ACOFP Board of Governors
June 14-15, 2017
San Antonio, Texas

I. Call to Order

A meeting of the ACOFP Board of Governors was called to order by the President, Rodney M. Wiseman, DO, FACOFP dist. at 8:30 am EST on June 14, 2017 at La Cantera Resort in San Antonio, Texas. Dr. Hutchinson was excused due to the death of a colleague in her residency program.

Present:  Rodney M. Wiseman, DO, FACOFP dist.
Duane G. Koehler, DO, FACOFP
Robert C. DeLuca, DO, FACOFP dist.
Nicole H. Bixler, DO, FACOFP
Larry W. Anderson, DO, FACOFP dist.
Kevin V. de Regnier, DO, FACOFP dist.
Greg D. Cohen, DO, FACOFP
Gautam J. Desai, DO, FACOFP
Brian A. Kessler, DO, FACOFP
Ronna D. New, DO, FACOFP
David J. Park, DO, FACOFP
Bruce R. Williams, DO, FACOFP
Amanda L. Kuhlman, OMS II
Elizabeth A. Palmarozzi, DO, FACOFP

Not Present:  Anne L. Hutchinson, DO
Antonios J. Tsompanidis, DO, FACOFP

Guests:  Robert J. George, DO, FACOFP dist.
Carol L. Henwood, DO, FACOFP dist.
Paul A. Martin, DO, FACOFP dist.

Staff:  Peter L. Schmelzer, CAE

Dr. Cohen offered the invocation.

II. Strategic Plan Overview

In advance of strategic planning discussions, Dr. Wiseman asked Board members to reflect on their hopes for the ACOFP and the specialty of osteopathic family medicine. Responses included:

- Be the osteopathic home for members
- Recognize and adapt to change
- Source of OMM education in Primary Care
- Have members see the value of the ACOFP
- Take the lead on physician payment reform
- Leave no DO behind
- Expand ACOFP culture of “family”
- Demonstrate political strength

- Maintain financial viability
- Save the osteopathic profession
- Recruit/retain young & mid-career physicians
- Be relevant
- Define the DO identity
- Create our future
- Be competitive
II. Membership Survey

Dr. Williams and Dr. New presented the results from a Survey of ACOFP members, defining positive and negative attributes and prioritizing benefits and services.

ACOFP should work toward increasing the value of membership, expand the community culture, maximize CME content and access, provide a detailed analysis of the financial cost vs benefit of membership, provide renewing members with free access to an online CME program, and consider retaining a marketing firm for membership recruitment and rebranding when AOA decouples membership and certification.

III. Key Strategic Issues

Board members participated in a series of breakout groups to discuss key strategic issues, then reconvened as the full Board to present and discuss summary conclusions.

A. Decoupling AMA Membership and Certification – It is anticipated that the AOA will decouple its membership/certification requirement. ACOFP should consider surveying members and AOBFP diplomates who are not ACOFP members regarding their perspectives on decoupling in relation to ACOFP membership.

ACOFP should consider sending a communication to members, once a final direction on decoupling is determined at the 2017 AOA House of Delegates, demonstrate the value of ACOFP membership benefits/services in relation to the cost, and highlight the benefits of ACOFP’s new lobbying firm.

B. Resident and Student Engagement – ACOFP should address Student concern over whether to take USMLE in addition to COMLEX, and communicate with program directors who may be encouraging students to take USMLE.

For Residents, ACOFP should address potential loss of residency slots and the status of fellowships given the onset of the Single Accreditation System (SAS), and promote the benefits of AOBFP certification.

C. Enhancing ACOFP’s Continuing Medical Education – ACOFP should appoint a task force to coordinate CME activities that now are developed independently. Consider repackaging, livestreaming, and working with states or regional groupings to present live CME events.

D. Scenarios for MDs as ACOFP Members – rationales were discussed for the three options presented in the White Paper on MDs as Active Members – status quo, hybrid, and full parity. Amendments may be required for ACOFP governing documents. Target audiences would include MDs who may take AOBFP certification exams, MD residents, and international medical graduates.

IV. Certification

President’s Advisory Council member and AOBFP Chair Emeritus Dr. Robert George provided historical perspectives on certification in osteopathic family medicine. AOBFP has issued 18,400 certificates of which 8,500 are active certificates, and 4,500 diplomates remain under recertification requirements.

Dr. George responded to Board member questions regarding pending modifications to requirements for Osteopathic Continuous Certification (OCC), and the Board discussed the need to make AOBFP certification competitive with ABFM certification.
V. Practice Management

Dr. Williams and Dr. DeLuca presented an overview of ACOFP initiatives to help members address quality reporting requirements, including a proposal for a population health platform that extracts patient information from the EMR. Reports allow the physician to improve their quality score and potentially gain payment incentives.

MOTION: It was moved and seconded to EXECUTE a contract between ACOFP and Lightbeam, allowing ACOFP to market the Lightbeam population health platform to ACOFP members at a reduced subscription rate.

The motion PASSED.

The Board discussed development of a more comprehensive marketing plan to address the gap in member awareness and understanding of ACOFP’s practice management resources, suggesting use of an external marketing firm to develop strategies and marketing resources. Consideration should be given to addressing the negative financial consequences of not submitting quality data, marketing ACOFP resources directly to practice managers, and developing on-demand informational videos for access through the ACOFP website. (See subsequent Board action under Regular Business Agenda).

VI. Regular Business Agenda

A. Minutes

MOTION: It was moved and seconded to APPROVE draft minutes from Executive Committee and Board of Governors meetings, as follows:

- March 13, 2017 Executive Committee
- March 14, 2017 Board of Governors
- March 18, 2017 Board of Governors
- May 23, 2017 Executive Committee conference call

The motion PASSED.

B. Report of the President – Dr. Wiseman reported on issues addressed during his participation in DO Day on the Hill, including advocacy for continued Teaching Health Center funding, and on visits to ACOFP state societies.

C. Report of the Secretary/Treasurer – Dr. Bixler gave an update on the 2017 ACOFP fiscal budget to date, and she provided Board members with a copy of the updated per diem policy.

MOTION: It was moved and seconded to APPROVE the 2016 ACOFP Audit Report as recommended by the ACOFP Audit Committee and developed by CliftonLarsonAllen, LLP.

The motion PASSED.

D. Report of the Executive Director – Mr. Schmelzer informed the Board that the Finance Committee has authorized distribution of a request-for-proposal to potential investment advisor firms, including ACOFP’s current provider. He also informed the Board that the ACOFP is switching its staff 401(k) plan administrator, creating operational and fiscal efficiencies.
E. Report of the Director of Government Relations – Department Chair Dr. Desai summarized the report written by Mr. McBride, addressing MACRA legislation and Teaching Health Center funding, among other topics.

MOTION: It was moved and seconded to APPROVE the proposed ACOFP Statement on the Proposed 2018 US Fiscal Budget, as released by the Trump Administration.

The motion PASSED.

The ACOFP Statement supports continued funding for Teaching Health Center GME, but opposes physician workforce reduction.

F. Report of the Auxiliary President – Ms. Cohen reported on the Auxiliary’s strategic planning activities, greater use of social media, focus on millennial members, and activities being considered for the 2018 ACOFP Annual Convention.

G. Selection of Lobbying Firm – the Board considered proposals from four lobbying firms to provide ACOFP with advocacy services.

MOTION: It was moved and seconded to retain Alston & Bird LLP to provide the ACOFP with lobbying services.

The motion PASSED.

H. 2017 ACOFP Congress Resolutions – the Board reviewed a list of 2017 ACOFP Congress resolutions and proposed actions for implementation.

I. Ethics Committee Documents – the Board considered two documents proposed by the ACOFP Ethics Committee.

MOTION: It was moved and seconded to APPROVE updated versions of the ACOFP Code of Ethics and the related ACOFP Guide for Administrative Procedure, as proposed by the ACOFP Ethics Committee.

The motion PASSED.

J. Proposal – OPP/OMT Courses for MDs – Dr. Williams presented proposals from the ACOFP Committee on Osteopathic Principles & Practices (OPP) regarding development of resources to train MDs who have matched into ACGME-accredited family medicine residencies with Osteopathic Recognition status.

MOTION: It was moved and seconded to APPROVE the ACOFP Committee on OPP recommendation to develop 41 half hour, pre-recorded online courses based on the ACOFP textbook *Somatic Dysfunction in Osteopathic Family Medicine*.

The motion PASSED.
The Board discussed a second proposal.

MOTION: It was moved and seconded to APPROVE the ACOFP Committee on OPP recommendation to develop a comprehensive five-week curriculum with live lectures and hands-on OMT instruction to train MDs who have matched into ACGME-accredited family medicine residencies with Osteopathic Recognition status.

MOTION: It was moved and seconded to REFER the recommendation back to the Committee on OPP for clarification on the operational logistics, intended audience, faculty, and suggested role of affiliate organizations in training implementation.

The motion to refer PASSED.

K. FMAHealth Update – Dr. Martin reported on the FMAHealth Board’s handoff of Tactic Team responsibilities to other organizations for implementation. ACOFP will be involved in Workforce and Engagement initiatives.

L. Health Expo at 2018 ACOFP Convention – an ACOFP task force is developing activities, CME lectures and exhibits that focus on health and wellness as a theme for the 2018 ACOFP Annual Convention in San Antonio.

M. Approval of New ACOFP Members

MOTION: It was moved and seconded to APPROVE the proposed new ACOFP members, as presented by the Membership Committee.

The motion PASSED.

N. Approval of Life & Membership Waiver Applications

MOTION: It was moved and seconded to APPROVE seven financial dues waivers, five medical dues waivers, and one maternity dues waiver, with a fiscal impact of $4,485.

The motion PASSED.

O. Consideration of Public Member on ACOFP Board – Dr. Martin asked the Board to consider adding a public member to the Board.

MOTION: It was moved and seconded to INVESTIGATE THE CONCEPT of including a public/non-physician member on the ACOFP Board of Governors, with a proposal to be presented for consideration at the October 7 meeting.

The motion PASSED.

P. RFP for ACOFP Marketing Initiatives – following up on earlier discussions, the Board considered ways to more effectively market benefits and services to ACOFP members.

MOTION: It was moved and seconded to ISSUE A REQUEST-FOR-PROPOSAL for a marketing firm to review ACOFP marketing practices and to make recommendations that will enable ACOFP to more effectively inform members about ACOFP resources
that are crucial to their practices and professional situations, with proposals addressing fees for both an initial evaluation and ongoing support.

The motion PASSED.

XI. Adjournment

The Board meeting was adjourned at 12:00 pm CDT on June 15, 2017.

Respectfully submitted,

Peter L. Schmelzer, CAE
ACOFP Executive Director