• Who we are

• What we do

• How to participate
• 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
• 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
  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)*
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: 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)
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.
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.
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.
10 Regional Representatives

Enhance and facilitate communication

Region 1 Representative: Ray Winicki, MD

Region 2 Representative: Vacant

Region 3 Representative: Karen Rizzo, MD

Region 4 Representative: E. Scott Elledge, MD

Region 5 Representative: Robert Stachler, MD

Region 6 Representative: Karen A. Hawley, MD

Region 7 Representative: C. W. David Chang, MD

Region 8 Representative: Andrew Winkler, MD

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

Region 10 Representative: Derek Lam, 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

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

• BOG Regional Representatives Email
  BOGRegionalRepresentatives@entnet.org

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• Thomas Stefaniak, Senior Manager, Member Networks and Engagement
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