



Gene C. Liu, MD, MMM

**Candidate for
At-Large Director
Academic**

What unique attributes do you bring to the Board of Directors?

How would you unify Academy members to promote the strategic plan and address issues of scope of practice, payer and regulatory concerns, and workforce challenges?

I started in solo private practice, founded an otolaryngology-head and neck surgery division within a multispecialty group, and subsequently created an academic enterprise and residency program at Cedars-Sinai. I am the president of our 300+ provider group and medical director of business development in our medical network of 900+ providers. In addition to participation in otolaryngology-head and neck surgery organizations, I am involved in American Medical Group Association, Medical Group Management Association (MGMA), and other national organizations outside the specialty. My broad range of experiences would provide a unique set of perspectives and skills to the Board, including in the areas of payer and regulatory concerns.

Many otolaryngologists no longer fit the binary paradigm of academic versus private practice and are employed by hospitals, groups, and private equity. Some residency programs are run by non-university-based organizations. Addressing the diverse needs, including scope-of-practice concerns, of members working in a widening variety of practice models is crucial to our future success.

Younger physicians are increasingly pursuing fellowships and focusing on their subspecialty societies. Exploring the role of AAO-HNS in their careers, clearly defining our value proposition to these physicians, and navigating the relationships between AAO-HNS and the subspecialty societies are also critical.

Workforce challenges include wellness/burnout and a lack of diversity in otolaryngology-head and neck surgery. Educating administrators on the need for creating dyad partnerships and transparency in communication was the focus of my presentation at the MGMA Medical Practice Excellence Leaders Conference on physician satisfaction, engagement, and well-being. I advocated for structural and cultural changes to prevent burnout and will continue to champion these concepts on behalf of physicians. I also integrated diversity, equity, and inclusion concepts into three presentations at last year's AAO-HNSF Annual Meeting on job search, recruitment, and annual reviews. As codirector of otolaryngology at the new Charles Drew University College of Medicine, I plan to engage underrepresented in medicine (URiM) students to foster early interest in otolaryngology-head and neck surgery.

Throughout the evolution of my career, I have always found the resources and the connections from the AAO-HNS to be instrumental to my professional development. From my very first Annual Meeting as a resident in 2001 through solo private practice straight out of training, to employment in a multi-specialty group, and subsequently founding an academic division and residency training program at Cedars-Sinai, the AAO-HNS has been there for me every step of the way. I believe the broad range of my experiences across these various practice models, service on multiple AAO-HNS committees, along with my MMM degree, could provide a unique set of perspectives, skills, and professional connections to the Board. If elected, I would deem it a huge honor to represent the interests of my colleagues.

A significant portion of otolaryngologists no longer fit neatly into the binary paradigm of academic vs private practice. Many are no longer employed by universities or private practices but by hospitals, systems, groups, and even private equity. An increasing number of training programs are also based out of single and multi-specialty groups and other non-university based organizations. We need to ensure that the AAO-HNS Board and administrative structures reflect these changes, and our strategic efforts address the needs of our members who work in a widening variety of practice models and settings.

As the percentage of graduates pursuing fellowship training increases year after year, the younger generations are finding more value in their subspecialty societies, effectively resulting in competition with the AAO-HNS for time, attention, and CME funds. Exploring the role of the AAO-HNS in their careers, optimizing and clearly defining our value proposition to these physicians, and navigating the relationships between the AAO-HNS and the subspecialty societies will be crucial in the years to come.

Regarding areas highlighted in the Board's 2021 Strategic Update, my connections and experience on the CEO/Board Chair/President council of American Medical Group Association (AMGA), the State and Federal Policy Committees of America's Physician Groups (APG), and as a member of Medical Group Management Association (MGMA) offers opportunities for the AAO-HNS to collaborate with other physician groups on important advocacy issues such as the Medical Physician Fee Schedule.

As the US healthcare system moves from volume to value, quality is an increasing priority for payors. In California where capitation, shared-risk, and at-risk contracts are critical to success, my roles as President of a 300+ provider multi-specialty group (Cedars-Sinai Medical Group), Board member of 500+ provider ACO & IPA (Cedars-Sinai Health Associates), and Board member of a 900+ provider, 15 medical group network (Cedars-Sinai Medical Care Foundation) provide experience in this realm as our specialty continues to improve care, develop metrics and best practices, and adapt to these external pressures.

Meaningful change in wellness and resiliency requires more than meditation courses and crisis hotlines. Educating administrative leaders on the need for improved transparency and proactive communication, and insisting on true dyad partnerships in management, was the focus of my 2021 presentation at the MGMA Medical Practice Excellence Leaders Conference on physician satisfaction, engagement & well-being. I advocated for administrative and operational changes within institutions to prevent burnout/moral injury and will continue to champion these concepts in future lectures to admin leaders.

To improve inclusive diversity and equity in our specialty, I have taken the role as Course Co-Director of Otolaryngology for Charles Drew University College of Medicine, a historically black graduate school with 90% minority students, to engage URiM medical students and foster early interest in Oto-HNS. As a moderator and panelist, I integrated DEI concepts into the content of all 4 of my presentations at last year's annual meeting. As a member of the Cedars-Sinai Medical Care Foundation D&I Committee, we have expanded our efforts to consider and address these topics in all operational decisions, presentations, and hiring and retention workflows. I hope to bring a similar approach to AAO-HNS.

CURRICULUM VITAE

NAME Gene Chunhao Liu**CURRENT EMPLOYMENT**

May 2021 **Otolaryngology Course Co-Director**, Charles Drew University College of Medicine
 Mar 2021 **Medical Director, Business Development**, Cedars-Sinai Medical Care Foundation
 Dec 2020 **Associate Professor of Surgery**, Cedars-Sinai Medical Center
 Jul 2019 **Program Chair, Otolaryngology Residency Training Program**, Cedars-Sinai Medical Center
 Jul 2019 **Director of Academic Otolaryngology**, Cedars-Sinai Medical Center
 Jan 2018 **President, Board of Directors**, Cedars-Sinai Medical Group
 Aug 2008 **Chief, Division of Otolaryngology**, Cedars-Sinai Medical Group

PLACE OF BIRTH New York, NY, USA**EDUCATION**

1990-93 **B.A. in Chemistry**, University of Virginia, Charlottesville
 1996-00 **M.D. with distinction**, George Washington University School of Medicine
 2016-17 **Master of Medical Management (MMM)**, USC, Marshall School of Business

RESIDENCY

2000-01 **General Surgery Internship**, Exempla St. Joseph's Hospital, Denver
 2001-05 **OTO-HNS Resident**, University of Colorado Health Sciences Center, Denver

SPECIALTY Comprehensive Otolaryngology with focus in Pediatric Otolaryngology**LICENSURE & CERTIFICATION**

Feb 05-present **California license, A90107**
 2006-26 **American Board of Otolaryngology-Head and Neck Surgery**

PREVIOUS EMPLOYMENT

2005-08 **Otolaryngologist, Head and Neck Surgeon**, Private Practice
 2016-21 **Chair, Department of Surgery**, Cedars-Sinai Medical Group
 2019-20 **Physician-in-Residence/Adjunct Faculty**, USC, Marshall School of Business
 Master of Medical Management program

MEMBERSHIPS AND OFFICES HELD/ACADEMY AND OTHER SOCIETIES

2001-present **American Academy of Otolaryngology - Head & Neck Surgery**, Member
Infectious Disease Committee, Member, 2016-20
Medical Informatics Committee, Member, 2016-20; *Consultant* 2020-2022
Pediatric Otolaryngology Committee, Member, 2021-present
Simulation Education Committee, Member, 2021-present
Faculty, October 2021 & **Course Co-Director**, September 2022
AAO-HNSF Worse Case Scenarios: Managing OTO Emergencies in Practice
 2016-present **America's Physician Groups (formerly CAPG, now APG)**, Member
Clinical Quality Leadership Committee, 2016-18
Federal Policy Committee, 2016-18
State Policy Committee, 2016-18
 2018-present **American College of Surgeons (ACS)**, Fellow
Southern California District #2 Committee on Applicants, Member, 2019-present
 2019-present **American Medical Group Association (AMGA)**, Member
CEO/Board Chair/President Council, 2019-present
 2020-present **Medical Group Management Association (MGMA)**, Member
 2020-present **Los Angeles Pediatric Society (LAPS)**, Member. **Board of Directors**, 2020-present

2020-present **Los Angeles Society of Otolaryngology – Head and Neck Surgery, Member**
 2021-present **Society for Ear, Nose and Throat Advancement in Children (SENTAC), Member**
 2021-present **Society of University Otolaryngologists (SUO), Member**
Faculty, Responses to Otolaryngology Emergencies
SUO Southwest Region Hands-on Boot Camp Course, UCSD, August 2021

HONORS AND AWARDS

2014 **Physician of the Year.** Cedars-Sinai Medical Network
 “For your commitment, hard work, loyalty, and thoughtfulness”
 2015 **The Spirit Award.** Cedars-Sinai Medical Care Foundation
 “In appreciation for leading by example and building our thriving ENT Department”
 2018-present **Southern California SuperDoctors, Castle Connolly Top Doctors, Los Angeles Magazine Top Doctors, Pasadena Magazine Top Doctors**
 2021 **Excellence in Teaching.** Responses to Otolaryngology Emergencies – SUO Bootcamp course

COMMUNITY SERVICE

2010 **ALO Cultural Foundation, charity care provider**
 2013 & 2016 **Mending Kids International, Hometown Medical Mission surgeon**
 2018 & 2021 **Little People of America, medical expert panelist**
 2018-present **Feed My Starving Children, volunteer**

REGIONAL/LOCAL HOSPITAL PARTICIPATION

Cedars-Sinai Medical Center Committees

2010-12 **Pre-Op/PACU MD/RN Collaborative**
 2010-13 **Physician/Nurse Joint Practice Committee**
 2010-13 **EPIC/CS-Link Physician Advisory Council**
 2013-15 **Medication Management Safety Committee**
 2013-19 **Health Information & Utilization Management Committee**
 2016-19 **Co-Chair: Health Information & Utilization Management Committee**
 2014-16 **Emerging Infectious Disease Planning Committee**
 2014-19 **Medical Executive Committee (MEC)**
 2014-present **Department of Surgery Performance Improvement Committee**
 2016-17 **Code of Conduct Committee**
 2016-17 **Resource Stewardship Taskforce**
 2016-18 **Medical Policy Committee (MPC) of the Board**
 2016-19 **Chief of Staff Advisory Council (COSAC)**
 2016-present **Physician Advisory Group, Techstars/Cedars-Sinai Healthcare Accelerator**
 2016-present **Executive Committee, Department of Surgery**
 2018 **Search Committee for Chair, Dept of Anesthesia**
 2022-present **Cedars-Sinai Guerin Children’s, Steering Committee**
 2022-present **Cedars-Sinai Guerin Children’s Surgery, Executive Committee**

Cedars-Sinai Medical Center Clinical Programs

2005-13 **Craniofacial Clinic, Lead Pediatric Otolaryngologist**
 2005-present **Pediatric Surgical Services, Lead Pediatric Otolaryngologist**
 2005-present **Children’s Health Clinic (ENT), Lead Pediatric Otolaryngologist**
 2008-present **Head and Neck Cancer Center, Member**
 2010-18 **Thyroid Cancer Center, Member**
 2010-present **Sinus Center, Member**
 2014-present **Samuel Oschin Comprehensive Cancer Institute, Clinical Associate Member**
 2014-present **Ex Utero Intrapartum Procedure (EXIT) team, Lead Pediatric Otolaryngologist**
 2014-present **Anesthesia Pre-Evaluation Center, difficult airway team, Lead Otolaryngologist**
 2021-present **Congenital Heart Program, Lead Pediatric Otolaryngologist**
 2021-present **Neurofibromatosis Clinic, Lead Pediatric Otolaryngologist**

2021-present	Bronchiectasis and Cystic Fibrosis Program, Lead Pediatric Otolaryngologist
Cedars-Sinai Medical Center Teaching Activities	
2014-present	Course Director, UCLA MS3 ENT rotation
2014-present	Course Director, Cedars-Sinai IM Residency ENT ambulatory continuity clinic
2016-present	Course Director, USC Physician Assistant student - Senior Rotation in ENT
2016-present	Course Director, Touro University Physician Assistant student rotation
2020-present	Course Director, UCLA MS4 ENT clerkship
Cedars-Sinai Medical Care Foundation	
2011-16	Chair: Infection Prevention and Control Committee
2014-16	Patient Safety Committee
2016-19	Board of Directors
2016-19	ACO Board of Managers
2020-present	Diversity and Inclusion Committee
Cedars-Sinai Health Associates (IPA)	
2014-18	Board of Directors
Cedars-Sinai Medical Group	
2015-present	Board of Directors
2018-present	President: Board of Directors
2020-present	Compensation Committee
2020-present	Human Resources Committee (Board Subcommittee)
2021-present	Otolaryngology Research Committee
2021-present	Otolaryngology Programmatic Development Committee
2021-present	Otolaryngology Faculty Development Committee
2021-present	Otolaryngology Clinical Operations Committee

SUMMATION OF PUBLISHED WORKS WITHIN THE SPECIALTY

<https://www.ncbi.nlm.nih.gov/myncbi/gene.liu.1/bibliography/public/>

1. Wilkinson, EP, **Liu, GC**, Friedman, RA. (Jan 2008). Correction of Progressive Hearing Loss in Superior Canal Dehiscence Syndrome. *Laryngoscope*, 118(1):10-13.
2. Lee MK, Balzer B, **Liu GC**. (Mar 2020). Squamous Papilloma Arising From Within a Branchial Cleft Cyst. *Otolaryngology Case Reports*, Vol 14, Article 100136.
3. Equils O, Lekaj K, Fattani S, Wu AW, **Liu GC**. (Jun 2020). Proposed mechanism for anosmia during COVID-19: The role of local zinc distribution. *Journal of Translational Science*. Article 1000397.
4. Borrelli M, Ting JY, Rabbani CD, Tan BK, Higgins TS, Walgama ES, **Liu GC**, Chen HH, Lee, MK, Hopp ML, Illing EA, Mirocha J, Wu AW. Patient satisfaction survey experience among American otolaryngologists. *Am J Otolaryngology* Aug 2020. 41(6):102656.
5. Equils O, Lekaj K, Fattani S, Wu AW, **Liu GC**, Rink L. (Dec 2020). Intra-nasal zinc level relationship to COVID-19 anosmia and type 1 interferon response: a proposal. *Laryngoscope Investigative Otolaryngology*. 2020 Dec 25;6(1):21-24. doi: 10.1002/lio2.513.
6. Azhdam AM, **Liu GC**, Lee MK. Unilateral mydrisis following septoplasty with inferior turbinate reduction. *Am J Otolaryngol*. Mar-Apr 2021;42(2):102881. doi:10.1016/j.amjoto.2020.102881
7. Landsberger H, **Liu GC**, Barbu AM. Exophytic Laryngeal Mass. *JAMA Otolaryngol Head Neck Surg*. Jul 2022; online ahead of print.
8. Nasrollahi TS, Lee MK, **Liu GC**. Adaptive nasal bone remodeling secondary to chronic virtual reality headset use. *Am J Otolaryngol*, Sep-Oct 2022;43(5):103587. Doi: 10.1016/j.amjotp/2022.103587.

YouTube channel: GeneLiuMD

40+ Patient education videos for common diagnoses in Otolaryngology – Head & Neck Surgery
 3,750,000+ views
 15,000+ subscribers
 Started in 2018