



PPSG

PRIVATE
PRACTICE
STUDY GROUP

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Chair, Private Practice Study Group

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Why form a Study Group?

Provide a clear voice in the AAO-HNS for private practitioners

- >60% of membership is private practice
- Overall sense of disenfranchisement
- Product of “Business of Medicine” initiative from 2021 Strategic Plan

Plan: Application for **Section of AAO-HNS** after 2 years

- Summer 2023

Goals of PPSG

- Advocate for the specific needs of private practice within the AAO-HNS.
- Mentor the next generation of private practice leaders.
- Increase private practice exposure to students and residents facilitating awareness, education and recruitment.
- Provide resources and mentorship in career transition.
- Focus on the Business of Medicine (AAO-HNS Strategic Plan):
 - Create a platform for collaboration and communication to share best practices and formulate innovative solutions.
 - Increase existing Academy practice management resources and improve collaboration with our administrator colleagues (ASCENT).
 - Actively participate at Academy meetings with panels, courses, gatherings etc.



“Let’s rise together to increase our business acumen.”
Ken Yanagisawa AAO-HNS/F President 2021-2022

Working Mission Statement

The Private Practice Study Group (PPSG) will work closely with the Academy to help members **navigate** the complexities of **private practice** through **education and collaboration**.

We are committed to **mentoring** the next generation of **private practice leaders** and aim to increase private practice exposure to students and residents.

The PPSG hopes to preserve and **strengthen** not only private practice of Otolaryngology, but the **specialty as a whole**. We are one Academy/one specialty.

Only with the collective balance and **contributions of all** will we accomplish our goals.



Thus far:

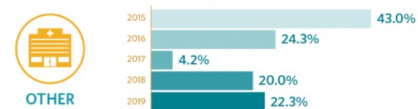
- ▶ Governing Body established - group of 40 private practice ENTs
- ▶ Created PPSG ENT Connect Forum
 - >550 strong
 - PPSG Forum on ENT Connect has outstanding participation/interactive dialogue (within guidelines of forum!)
- ▶ Webinars
 - January 2022 Webinar hosted by David Melon, MD huge success with 200 attendees
 - March 2022 Webinar on No Surprises Act 200 already registered
- ▶ “The Current State of ASCs” by William Prentice, CEO of ASCA, Spring BOG meeting
- ▶ Outreach to WIO, YPS, SRF
- ▶ Annual Meeting 2022
 - 2 panels (one with SRF), 1 course submitted

Next Steps:

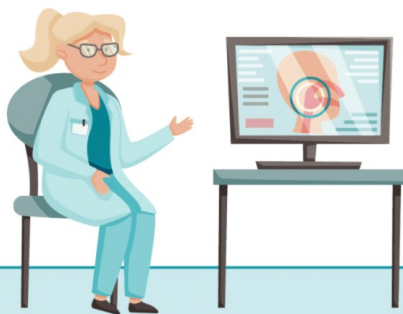
- ▶ Work with our colleagues in Academia to increase Resident exposure to all private practice models

AAO-HNS SRF 2015-2019 Survey Results

Anticipated Practice Setting

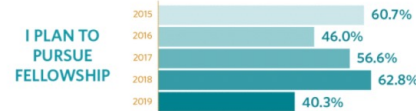


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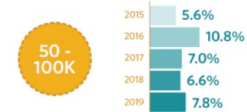
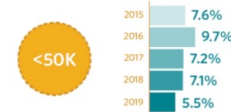
Interest in Fellowship

[n=1,866]



How Much Debt Are You Carrying?

[n=1,876]



Next Steps/Year 2:

- ▶ Formalize and expand leadership structure of PPSG in preparation for section application
- ▶ Expand educational opportunities based on community interest
 - ▶ Webinars, virtual expert lectures, etc.
- ▶ Continue coordination (NOT competition) with existing sections/committees/etc. within the AAO-HNS to offer the voice of private practice

Why am I/we enthusiastic about PPSG and eventual section?

- ▶ While everyone practicing thinks that they have the “secret sauce” we ALL can learn from each other
- ▶ Why re-create the wheel day after day?
- ▶ The excitement and engagement from just the ENT Connect page has been outstanding and this will hopefully progress towards increased engagement from the entire private practice community in all existing and future Academy efforts that apply to private practice

Interested?

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