• Who we are
• What we do
• How to participate
• Established in 1982
• Initially a grassroots member network within the AAO-HNS
• Then:
  • 90% AAO membership in private practice
  • 75% in solo or small single specialty group practices
• Open to all Academy members to promote “advocacy and action”
• Comprised of local, state, and national otolaryngological societies from around the United States
Board of Governors (BOG) now serves the entire Academy and specialty...

• By identifying and responding to local, state, and national legislative, socioeconomic, and public relations issues encountered by all otolaryngologists within our specialty.

• By providing organized feedback from membership to Academy leadership

• By establishing and maintaining personal connections with all member societies.
Each BOG society has 3 BOG representatives

• **Governor**

• **Alternate Governor**
  • *(as the Legislative Affairs Representative)*

• **Alternate Governor**
  • *(as the Socioeconomic & Grassroots Representative)*
• Terms of governors and alternate governors are determined by their society

• Representatives have specific responsibilities to their society and the BOG
  • Society BOG representatives are a bridge between their society and the AAO-HNS
Executive Committee

• Chair
  Spencer Payne, MD *(Charlottesville, VA)*

• Chair-Elect
  Lance Manning, MD *(Springdale, AR)*

• Immediate Past Chair
  Ken Yanagisawa, MD *(New Haven, CT)*

• Member-at-Large
  Troy D. Woodard MD *(Cleveland, OH)*

• Secretary
  Karen Rizzo, MD *(Lancaster, PA)*
BOG Committees

• Governance & Society Engagement
  *Identify common goals and coordinate efforts*

• Legislative Affairs
  *Assess, activate, & advocate for member needs*

• Socioeconomic & Grass Roots
  *Listen and provide solutions for member problems*
BOG Committees

• **Governance & Society Engagement**
  - Chair: Boris Chernobilsky, MD *New York, NY*
  - Vice-Chair: Samantha Anne, MD *Orange, OH*

• **Legislative Affairs**
  - Chair: David Boisoneau, MD *Waterford, CT*
  - Vice-Chair: Jeffrey Brown, MD *Woburn, MA*

• **Socioeconomic & Grass Roots**
  - Chair: Andrew Coughlin, MD *Omaha, NE*
  - Vice-Chair: Dale Tylor, MD *Santa Barbara, CA*
Governance & Society Engagement Committee

2019 Highlights

• Creating a web-based society interactive map and encourage Societies to remain active and engaged.
• Create a GoSE toolkit to aid members in creating and developing local and state societies.
• Work hand-in-hand with Member-at-Large to solidify interactions and communications between state societies and their respective Regional Representatives.
Legislative Affairs Committee
2019 Highlights

• Distribute Legislative Alerts with successful implementation of simplified mobile-enabled feedback to legislators for key concerns.
  • text “Otoadvocate” to 313131

• Grow Project 535, State Trackers Program, I-GO (In district Grassroots Outreach).

• Support ENT PAC.
Socioeconomic & Grassroots Committee
2019 Highlights

• **New Academy Student Initiative** - physicians at grassroots level participate in multiple student programs including high school and medical school observerships. This provides opportunities for early exposure and a better understanding of our roles as Otolaryngologists.

• Update SEGR Toolkit with information covering unlisted codes and Category III codes.

• Raise member awareness of **3P (Physician Payment Policy workgroup)** activities, and foster opportunities to work together, with Paul Imber, DO serving as the BOG representative on 3P.
10 Regional Representatives
Enhance and facilitate communication

Region 10 Representative:
Derek Lam, MD

Region 9 Representative:
Steven T. Kmucha, MD, JD

Region 8 Representative:
Andrew Winkler, MD

Region 5 Representative:
Robert Stachler, MD

Region 1 Representative:
Ray Winicki, MD

Region 2 Representative:
Phillip L. Massengill, MD

Region 3 Representative:
Karen Rizzo, MD

Region 4 Representative:
E. Scott Elledge, MD

Region 6 Representative:
Karen A. Hawley, MD

Specialty Representative:
Soha N. Ghossaini, MD
BOG “Tool Box” Initiative

- Each BOG Committee has prepared a step-by-step manual to instruct AAO membership in professional engagement
  - **SEGR** – Interaction with insurance companies and Medical Directors for coding and payment problems
  - **Legislative Affairs** – ‘How to’ properly advocate for state and national AAO initiatives
  - **GoSE** – Idea ‘incubator’ to increase greater state and local membership numbers and participation
Subspecialty Society Engagement Opportunities

- Participate in developing the “tool box” library
  - Be available to provide relevant informational and subspecialty specific expertise

- Be an organized resource for general Academy membership questions
  - Regional Representatives can connect membership inquiries to and forward suggestions from the engaged subspecialty societies and their named BOG Representatives
BOG Meetings

ANY AAO-HNS member can attend BOG meetings including the BOG committee meetings and BOG General Assembly

Upcoming Meetings

• BOG 2020 Virtual Fall General Assembly
  Saturday, September 12, 5:00 PM – 6:00 PM Eastern

• AAO-HNSF 2020 Virtual Annual Meeting & OTO Experience
  September 13 – November 8 (approx.)

• AAO-HNS/F Leadership Forum and BOG Spring Meeting
  April 16 – 18, 2021 | Alexandria, VA
Contact Information

• BOG Regional Representatives Email
  BOGRegionalRepresentatives@entnet.org

• Brian Lagana, Senior Manager, Member Networks and Engagement
  blagana@entnet.org

• Troy Woodard MD FACS, Member at Large AAO-HNS BOG
  troywoodardmd@gmail.com
BOG
BOARD OF GOVERNORS