



BOG

BOARD
OF
GOVERNORS



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY

THE GLOBAL LEADER IN OPTIMIZING QUALITY EAR, NOSE, AND THROAT PATIENT CARE www.entnet.org



BOG

BOARD
OF
GOVERNORS

- **Who we are**
- **What we do**
- **How to participate**



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY



BOG

BOARD
OF
GOVERNORS

- **Established in 1982**
- **Initially a grassroots member network within the AAO-HNS**
- ***Then:***
 - **90% AAO-HNS membership in private practice**
 - **75% in solo or small single specialty group practices**



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY



BOG

BOARD
OF
GOVERNORS

- **Open to all Academy members to promote “advocacy and action”**
- **Comprised of local, state, and national otolaryngological societies from around the United States**



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY

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.**



BOG

BOARD
OF
GOVERNORS

Each BOG society has 3 BOG representatives

- **Governor**
- **Alternate Governor**
 - *(as the Legislative Affairs Representative)*
- **Alternate Governor**
 - *(as the Socioeconomic & Grassroots Representative)*



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY



BOG

BOARD
OF
GOVERNORS

- **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**



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY



BOG

BOARD
OF
GOVERNORS

Executive Committee

- **Chair**

Lance Manning, MD (*Springdale, AR*)

- **Chair-Elect**

Troy D. Woodard MD (*Cleveland, OH*)

- **Immediate Past Chair**

Spencer Payne, MD (*Charlottesville, VA*)

- **Member-at-Large**

David S. Boisoneau, MD (*Waterford, CT*)

- **Secretary**

Karen Rizzo, MD (*Lancaster, PA*)



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY



BOG

BOARD
OF
GOVERNORS

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



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY



BOG

BOARD
OF
GOVERNORS

BOG Committees

- **Governance & Society Engagement**
 - **Chair:** Dale Tylor, MD (*Santa Barbara, CA*)
 - **Vice-Chair:** Samantha Anne, MD (*Orange, OH*)
- **Legislative Affairs**
 - **Chair:** Jeffrey Brown, MD (*Woburn, MA*)
 - **Vice-Chair:** Boris Chernobilsky, MD (*New York, NY*)
- **Socioeconomic & Grass Roots**
 - **Chair:** Andrew Coughlin, MD (*Omaha, NE*)
 - **Vice-Chair:** Michael B. Gluth, MD (*Chicago, IL*)



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY



BOG

BOARD
OF
GOVERNORS

Governance & Society Engagement Committee 2020 Highlights

- Created a web-based society interactive map and encourage Societies to remain active and engaged.
- Created a Society Management Toolkit to assist members in creating and developing local and state societies.
- Worked in coordination with Member-at-Large to solidify interactions and communications between state societies and their respective Regional Representatives.
- Reviewing the criteria for Model Society Award and Practitioner Excellence Award applications to expand the pool of submissions.



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY



BOG

BOARD
OF
GOVERNORS

Legislative Affairs Committee 2020 Highlights

- Distributed Legislative Alerts with the ongoing use of simplified mobile-enabled feedback to legislators for key concerns.
 - text “Otoadvocate” to 313131
- Continuing to grow [Project 535](#), [State Trackers Program](#), [I-GO \(In district Grassroots Outreach\)](#).
- Supporting [ENT PAC](#).



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY



BOG

BOARD
OF
GOVERNORS

Socioeconomic & Grassroots Committee 2020 Highlights

- Researching and developing strategies for value-based healthcare in otolaryngology and educating the membership on the issue.
- Released the Unlisted and Category III Codes toolkit.
- Sought to redefine where SEGR and the BOG can make the biggest impact for the Academy and its members - as an integral intermediary to push important information out from the Academy to its membership, and as a vehicle to facilitate information coming from the community back to the Academy.



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY



BOG

BOARD
OF
GOVERNORS

10 Regional Representatives

Enhance and facilitate communication

Region 8 Representative:

[Andrew Winkler, MD](#)

Region 1 Representative:

[Ray Winicki, MD](#)

Region 10 Representative:

[Derek Lam, MD](#)

Region 5 Representative:

[Robert Stachler, MD](#)

Region 2 Representative:

Vacant

Region 9 Representative:

[Steven T. Kmucha, MD, JD](#)

Region 7 Representative:

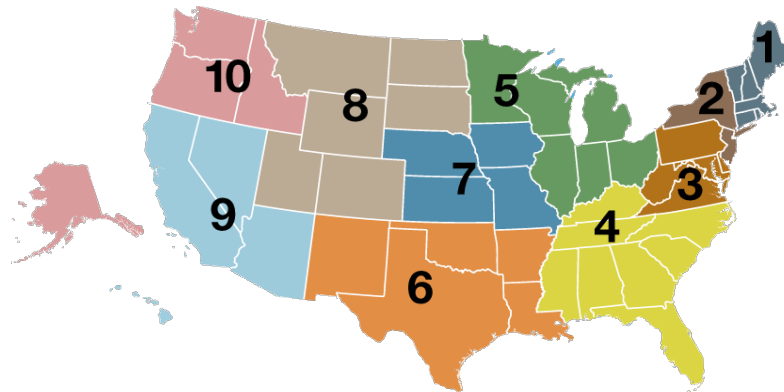
[C. W. David Chang, MD](#)

Region 3 Representative:

[Karen Rizzo, MD](#)

Region 4 Representative:

[E. Scott Elledge, MD](#)



Specialty Representative:

[Soha N. Ghossaini, MD](#)

Region 6 Representative:

[Karen A. Hawley, MD](#)



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY



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



BOG

BOARD
OF
GOVERNORS

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



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY



BOG Meetings

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

Upcoming Meetings

- **AAO-HNSF 2021 Annual Meeting & OTO Experience**
October 3-6 | Los Angeles, California
 - Arrive early for the BOG General Assembly – Saturday, October 2



BOG

BOARD
OF
GOVERNORS

Contact Information

- BOG Regional Representatives Email
BOGRegionalRepresentatives@entnet.org
- David S. Boisoneau, Member at Large, AAO-HNS BOG
 - david@boisoneau.org
- Thomas Stefaniak, Senior Manager, Member Networks and Engagement
 - tstefaniak@entnet.org



AMERICAN ACADEMY OF
OTOLARYNGOLOGY-
HEAD AND NECK SURGERY