

OTOLARYNGOLOGIC REFLECTIONS AND DIRECTIONS



Ken Yanagisawa, MD, FACS

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President, AAO-HNS [2021-2022]

**Managing Partner, Southern New England Ear, Nose, Throat &
Facial Plastic Surgery Group, LLP**

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February 26, 2022

OASIS Conference, Isle of Palms, SC



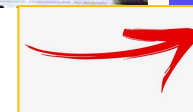
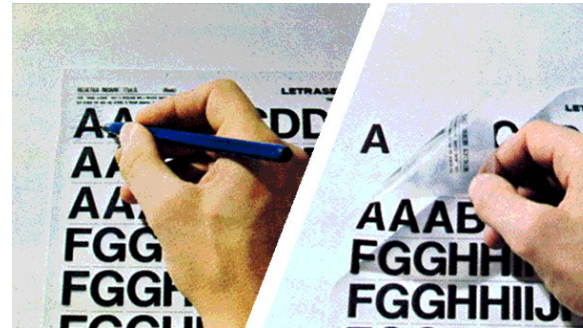
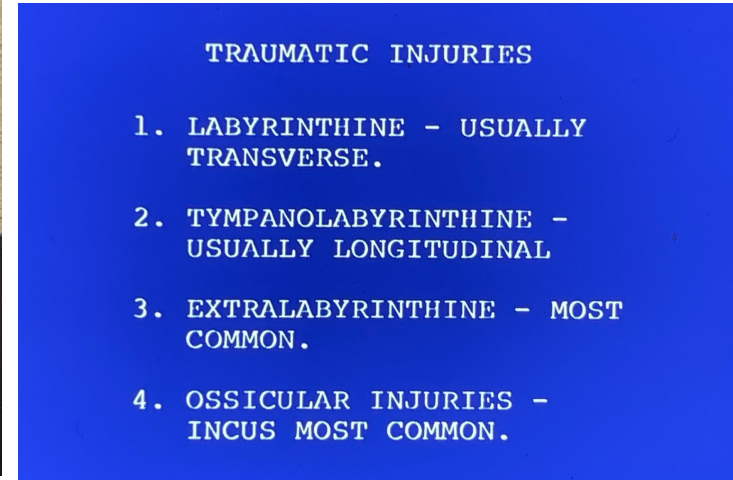
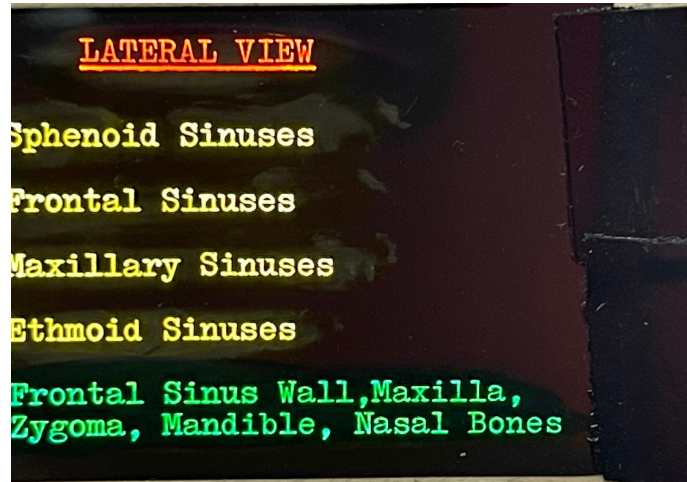
FACULTY DISCLOSURE

- **Ken Yanagisawa, MD, FACS**
- *I have nothing to disclose*



HISTORICAL REFLECTIONS

PAST MAKES US APPRECIATE THE FUTURE



HISTORIAL REFLECTIONS

PRESENT CONDITIONS TRIGGER IMPROVED FUTURE ADVANCES



- “Cutting Edge” -- Smile vs Disbelief
- PowerPoint precursors -- Spellcheck, On the fly modifications, Embedded video
- Current solutions are just the foundation for future innovations



2021 AAO-HNS Strategic Plan

Three New Categories | *Three Principal Interests

- ***Advocacy***
- ***Business of Medicine***
- **Global Outreach**
- **Inclusive Diversity and Equity**
- **Quality**
- ***Wellness and Resiliency***



Business of Medicine (BOM)

- **Practice Management Issues** on Horizon affecting **ALL** Otolaryngology practices
 - Payer issues
 - Supply Chain issues
 - Workforce issues
 - HR issues
 - IT / Cybersecurity issues
- PP and Academic Groups will be key contributors and stakeholders – collaboration is key



Business of Medicine (BOM)

- **BOM Objectives:**

- Advocate for appropriate reimbursement and diminished administrative burdens
 - *AAO-HNS Advocacy team,*
 - *3P (Physician Payment Policy) Workgroup*
- Promote awareness of existing practice management resources through collaboration with administrator colleagues
 - *Fostering relationship with ASCENT (Administrative Support Community for ENT)*
- Develop strategic models for incorporating APP's into team-based otolaryngology care
- *Develop an active forum for collaboration on practice management support*
 - ***Private Practice Study Group***



Private Practice Study Group [PPSG]

Flagship of the BOM



- ***Chair Marc Dubin, MD, Vice-Chair Mary Mitzkavich, MD***
 - Private practice is alive, comprising ~60% of Academy membership
 - Provides voice to our PP colleagues, some who felt isolated /disenfranchised
 - Advantages of PP: Retention of Control, Direction, and Efficiency
 - Challenges include: Workforce, Staff satisfaction, Competition with Larger Entities, Payer Reimbursement
 - Work in tandem with the BOG – attracts different member populations
 - Regular meetings, ENT Connect community, and collaboration with 3P Workgroup
 - ***Vital Leadership identification and development within PP group (Academy leadership positions)***
 - ***Provide information and mentorship to trainees and young physicians*** about PP (joys, opportunities, challenges)
 - Critical for career choice options (trainee), Recruitment (PP)
 - Energy is palpable



Wellness and Resiliency



- Cultivate member well-being to enhance quality of care and sustainability of our community
- Wellness Objectives:
 - Understand the elements that contribute to and detract from the wellness of our community
 - Keep wellness and resiliency at the forefront and as a lens through which we evaluate decisions
 - Identify and disseminate best practices and resources that promote wellness and resiliency
 - Establish AAO-HNS as valued and trusted resource for education about wellness



125 Strong Campaign Fund

Co-Chairs Drs. Al Merati and Sujana Chandrasekhar

- ***Diversity, Equity, and Inclusion [Angela Powell, MD, Chair]*** – CORE grant to research healthcare disparities, increase travel grants for underrepresented minorities
- ***Education [Richard Smith, MD, Chair]*** – virtual reality and gaming learning tools
- ***Leadership Development and Mentorship [Kathleen Yaremchuk, MD, MSA, Chair]*** – training needs for leadership skills through all phases of practice careers
- ***Wellness [Dana Thompson, MD, MS, Chair]*** – wellness resources including *Wellness Certificate Program*, and *AAO-HNS Wellness Ambassadors* to establish peer support networks and activities at Annual Meeting



SHAPING OUR FUTURE
TOGETHER
125 STRONG CAMPAIGN

Wellness, Stress, Burnout



- Affects **EVERYONE** - people are hurting
- Not just **COVID-19** – health, finances, of course politics and national/international events
- Striking impact on:
 - Providers
 - Staff
 - Patients
- Empathetic ear, to share a smile or a tear, goes a long way to healing



Wellness

Strike a Healthy Balance -- Maintain interests outside of Medicine



Bicycling/
Spinning



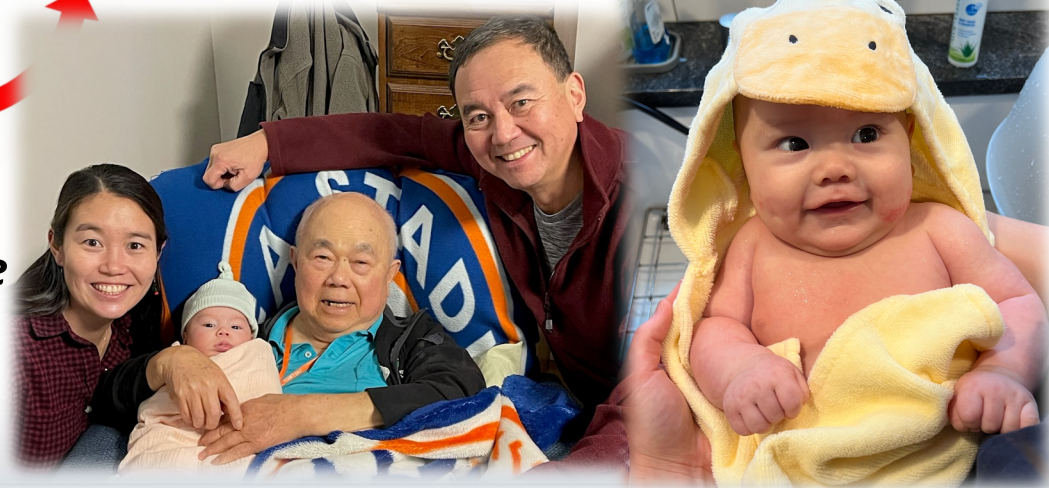
Magic



Photography



Landscaping/Lawn Care



- **Priorities in order – FAMILY FIRST, perseverance**
- ***Cherish Moments of Joy in Daily Turmoil* →**



Advocacy

- **Advocacy Objectives:**

- Identify and promote bi-directional communication of member needs regarding advocacy on local/regional basis → BOG Strengths
- Collaborate proactively with otolaryngology ***specialty societies*** to define care and standardize payer policy
 - Specialty Unity Summit, now 2 meetings/year –
 - Advancing Unity, Buy-in, Enthusiasm
- Expand grassroots engagement programs, such as
 - *State Trackers, Project 535, I-Go* (in district Grassroots Outreach) to enhance legislator education
- Augment relationships with state medical societies to advocate for state legislative and regulatory issues → BOG Strengths
- Improve ENT PAC participation



Advocacy

- CT ENT Society Strategies:

- Employ executive director/lobbyist. Singlehandedly most critical step for keeping abreast of active and impending issues, and maintaining legislative contacts at the Capitol to identify supporters and champions
- Maintain invaluable relationship with a team of defense lawyers who keep us alerted to legislative trends and strategies that the other side may be pursuing
- Implement mandatory member physician sign-up to commit to half a day per year to testify live or speak with key legislators
- Operate with inclusive EC and Board with representation from across the state and work collaboratively among all practice types
- Hold biannual meetings with updates from legislators, attorneys, and/or lobbyists. Do this over lunch which intermingles providers and vendor reps at each table and also include raffle prizes for vendors and members.



Otolaryngologic Projections



- **PPSG**
 - *Platform and Vehicle to create the 4th Section (WIO, SRF, YPS)*
 - *Jointly identify and address PP obstacles*
 - *Encourage and Promote (new) PP to participate and to attain leadership tracts*
 - *Attract, educate, and inform trainees & young physicians and aid recruitment into PP*
 - **Wellness**
 - *Better Define Wellness and Burnout*
 - *Automation, Streamline workflow*
 - *How to incorporate and promote outside interests*
 - *How to attain and achieve effective Lasting Remedies for Burnout*
 - **Advocacy**
 - *Increase number MD legislators*
 - *Ally forces within medicine for common goals*
 - *ENT PAC Resonation*
 - *Scope and Payer advancement*
- *Everyone in this room should and will be contributing to these advances*

*"We are the champions, my friends.
And we'll keep on fighting 'til the end"
~Queen*

BOG VIRTUAL SPRING MEETING

SATURDAY APRIL 9, 2022, 9 AM – 4:30 PM

- 9:00-10:45 Practice Management – ASCENT Collaboration
Best Practices Utilizing APP --Craig Kilgore, MD, CEO, Dianne Williams, MD, CEO
Private Equity – Todd Blum, PhD, CEO
OTC Audiology – Brian Woodhead, MGA
- 10:50-11:20 Coding and Billing Update, R. Peter Manes, MD
- 11:25-12:00 Greg Murphy, MD, US Representative, North Carolina
- 12:45-1:30 Path for an Equitable Future, Kate Stewart, VP ENT for Stryker
- 1:35-2:20 Healthcare at Grassroots Level, Joan Coker, MD
- 2:25-2:55 AAO-HNS President Elect Candidate Forum
- 3:00-3:40 Current State of ASC, William Prentice, CEO
- 3:45-4:30 State Society Panel Discussion (Drs Shea, Cognetti, Boisoneau, Kmucha)



AAO-HNS/F 2022
LEADERSHIP FORUM
& BOG SPRING MEETING
APRIL 9, 2022

126th AAO-HNS/F ANNUAL MEETING & OTO EXPERIENCE



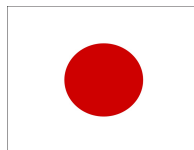
- ***September 11-14, 2022, Philadelphia, PA***
 - Exciting programs, offerings by Annual Meeting Program Committee – Anticipate LIVE Meeting

- ***Guest Countries of Honor:***

- Argentina



- Japan



- Nigeria



- Spain

