



President's Message

Where Are We Going?

Kevin Rodgers, MD FAAEM
AAEM President

Every two to four years the AAEM board of directors holds a strategic planning session, to determine the future direction of the Academy. This is often accomplished following the election of a new president. In May we held such a session in Milwaukee, and we were fortunate enough to coax one of our past presidents, Tom Scaletta, into joining us to facilitate what turned out to be a very successful session. I would like to review AAEM's strategic plan, and in turn, ask your assistance in helping us accomplish some lofty goals.

- Increase AAEM's advocacy efforts and impact on federal legislation affecting emergency medicine.** The specific goals are to increase AAEM's presence in D.C. as the go-to organization in EM, to develop new strategies to attain our "Due Process Guarantee" agenda with CMS and Congress, and to increase our involvement with non-governmental agencies on EM issues. Williams and Jensen, our D.C. representative — in conjunction with AAEM's Government/National Affairs Committee, led by Kevin Beier and Terry Mulligan — will be developing specific strategies to accomplish these goals. Terry Mulligan will also be investigating the development of a day-long conference on Health Policy and Advocacy, which will be held in conjunction with our Advocacy Day on the Hill each year.
- Define AAEM's image — what makes us different?** We've created a Marketing Task Force chaired by Megan Healy, whose primary goal is to formulate recommendations for a marketing plan. This plan would potentially include creating a new AAEM slogan as well as developing an AAEM marketing video. Another layer of this effort will be led by Bob Stuntz and the Social Media/Communications Committee. It will focus on improving AAEM's social media presence on a more consistent basis, with the goal of enhancing collaboration and education for AAEM members as well as the EM community in general.
- Retain and recruit, and increase membership.** The Membership Committee, led by Chair Andy Mayer, and that committee's liaison to the board of directors, Brian Potts, are exploring strategies to attract new members and retain current members. They would love to hear your suggestions, specifically aimed at converting RSA and YPS members to full voting members. Other areas for investigation include the impact of providing "swag gear" during residency visits, the development of incentive programs such as a new-member-referral dues discount and free membership for program directors who sign up their entire residency, as well as strategies to identify and attract emergency physicians who feel disenfranchised in their current practice setting.
- Improve emergency physician wellness and resiliency.** The recently established Wellness Committee, under the direction of chair Robert Lam and board liaison Jonathan Jones, is actively recruiting members to research strategies aimed at improving the wellness and resilience of emergency physicians. Their efforts, in conjunction with The EP Wellness and Resilience Summit to be held in February 2017, will direct future AAEM programs focused on preventing physician burnout. A number of board members will also be designing and implementing a research study to examine EM workplace parameters that might impact physician wellness.
- Maintain and expand efforts to make AAEM the go-to organization for emergency medicine education.** The Education Committee, led by Kevin Reed and board liaison Jonathan Jones, as well as the Scientific Assembly Sub-Committee, led by Evie Marcolini and Chris Doty, are spearheading efforts to create novel methods to deliver quality education during the Scientific Assembly, thus maintaining its position as the number one conference for the board certified specialist in emergency medicine. Also in development are workshops to mentor up-and-coming new speakers, opportunities to mentor our medical student ambassadors, and our Leadership Development Track for members interested in leading the Academy in the future. The Education Committee and the Social Media/Communications Committee are investigating avenues to provide free member access to all AAEM content. You may already have noted their first efforts via AAEM Online, with member access to Scientific Assembly videos and links to a variety of PK talks. A task force led by Andrew Phillips is hard at work, developing a new Comprehensive Written Board Review Course and App that will use a variety of content delivery formats, meeting the needs of every type of learner.



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- **Develop, refine, and implement strategies that will allow AAEM to positively impact the development of EM as a specialty internationally.** The International Committee, chaired by Ashley Bean with board liaison Terry Mulligan, will lead efforts to create a tool kit to help countries establish emergency medicine as a specialty, create an EM System, and set up board certification and fair practice environments. Other goals include the creation of new international chapters of AAEM, similar to the Mediterranean Chapter, and the development of an "International Audit" aimed at assessing the needs of countries developing emergency medicine.
- **Market and grow the AAEM-Physician Group.** You may have noted the recent ground-breaking news from the AAEM-PG, which proudly announced that Greater San Antonio Emergency Physicians (GSEP) joined as the inaugural physician group. The AAEM-PG seeks to

improve the environment for emergency physicians and their patients by creating a large, national group that adheres to the values of AAEM. Emergency physicians under the AAEM-PG umbrella practice in a setting based on the equal partnership of professional colleagues, where each member is an owner. This will allow them to more fully enjoy the practice of EM and better tolerate its stresses. Patients will in turn be better served by these more professionally satisfied physicians. Success of the AAEM-PG is obviously a primary goal for the Academy!

These are lofty but attainable goals. Mostly we need your input, ideas, direction, and hard work. The success of the Academy has always been built on the tremendous efforts of our members. Looking for an opportunity to make a difference? Looking to develop a niche? Join a committee or a task force, or just send me your ideas. ■

This is life as an AAEM member — 2017 Renewals begin Oct. 1!



You are connected.

AAEM is over 8,000 members strong and growing. We offer multiple ways for you to get involved with the topics that matter most to you through engaging committees & projects plus multiple ways to network with fellow members in the U.S. and around the globe.

You have an advocate in your corner.

For over 20 years we have been committed to your personal and professional well being. Our primary concern is supporting you: your practice rights, your autonomy, your relationship with your patients. That's the AAEM difference.

You have access to top-tier benefits.

From our extraordinary education to exclusive discounts on the best EM products – AAEM brings you a high-quality membership experience. As always, we offer FREE registration to our Annual Scientific Assembly for members with a simple fully-refundable deposit – an outstanding value among EM professional associations.

You have a strong voice.

Your concerns reach the ears of our leaders in Washington. AAEM actively works to ensure the needs of EPs are being addressed on the national and state levels. We offer support & legal assistance to members whose rights are threatened. The strength of the Academy is in your corner.