On November 12, 2013, the AAEM’s board of directors unanimously approved a proposal for AAEM to become *The Trusted Advocate of Fairness in Emergency Medicine™*. The board also authorized the establishment of an *AAEM Practice Fairness Council™* and the ongoing development of an *AAEM Practice Fairness Toolkit™*.

Mike Pulia, Bob McNamara and I launched the AAEM Practice Fairness Project at the AAEM Annual Board Retreat in March 2012 in Houston and brought the draft proposal to the board meeting in Chicago in October 2012. As the first three members of the planned nine-member *AAEM Practice Fairness Council*, we are excited at the prospect of being joined by six more AAEM members with a passion to take the concept of defining “fair and equitable practice arrangements” to the highest level.

This historic step marks a milestone in AAEM’s journey, which includes a fundamental commitment to Principle 5 in AAEM’s Mission Statement:

> “The Academy supports fair and equitable practice arrangement that allow the specialist in emergency medicine to deliver the highest quality of patient care. Such an environment includes provisions for due process and the lack of restrictive covenants.”

The November/December 2013 issue of *Common Sense* contains a more detailed introduction to the *Trusted Advocate of Fairness* concept and the *Practice Fairness Toolkit*, which will be used by the *Practice Fairness Council* to provide rigorous analyses of the many business practice arrangements found in emergency medicine. The January/February 2014 *Common Sense* will roll out the table of contents of *The Toolkit*. After the 2014 Scientific Assembly in New York, staff time will be available to develop the permanent home for *Practice Fairness Project* on the AAEM website. A detailed overview will be linked to the AAEM home page, and the *Toolkit* itself will be available to AAEM Members with login ID. The *Practice Fairness Council* and the * Toolkit* (rigorously referenced and over 600 pages in its current draft form) will provide a wealth of valuable information that can inform AAEM members for years to come.

The *Practice Fairness Project* is also designed to support AAEM’s expanded advocacy activities through Williams & Jensen, LLC, the Academy’s highly-regarded Washington lobbyist. The * Toolkit* provides a disciplined approach to fairness-based allocation of health care resources in emergency medicine and will be especially useful in defining cost-effective management services — a critical element in our specialty. AAEM believes that the Practice Fairness Project’s educational efforts will provide emergency physicians with the information necessary to make more informed decisions regarding the economic relationships and the fair market value of services in various practice arrangements. The * Practice Fairness Council* is charged with putting the “fair” back in fair market value for the working physicians at the heart of our specialty, and in supporting due process in every aspect of the practice of emergency medicine.