

BOG Secretary Candidate Statement

Priya D. Krishna, MD

What is the greatest challenge our specialty is currently facing and how would you advocate for action through member engagement?

What specific initiatives would you recommend to strengthen the relationship and engagement opportunities between the AAO-HNS/F and state, local, and specialty societies?

There are many challenges facing otolaryngology, but most of the challenges simply come down to one thing: money.

Whether it be in the form of Medicare pay cuts, onerous prior authorization issues, or overall decreasing otolaryngology compensation, money is at the root of these concerns. Some aspects of this morass we may be able to control, however, for those which we do have an opportunity to exert change, it is imperative that we do so. Member engagement is critical, and we've seen how it has worked on a larger level by the fact that concerted efforts from multiple medical organizations were able to stave off some of the proposed Medicare pay cuts at least for the time being. I would advocate for action by making legislative information to our regional and local societies more easily accessible, compact, and incisive.

I currently serve as BOG Governor from the Women in Otolaryngology Section and representative to the BOG Governance and Society Engagement Committee. In my time as part of the committee, I have seen the struggle in trying to corral our state and locoregional societies to increase engagement. Much of this lies in the fact that the information we have is not updated with regards to leadership of these societies, making it difficult to disseminate relevant information. One task would be to have this updated as completely as possible, which may have to be accomplished by cold calling. We would also need to establish a workflow to ensure it is updated regularly. Another initiative would be to continue using our "Meet and Greet" virtual meetings with local societies on a regional basis, which we were able to do successfully for the state of California. We have our State Tracker program and the ENT Advocacy Network, two resources that are also not being optimally utilized. Connecting these individuals with state and local association leaders would be another way to strengthen member engagement.