

## **BOG Secretary Candidate Statement**

**Yolanda L. Troublefield, MD, JD**

**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?**

Challenges to our profession that have emerged within the last decade are multifaceted but are not unbeatable. The delivery of healthcare services in an evolving ecosystem of pressing socio-economic considerations remains among our greatest challenges. Healthcare in the United States presents numerous hurdles, including the need to: a). capitalize on novel practice structures, b). make meaningful impact upon the “Trilogy” of prior authorization-reimbursement/practice creep/persistently increasing administrative tasks, c). continue to deliver high quality education for our members; and d). improve patient care. Often, public interests groups, insurers, and legislatures focus on curing misconceptions within healthcare with more regulation. Legislative “reaction” is a call for action by our members to leverage their expertise and relationships to achieve forward-thinking, common sense solutions focused on patient care. Establishing coalition pipelines that focus on the Trilogy, patient care, education, and delivering high quality services within legislative and evidence-based protocols are the keys to growth and long-term success.

The AAO-HNS has meaningful relationships at the federal and state levels to address the aforementioned issues. In order to continue our work in this space, there is a need for enhanced member involvement. While our profession continues its dynamic growth, increasing participation in advocacy can be accomplished through education. For example, utilizing regional campaigns and developing targeted podcasts and other easily accessible instruments, will aid in zeroing in on challenges faced by our profession. Such formats will energize our members and allow them to overcome time constraints and other barriers to participation. Increasing member action will directly impact our ability to make inroads to attack the Trilogy and other issues that arise, which impede our ability to care for our patients.

Forging practice-based solutions takes commitment and collaboration with like-minded entities. Strong association with entities such as the Alliance for Specialty Medicine, Surgical Quality Alliance, and the Health Coalition on Liability and Access are ideal vehicles to assist us in navigating nationwide issues. Developing local/regional corollaries will allow us to nimbly address geographical concerns. I believe that capitalizing on and adding to our existing assets will provide the AAO-HNS with important ways to address current healthcare dilemmas. For example, using our Regional Reps, State Trackers, and Socioeconomic and Grassroots Committee to develop regional coalitions with outside alliances will enhance our voice on various practice issues. As the AAO-HNS Legislative Chair, I observed the all-too-common occurrence of successfully navigating practice issues in one state only for the same issue to arise

in an adjoining state. By developing regional coalitions based in advocacy, a coordinated and streamlined process to address practice/legislative/policy issues will evolve. As the healthcare ecosystem transforms, we must learn to not work in silos but to collaborate with our subspecialties and other surgical partners to advocate for forward-thinking patient care. By tapping our existing potential, we will remain leaders within the federal, state, and local policy framework that will leverage our diversity of thought and allow our members to successfully tackle challenges faced by our profession.