

2018-2019 REPORT OF THE ACOFP EXECUTIVE DIRECTOR

Bob Moore, MA, CAE

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As author John Maxwell once said, “Change is inevitable. Growth is optional.” As I prepared to interview for serving as your new executive director, I saw nothing but opportunity to grow. While the profession is at a cross-road of significant change with single accreditation and membership decoupling, it’s a very exciting time to start working at the ACOFP. Over the course of the year, staff and members have made solid efforts to enhance and grow the ACOFP in terms of how we communicate and offer new programs and resources for current and prospective members. In what is my first report to Congress, I want to highlight a few key items from 2018-2019 and also give you a preview of some key strategic initiatives in store for 2019-2020 as I look to lead and partner with the board, leadership and staff to keep the ACOFP valuable, relevant and osteopathically distinct.

Staffing

Staff culture and engagement are very important to me. I want help foster an environment for the ACOFP team that works to increase their satisfaction and engagement. Enjoying where we work and who we work with not only feels good, but it results in the best possible outputs for the organization. Having met with all staff prior to officially starting, I was thrilled to hear how passionate and determined they are in terms of supporting ACOFP members. They (we) really want to do right by you, which is a critical core value to success.

In order to objectively learn more about the staff and how they feel about working at the ACOFP, we partnered with HR Source to conduct a staff engagement survey which measures engagement and satisfaction - and benchmarks us as an organization with hundreds of other organizations around the country. This was conducted in my first two weeks of employment so that we could capture a baseline for me to work from. Since this time, the results have been shared with the staff and Board. Leveraging the results of the survey, I facilitated a staff retreat to talk through the staff’s feedback and ideas moving forward. We will convene a second time in April to review the prioritized opportunities from which we can grow these scores. The staff engagement score is also a metric that I plan to use as part of my performance evaluation. I’m very thankful to the staff’s 100% participation and proud of them for their honest feedback and openness to try new ways of working together.

Clinical Osteopathic Recognition Training Examination (CORTEX) Pilot

Another opportunity being explored in 2018-2019 involves our Clinical Osteopathic Recognition Training Examination. CORTEX is designed to help residency programs with Osteopathic Recognition status meet the ACGME requirement to conduct a formative exam. This exam builds on the ACOFP’s expertise in designing and administering its annual Osteopathic Family Medicine In-Service Training Exam that is taken by more than 2,000 residents. The content is developed by an ACOFP expert committee comprised of program directors and faculty, with psychometric evaluation and comparative statistics provided through the National Board of Osteopathic Medical Examiners (NBOME). It was comprised of fifty (50) multiple-choice items across two domains which were OMT and OMM.

The CORTEX pilot was offered on a limited basis, free-of-charge and administered through Internet Testing Systems (ITS) between October 10 and October 18, 2018 across 55 programs. There were 532 residents who participated and completed the 2018 ACOFP CORTEX. The post evaluation survey of the

2018 CORTEx reported that 74% of residents agree that the exam was a fair assessment of their medical knowledge.

Given the very positive response to this new assessment tool, CORTEx registration will be available in Spring 2019 to all Family Medicine residency programs with ACGME Osteopathic Recognition status – MDs are encouraged to participate as well. We also plan to collaborate with other specialties who may find value in leveraging this exam.

OMT Videos

The last time ACOFP's OMT videos were recorded was back in 2009 – giving us opportunity to record all new OMT techniques, using higher resolution, updated technologies and the ability to increase member involvement. Over the years we listened as our members enthusiastically told us how they value and utilize these videos. Some use it as a study tool when preparing for their practical exam, some add it to their teaching curriculum, and others use it to refresh their OMT skills, to name a few.

Last year, 80 videos were recorded by 7 ACOFP members at our August 2018 Intensive Update & Board Review and 70 videos are being recorded here at the 2019 ACOFP Annual Conference. In addition, Dr. DeLuca has instituted an OMT Video Development Subcommittee that will continually grow this library adding 20 to 30 new techniques each year, providing ACOFP a fantastic way to demonstrate our osteopathic distinctiveness. Later this Spring, new videos will be released. Stay Tuned!

Communications

The board-approved communications audit conducted in 2018 prioritized a list of opportunities to enhance ACOFP's communications. Throughout the year, the staff have been working to implement recommendations. Updates are being made to the website, marketing, newsletters and social media. When I started, I recorded a video as a new means to connect with the membership. I received positive responses and plan to record additional videos in the future.

While we have made great strides this past year, we have additional work to do. The staff team are developing additional strategy plans to further enhance and align our communications and member outreach. Be on the look out for our new newsletter format in April. We are also experimenting more with social media and our efforts to connect with members and the broader osteopathic and family medicine community. For the first time, we will hold a series of Facebook Live sessions with some of the ACOFP award winners in an effort to celebrate their accomplishments with a larger audience and increase awareness of these important awards. If you aren't following us on social media, I encourage you to do so and like, share and re-tweet our messages. Communication is not a one-way street and we need everyone's engagement in order to make the most of these platforms and tell our collective stories. Our social media accounts can be accessed from our website.

Additional Future Initiatives

Strategic Planning

In June 2019, the Board of Governors will meet to review the expiring strategic plan and establish a new framework to guide us through the next few years. Given our current cross-road for the profession and opportunities before us, this is a perfect and critical time to have this discussion and plan for the future. In preparation for this important work, Dr. DeLuca and Dr. Bixler will join me in attending the American Society of Association Executive's CEO Symposium. This is an excellent meeting where chief elected officers and their staff counterparts attend to learn about association governance best practices that help organizations be most effective, with increased impact and relevance. An added benefit for Dr. DeLuca and Dr. Bixler is that they will be able to connect with colleagues leading other associations to build their network and resource base as they all collectively lead their respective associations.

One new strategy already being implemented in 2019 is the launch of a Knowledge, Learning & Assessment Advisory Committee. Its goal is to connect the various ACOFP committees that produce CME programming, resources and assessments so that these efforts can be strategically aligned and maximized to their greatest potential. By the end of the year a “roadmap” of this programming will be detailed, including new ways to enhance member value and create non-dues revenue.

Partners Make It Possible

Given all of the work the opportunities that exist with the profession, it’s critical that we align with like-minded organizations so that we can most efficiently leverage our limited resources and maximize our impact. Below are two examples of important, multi-year strategic partnerships.

Working Party

In 2020, ACOFP will host two “Working Parties” which convenes leadership from the nine-family medicine associations. The goal of this loosely affiliated group is to meet and discuss advocacy, education, workforce and other issues challenging the specialty. Ultimately, we are looking to identify ways to align similar efforts and collaborate for maximum impact. In 2019, ACOFP will participate in two meetings (January and August) which will help as we prepare for hosting next year.

25x2030

I serve on the steering committee for the 25x2030 project and Dr. Bruce Williams is part of the larger committee. This committee is working to have 25% of all physicians be family physicians by the year 2030. This committee is charged with developing the processes to make that happen. Eight family medicine organizations are involved with the steering committee - ACOFP, AAFP, AAFP foundation, ABFM, Association of Departments of Family Medicine (ADFM), Association of Family Medicine Residency Directors (AFMRD), North American Primary Care Research Group (NAPCRG), and the Society of Teachers of Family Medicine (STFM). Efforts began in 2018, but the first kick-off meeting was held March 2-3, 2019.

While I have only been on board just over three months, I have had tremendous opportunities to meet, listen and learn from leadership, members, staff and allied partners. The warm welcome to the family means more than you know. I look forward to partnering with everyone in the years to come. Our future is bright.

Best regards,



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