

OHIO CHAPTER, AMERICAN COLLEGE OF EMERGENCY  
PHYSICIANS



**Ohio ACEP Board of Directors  
December 8, 2010  
Draft Minutes**

**The Board meeting was called to order at 10 AM by Dr. Gary Katz, President. Board members in attendance:** President- Elect Thomas Lukens, MD, FACEP; Secretary Michael Smith, MD, FACEP; Treasurer Robert Broida, MD, FACEP; Immediate Past President Eileen Baker, MD, FACEP; Jason Cheatham, DO, FACEP; Paul Culler, MD, FACEP; Jim Horn, MD, FACEP; John Lyman, MD, FACEP; Catherine Marco, MD, FACEP; John Russ, III, MD, FACEP; and William P. Saunders III, MD. Attending via Skype, Michael Nauss, MD. **Other chapter members attending:** Michael McCrea, MD and Robert Lowe, MD, FACEP (EMS Committee Chair); Ann M. Dietrich, MD, FACEP (Medical Education Director and Education Committee Chair). **Staff in attendance,** Laura Tiberi, CAE, Executive Director; Holly Dorr, CAE, Deputy Executive Director; Stephanie Posey, Office Administrator; Amy Leibe, CME and Publications; Kelley Shively, CME and Educational Meetings; and Laura Lehman, Education and ITLS Assistant. Also in attendance, Ohio ACEP lobbyist, Amanda Sines.

**Dr. Gary Katz and Executive Director Laura Tiberi delivered the Chapter Report and led Board discussion on the following topics:**

1. Thanks to the staff, especially Amy Leibe and Holly Dorr, and medical education director, Ann Dietrich, for hard work leading to the achievement of the 6<sup>th</sup> edition *Rivers Preparing for the Written Board Exam*, due out in January 2011.
2. Laura Tiberi noted the upcoming departure of *Quicksquare* and the end of our barter for services agreement. Services in e-learning will continue with Quicksquare under a regular vendor agreement, but the chapter will need to begin an e-learning long term plan.
3. **Building and Capital Improvements:** Tiberi noted that the building will require new windows. There are multiple windows with wood rot and glass is sinking into the rotted sashes. A window review and replacement will begin as soon as possible to protect the asset.
4. Tiberi shared a concept for Online EMR/Education Delivery- review of proposal referred from Education Committee; possible budget amendment. The proposal which had been forwarded from the Education Committee called for the conversion of EMR audio lectures to an online/MP3 download format. After vendor research, staff had recommended InReach. The board requested additional information before making a decision to move forward including some sales scenarios for comparison, such as no sales, high sale and in between sales. They also felt that the chapter should get a service fee break at some threshold of sales. Staff collected the questions and committed to additional research and to bring the topic back to the Executive Committee for review in January.
5. No action was taken, but all acknowledged the receipt of budget requests for upgrades to the Ultrasound program from Ed Committee for 2011 budget consideration. The budget will be acted upon in April 2011.
6. The OSMA has issued the annual Request for Delegates. John Lyman will be serving as the Ohio ACEP specialty delegate at the House of Delegates April 1-3, 2011.
7. The Board noted the *Acceptance of the 2011 Leadership Development Academy Class*. Eight Ohio EM Physicians were selected to participate in the 2011 Class. Congratulations to Purva Grover, MD, Venkatesh Kambhampati, MD, Gerald Maloney, DO, Michael McCrea, MD, Mohamad Moussa, MD, Michael Nauss, MD, Sarah Orlousky, MD, and Mathew Sanders, DO. The inaugural class will be with the Board meeting on February 16, 2011.

8. Tiberi reminded the Board of the *ACEP 2011 Awards Nominations and Call for Nominations*.

### **Government Affairs Discussion.**

Dr. Catherine Marco, Government Affairs Chair, and Amanda Sines (Towner Policy Group) led a review of the work of the committee, including a review of the new Governor's administration, new members in the state legislature, and a confirmation of legislative positions and strategies. The board reviewed another states' sample briefing for their state legislature and agreed that an Ohio briefing for the new 129<sup>th</sup> General Assembly should be a priority focus. In addition, the Chair noted that Ohio ACEP's limited liability reform bill will again be our top legislative proposal. The chapter is seeking a sponsor and is also interested in possibly including liability reform in the forthcoming budget bill.

### The Board then turned to **Strategic Thinking• Planning for the Future.**

After a review and introduction of the overall goals by Dr. Katz (*The V-R-I-O model*) and Laura Tiberi (The Strategic Plan Framework), the Board turned to discussion along committee lines.

*Each committee chair gave a 5 minute overview of their committee vision and goals, and activities reflecting on the V-R-I-O model, followed by open discussion.*

□ **Leadership Development- Dr. John Lyman, Chair**

*Leadership Development- Dr. Sara Laskey  
Membership-Dr. Michael Nauss  
Residency Outreach-Dr. John Lyman*

Dr. Lyman noted the accomplishment of the committee in gaining solid applicants for the 2011 leadership class; Dr. Nauss shared three topics for selection of a mini-lecture for board members and chapter leaders to deliver to residency programs. Participants noted that a residency visit has to hold value for the program and residents, not simply be a leader visit. After review of Dr. Nauss' topics, the topic of Medical malpractice was selected. Dr. Nauss agreed to prepare a lecture for review. Dr. Saunders, the board's EM resident representative, noted that the lecture should also reflect why a resident might stay in Ohio.

□ **Government Affairs- Dr. Catherine Marco, Chair**

With the success of SB 86 in the 128<sup>th</sup> General Assembly, the committee is prepared for an even more active role in the 129<sup>th</sup> General Assembly with a new bill promoting limited liability for EMTALA care. The discussion called for more communication with members; more action items (brief content, clear call to action) to get and keep members involved.

□ **Education- Dr. Ann Dietrich, Chair**

Dr. Dietrich reviewed the education continued successes and the brand recognition developed as the source for EM review. The chapter's board review course had better than anticipated attendance; the US courses continue to be well attended; and the chapter will be releasing the 6<sup>th</sup> Ed. Rivers' Written text in January 2011. The next 3-5 years are key for consolidating and capitalizing on the chapters' brand and growth.

□ **EMS and Disaster Preparedness- Dr. Rob Lowe**

Dr. Lowe noted the chapters' continued success with the EMS Star of Life Awards during EMS week. There should be a history document of all winners posted online. The Medical Directors' Manual, while progress has been made, is not yet updated and complete. THIS is the priority continuing project of this committee.

□ **ITLS Ohio- Dr. Mary Hancock**

With Dr. Hancock's absence, staff updated the Board on the ITLS Emergency Care Conference and other ITLS Ohio activities. Discussion noted that the ITLS website should also help drive sales for the chapter, i.e. have a link for Trauma book online. ITLS is good for EM. The board again requested a continued emphasis on a more symbiotic relationship.

□ **Reimbursement- vacant** With no Chair, the board discussed the need to rebuild this area as a chapter core competency; and to seek out members with an interest.

□ **Organizational Sustainability- Laura Tiberi, Executive Director**

Tiberi reviewed the increase over the past 7 years in member numbers; the chapter Councillor allotment has been increased to 13; and reviewed the information gained from the all member survey. The staff is beginning to get arms around website metrics and performance and will continue to cull information about web visits and member needs.

**SWOT Analysis discussion opened the following discussion threads:**

- State Budget is a challenge. In new Kasich administration, lobbyists and special interests have been told to get on the train or get run over. The chapter –all physicians- will have to be creative with solutions and not focused on reimbursements. Cuts in reimbursements are definitely on the table as are cuts in optional services. All will create burden for the ED. Use the Massachusetts data which shows a 7% increase in ED visits. ED work, boarding, volume, all geared to go up.
- Reform: insurance not access.
- Primary care shortage (and to what extent do we engage in helping primary care colleagues)
- Hospitals need to devote more resources to ED.
- Need for quality data on the use of mid-level providers.
- Message that patients should be cared for in appropriate setting.

**Strategic Area Breakouts, Discussion and Report Out**

- **Advocacy-** proactive; bring the 'white hat' back. Our brand and tagline, OPEN 24/7.
- **Technology-** use for advocacy (Ohio ACEP 911, twitter); Use to drive sales (linkages); and use to spread the brand. Create a technical advisory group to serve ALL committees and assist the chapter with technology goals.
- **Education-** Maintain the best onsite education courses in EM; develop the best online education; look at developing MOC package including PI; Evaluate a 5 year membership subscription , a 'grazing' pass; maybe look to partner nationally on a patient safety or quality course; continued development and succession planning for Education leadership. Look for benchmarks for the Rivers brand. Use technology effectively.
- **Organization and Brand-** Succession planning, leadership and committees. Continue to define and sell brand- the Ohio Chapter brand is strong; Protect and leverage the brand; look for benchmarking opportunities to judge success.

After engaging discussion on all the topics, the staff was asked to prepare a summary plan document from the day's conversations to serve as the strategic plan draft template.

Dr. Katz thanked all participants for making time for a solid day of strategy, ideas, and brainstorming for the continued success of the Ohio Chapter. **The meeting was adjourned at 3:20 PM.**

**Respectfully Submitted,  
Michael Smith, MD, FACEP  
Secretary for the Board**

Staff reminded the board of all upcoming meetings.

- **Please note Board calendar dates on your personal; and work calendars immediately. It is recommended that you also share these dates with your department secretary/assistant.**
- **Next meeting February 16, 2011 –Ohio ACEP Chapter Office**
- **April 13, 2011- Board meeting and Statehouse Day with Leadership Class**
- **June 6, 2011- Ohio ACEP Board meeting (evening)**
- **June 7, 2011- Ohio ACEP Residents Assembly and All Member Annual Meeting, Doubletree Hotel, Worthington, OH**