regarding healthcare policy.
2. Articulate how the various positions may impact their practices, patient care, and the ENT specialty.
3. Determine which candidate has the healthcare policy platform that would best serve patients, physicians, and maintain the integrity of public and private payer systems.

- 9:50 am – 10:05 am: Break & Meet the Exhibitors
- 10:05 am – 10:50 am: **Speed Mentoring with Academy Leadership** (*Open only to AAO-HNS physician members*)
Sponsored by the Young Physicians Section
Moderators: TBA
- 11:00 am – 11:45 am: **BOG Governance and Society Engagement Committee Meeting** (*Mandatory for committee members; guests are welcome*)
- 11:45 am – 12:30 pm: **Lunch Program**
Private Equity/Venture Capital Purchases of Private ENT Practices
Speaker: TBA
- 12:30 pm – 1:15 pm: **BOG Legislative Affairs Committee Meeting** (*Mandatory for committee members; guests are welcome*)
- 1:15 pm – 2:00 pm: **BOG Socioeconomic & Grassroots Committee Meeting** (*Mandatory for committee members; guests are welcome*)
- 1:30 pm – 2:30 pm: *SEC Meeting* (Invitation only)
- 2:00 pm – 2:15 pm: Break
- 2:15 pm – 3:15 pm: **General Session: The Price We Pay: What Broke American Healthcare and How to Fix It***
Keynote Speaker: Marty Makary, MD, Professor of Health Policy and Management, Johns Hopkins Bloomberg School of Public Health
Moderator: Spencer Payne, MD, Chair, AAO-HNS Board of Governors

Dr. Marty Makary is an internationally recognized speaker who has a recently published "The Price We Pay: What Broke American Healthcare – and How to Fix It." In his lecture he offers a roadmap for how to get a better deal on healthcare and the disrupters who are innovating medical care. The movement to restore medicine to its mission, Makary argues, is alive and well—a mission that can lower costs and save our country from the crushing cost of the medical industrial complex. He will also cover ways we as provider/physicians can

address issues with charges and reimbursement in the standard medical insurance medical model of healthcare costs to truly advocate for our specialty or our patients.

Objectives:

1. Describe how America’s healthcare system is broken and the flaws on the pharmacy benefit management system.
2. Compare the pros and cons to alternate reimbursement strategies.
3. Identify ways to implement small scale changes into their otolaryngology practice to reduce healthcare costs and to truly advocate for our specialty and our patients.

3:15 pm – 4:00 pm: **BOG General Assembly**

4:00 pm – 5:30 pm: *BOD Executive Committee Meeting (Invitation Only)*

4:00 pm – 5:00 pm: *YPS Governing Council Meeting (Invitation Only)*

5:30 pm – 6:30 pm: *BOD Executive Committee Executive Session (Invitation Only)*

6:30 pm – 8:30 pm: *ENT PAC Reception (Open to ENT PAC Investors contributing \$365+; Residents contributing \$100+)*



SUNDAY, May 3, 2020

- 7:00 am: Registration and Folder Pick-up
- 7:00 am – 8:15 am: Breakfast
- 7:00 am – 8:00 am: *Board of Directors Executive Session (Invitation Only)*
- 7:00 am – 8:00 am: *WIO Governing Council Meeting (Invitation Only)*
- 8:00 am – 8:45 am: **BOG Regional Representatives Networking Meeting** (Invitation Only)
- 8:00 am – 12:00 pm: *Board of Directors Meeting*
- 8:50 am – 9:00 am: **Welcome and Opening Remarks**
Moderator: TBA

- 9:00 am – 9:50 am: **How to Use Allyship to Unlock the Power of Diversity***
Moderator: Cristina Cabrera-Muffly, MD
Panelists: Cristina Cabrera-Muffly, MD; Keith Chadwick, MD; Erynne Faucett, MD; and Scott Stringer, MD
Sponsored by the AAO-HNS Diversity & Inclusion Committee

Allyship is the concept of building relationships with people in traditionally marginalized groups (such as underrepresented minorities, LGBTQ, and persons with disabilities) despite not being part of that specific group. Efforts to recognize systemic inequalities, listening to experiences, and advocating for people in these groups is an effective way to create a more inclusive environment. This can unlock the power of diverse viewpoints to improve patient care. The goal of this panel is to present the concept of Allyship, demonstrate actionable ways to act as an Ally for various diverse groups, and encourage the audience to practice role playing scenarios to be an effective Ally.

Objectives:

1. Define Allyship as it relates to interactions with members of diverse groups.
2. Identify actionable ways to serve as an Ally to members of diverse groups.
3. Demonstrate Allyship during role playing scenarios and implement Allyship into their practice at home.

- 9:50 am – 10:05 am: Break
- 10:05 am – 10:55 am: **#SocialMedia: From TWITTLing Thumbs to INSTAntly Influencing Your Practice***
Moderator: Jake L. Lee
Panelists: Leslie Kim, MD; Christopher Chang, MD; Jennifer Villwock, MD; and, Carl Truesdale, MD;
Sponsored by the Section for Residents and Fellows-in-Training

Social media is a charged and controversial subject but is not going away anytime soon. Professionally, social media has been used in business, law, politics, academia, and now medicine for promotion, communication, and

networking. In an age where most are armed with smartphones and computers containing multiple social media platforms at the touch of a button, social media offers a swift and powerful platform for personal and professional branding.

This panel, sponsored by the Section for Residents and Fellows-In-Training (SRF), will provide an overview of the popular social media outlets, general guidelines to follow, and tailored tips and lessons learned from our esteemed panelists who all have extensive social media experience and presence. Our panelists have all had success incorporating social media into their busy otolaryngology practices, both academic and private and of multiple different sub-specialties, in order to build them up. We hope that after this panel, the words such as “Facebook,” “Twitter,” and “Instagram” will no longer be seen as mysteries or nuisances but rather as valuable instruments for #influencing one’s scope of practice.

Objectives:

1. List the different modalities and platforms available through social media.
2. Recognize the utility and impact of social media can have for promoting and building an otolaryngology – head & neck surgery practice.
3. Gain practical insights on how to optimize social media use based on lessons and tips learned from practicing otolaryngologists who already have a large social media presence.

11:05 am – 11:55 am: **Like a Bull in a China Shop: Managing Bullies in the Workplace***

Moderator: Andrew Coughlin, MD

Panelists: Erin K. O’ Brien, MD; John Schneider, MD; and, Jo A. Shapiro, MD

Sponsored by the Young Physicians Section

In recent years, the media has drawn attention to bullying in schools and the workplace. Unfortunately, medicine is no exception. Bullying is evident in a variety of healthcare interactions including between co-workers/partners, trainees, and even hospital administrators. In a recent survey of surgeons, almost 50% of respondents (trainees and attending surgeons) reported experiencing bullying in the workplace. Often bullying tactics are utilized to deflect work or assert/maintain superiority. The aim of this panel is to identify situations in which bullying may occur in different otolaryngology practice settings and offer practical strategies to address these tactics. Panelists will also discuss other topics related to bullying including its impact on burnout, wellness, retention, and job satisfaction, Panelists will consist of otolaryngologists from diverse practice settings and levels of seniority with experience in professional staff leadership and conflict resolution. The audience response system will be utilized to encourage attendee participation and to identify audience demographics so that content may be tailored for constituents.

Objectives:

1. Identify bullying tactics and discuss its impact on burnout and wellness in the workplace.

2. Learn practical strategies to confront bullying and develop skills to prevent future bullying.
3. Understand the role of resolution and forgiveness and its impact on job satisfaction.

12:00 pm – 12:30 pm: Lunch

12:40 pm – 1:30 pm: **Federal Legislative and Regulatory Hot Topics***

Moderator: TBA

Panelists: TBA

This popular session will update attendees on the latest legislative and regulatory updates impacting not only the specialty of otolaryngology – head and neck surgery, but you and your practice as well. This year’s session will provide particular emphasis on exploring the significant changes to Medicare’s Physician Fee Schedule evaluation and management (E/M) coding guidelines which become effective in 2020.

Objectives:

1. Examine the legislative and regulatory process.
2. Identify opportunities to engage with policymakers.
3. Analyze the potential impact of legislative and regulatory changes on their practices and their patients.

1:40 pm – 2:30 pm: **Payer Relations Forum***

Moderator: TBA

Panelists: Larry Simon, MD, part-time physician and Medical Director with Blue Cross/Blue Shield; Andrew Coughlin, MD, Chair of the BOG’s Socioeconomics and Grassroots Committee; Paul Imber, MD, AAO-HNS BOG representative to the Physician Payment Policy Workgroup

In the minds of many providers, the goals of insurance carriers are seemingly in continual conflict with those of the needs of the patient. The panelists in this roundtable forum will discuss a range of issues from optimizing carrier relations, managing payer denials, and pathways to providing efficient and cost-effective patient care.

Objectives:

1. Analyze more comprehensively the claims filing expectations of insurance carriers.
2. Define ways to improve communications between themselves and insurance carriers.
3. Advocate effectively on behalf of their patients to ensure the best, most cost-effective treatment protocol.

2:30 pm – 2:45 pm: Break

2:45 pm – 3:35 pm: **Closing General Session: Navigating Difficult Conversations***
Keynote Speaker: Allison Linney, MBA, President & Founder, Allison Partners, LLC
Moderator: TBA

Throughout our lives, we are often in the position of needing to give both positive and negative feedback to our colleagues, patients, family, and friends. This presentation will review how better to communicate effectively, navigate conflict, manage stress, and address disruptive behavior. This presentation will review the fundamentals of effective feedback and provide practical tools to help prepare for (or recover from) tough conversations.

Objectives:

- Identify ways to deliver meaningful positive and negative feedback to our colleagues, patients, family, and friends.
- Define how to provide constructive feedback, remain calm, and ultimately – how to have the courage to have the conversation.
- Review the fundamentals of effective feedback.
- Discuss practical tools for how to manage the stress difficult conversations can create.

3:35 pm – 3:40 pm: **Closing Remarks**
Spencer Payne, MD, Chair

4:00 pm – 5:30 pm: **BOG Executive Committee Meeting, Wrap-up and Strategic Planning**
(Invitation Only)

4:00 pm – 5:00 pm: *SRF Governing Council* (Invitation Only)



MONDAY, May 4, 2020

8:00 am – 3:00 pm: *AAO-HNS Leadership Meetings on Capitol Hill* (Invitation only)

* Indicates CME is available.

Updated: 01/17/20-BKL

