OTOLARYNGOLOGIC REFLECTIONS AND DIRECTIONS

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February 26, 2022
OASIS Conference, Isle of Palms, SC
• Ken Yanagisawa, MD, FACS

• I have nothing to disclose
HISTORICAL REFLECTIONS

PAST MAKES US APPRECIATE THE FUTURE

TRAUMATIC INJURIES

1. LABYRINTHINE - USUALLY TRANSVERSE.
2. TYMPANO-LABYRINTHINE - USUALLY LONGITUDINAL.
3. EXTRALABYRINTHINE - MOST COMMON.
4. OSSICULAR INJURIES - INCUS MOST COMMON.

HOW TO MAKE BLUE SLIDES YOURSELF
HISTORICAL 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
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
• **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
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 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)
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