



# Michigan Osteopathic Association

## **Executive Director Report**

Kris Nicholoff, CEO/ Executive Director

### **I. MOA Direction, Strategy & Organization**

Many organizations rely on periodic evaluations and resulting plans to guide their operations and goals. At the Michigan Osteopathic Association, we presently work with an all-staff input model to compile and follow an ever evolving Strategic Plan. This plan is revised, modified and reported on throughout the year to the Board of Trustees, Component Societies and MOA Committees. We strive to build on the plan through staff's day-to-day efforts. The Strategic Plan items reported below are guided by member driven policy, committee initiatives, Board decisions and environmental changes in health care as well as associations.

### **II. MOA Resolutions Assessments & Implementation**

As of 2016, MOA staff has implemented a system of tracking and reporting MOA resolutions. The system provides for an efficient organization and monitoring of resolutions that are referred to the AOA, Departments, Committees or Boards and any resulting actions. It is organized and distributed in an easy-to-follow spreadsheet that is shared regularly with Department Directors, Committee Chairs and Board of Directors. Further, as the Component Societies procure the majority of the resolutions to appear at the House of Delegates, the progress and actions on passed policy is shared with Component leadership.

At the annual House of Delegates meeting, each department are responsible for reporting the status of it's assigned resolutions. These reports will be included in the HOD Book handed out to each delegate, and/or part of the verbal update at the meeting.

The MOA has undertaken a concerted effort to increase participation in the resolution writing process via the Component Society Connection, Component Society President conference calls and resolution writing workshops. Additional recommendations to improve the process suggested by Michigan Society of Account Executives consultant Susan Radwan, MEd, CAE, CMP, include prioritizing resolutions to meet MOA top strategic goals and forwarding some of adopted policy to external, interested groups or associations to align efforts.

A current version of the resolution grid is available to members at [www.domoa.org/hod](http://www.domoa.org/hod).

### **III. Future Leader Development & Succession Planning**

Efforts to establish a mentoring system within component societies are ongoing. The MOA is working to find two MOA members in each component interested in mentoring; to help identify young physicians to be introduced to the local physician networks. This will also assist the MOA to identify and nurture potential future leaders.

The MOA is also working to appoint identified young physician leaders to MOA committees and task forces. Part of that effort includes scheduling an annual spokesperson session and orientation program at the MOA headquarters. The MOA is working to build an ongoing “Future Leaders List” aligning each recognized physician on that list to either Patient Safety, Community Health or Government.

### **External Network & Leadership Development**

Through relationships with strategic partners, health professional associations, legislators and administrative officials, the MOA has been successful in recommending the following to external, statewide leadership positions:

- Andrew Adair, DO, Michigan Pharmacy & Therapeutic Committee; Medicare Advisory Council
- Stephen Bell, DO, Prescription Drug and Opioid Abuse Commission; Michigan Board of Osteopathic Medicine and Surgery
- Kevin Beyer, DO and Mike Kolinski, DO, Congressman Fred Upton Legislative Contact
- Robert Borenitsch, DO, Michigan Board of Audiology
- Edward Canfield, DO, Michigan Opioid Stakeholder Advisory Group
- Craig Glines, DO, Michigan Board of Osteopathic Medicine and Surgery
- Adam Hunt, DO, AOA Bureau of Emerging Leaders
- Mike Kolinski, DO, Michigan Board of Athletic Trainers; AOA Credentialing Committee at Annual Business Meeting
- Craig Magnatta, DO, Trustee, AOA Board of Trustees
- Matthew Meranda, OMS-III, Student Member, AOA Board of Trustees
- Kris Nicholoff, Chair, A Healthy Michigan
- Anthony Ognjan, DO, Michigan Pharmacy & Therapeutic Committee
- Robert G. G. Piccinini, DO, Trustee, AOA Board of Trustees
- Lawrence Prokop, DO, Governor’s Advisory Panel on Pain and Symptom Management
- Bruce Wolf, DO, Trustee, AOA Board of Trustees
- Women of Excellence, 2018 Special Event, Gretchen Whitmer, Gubernatorial Candidate

The Women of Excellence Committee is working to develop the MOA Women’s Leadership Institute. The purpose of the institute is to engage female osteopathic physicians and provide them with the tools they need to foster a positive, successful professional and personal life. The Women of Excellence plan to host a speaker and have a networking event at the Autumn Convention in 2020.

The MOA has maintained a key leadership role on the Opioid issue through deliberation and input from the MOA Safe Opioid Use Task Force, the MHS Opioid Stewardship Collaborative, and with LARA. MOA’s role has been enhanced by the recent appointment of Edward J. Canfield, DO to the newly established Michigan Opioid Stakeholder Advisory Group.

#### **IV. Partnership Maintenance & Development**

MOA's partnership programs have grown since the first partnership with the Michigan Health and Hospital Association (MHA) was announced in 2015. Strategic Partners now include health systems, hospitals and other organizations:

- Michigan Health and Hospital Association
- McLaren Hospital System
- Beaumont Health System
- Metro Health
- MSU College of Osteopathic Medicine

Our goal is to provide an opportunity for at least one MOA Strategic Partner to present at every Board of Trustees meeting. In addition, partners have the opportunity to interact with members at major events like MOA Spring and Autumn conventions.

In 2019, we were able to enhance our existing relationship with organizations to form official partnerships. The financial commitment from our exclusive legal reference Kerr Russell, Maner Costerisan and Origami Brain Injury Rehabilitation Center shows goodwill and an opportunity to grow in the future. We are excited to work with and spread the word about these excellent resources for MOA Membership.

More opportunities for partnership are being explored with medical and non-medical organizations such as Promedica, Capital Area Internal Medical Associates and others.

#### **MSU Health Care**

MOA has established a brand-new partnership with MSU Health Care, formerly known as MSU HealthTeam. The relationship will not only bring in additional revenue through group billing, but strengthen MOA's presence with the large pool of physicians working in MSU's network. We hope to also utilize increased access to share industry information and marketing for MOA events. As CME can now count for MD's, it will be beneficial to highlight convention offerings to this group.

#### **Coverys**

The partnership with Coverys, our newly endorsed medical professional liability insurance provider, is now in its second year. Coverys is the largest underwriter of medical liability insurance in Michigan and is a national leader in helping navigate the complexities of patient care delivery. It is closely affiliated with the Michigan Health and Hospital Association, an MOA strategic partner. It's expected that Coverys could provide MOA members premium credits of up to 10%.

Lead agents for Coverys presented to the MOA Board at the September 9, 2018 meeting. They expressed enthusiasm for the partnership and the response they've received over their first four months, which has exceeded their expectations. Coverys had a key presence at the MOA Autumn Convention, and will continue to participate in the exhibit area and at sessions.

### **Sponsorships at Convention**

The interest for sponsorship and exhibiting at both Autumn and Spring Conventions has been strong. Reoccurring partnerships, like those with the American Osteopathic Association Grants and Novo Nordisk Product Theaters, show that partners experience value in being involved with MOA programs. Spring and Autumn Conventions have sold out exhibit space in recent years. Plans to extend exhibit hours and expand exhibit space has been driven by demand at Autumn Convention.

### **V. Education Department**

#### **MOA Conventions**

Value is brought to MOA members in many ways. One of which is hosting two of the state's largest osteopathic conventions for continuing medical education. The Spring convention, which was established 120 years ago, remains relevant by offering emerging research, current topics and high caliber speakers. For example, the Scientific Research Competition, with entries from across the state, has grown to a capacity of nearly 100 entries. These competitions provide osteopathic medical students, residents, fellows and attending level physicians throughout Michigan an opportunity to present their medical and scientific research to their profession. The events demonstrate the very best of what osteopathic medicine is, portraying the profession's bright future.

The Autumn Convention is the fastest-growing osteopathic educational event in the state. The event continues to grow in attendance, and also increase in CME credits offered. The MOA is confident in its financial and overall success.

MOA's Education Committee and staff are the driving forces for the progress of these events. The determined offerings are also derived from input each Component Society provides, through resolutions at the annual MOA House of Delegates meeting. Sessions resulting from resolutions in recent years have included nutrition, physician wellness, and violence against healthcare workers.

The MOA has implemented a new marketing strategies for conventions over the past year. The objective for digital marketing campaigns will be to grow attendance and awareness at both Spring and Autumn Scientific Conventions. It is time to take advantage of all of the benefits of the digital world. With exact analytics, ability to adjust tactics easily and audience targeting, this strategy is an important step to reaching physicians not currently in MOA's database.

Following each event, the MOA collects feedback both internally and externally to resolve any issues and advance the programs. Attendee surveys are used to improve every aspect of the event.

In the fall of 2019, MOA offered a brand-new educational event, the Fulford Legacy Conference: Basic Percussion Course. This 3-day event honored the philosophies of the late Robert Fulford, DO by training physicians on the basic principles of his designed percussion treatment. The event attracted nearly 60 attendees from over 9 states and 5 countries world-wide. It was considered a success with positive feedback from attendees and interest in a future advanced course.

## **Physician Wellness**

MOA focused efforts on physician wellness after the adoption of 2016 Resolution X. The topic has appeared in both convention agendas since 2016 and a Physician Wellness Center was established as a part of the programs. MOA has also supported several events addressing the issue outside of hosted conventions.

### *Ongoing efforts:*

- Physician Wellness Center offered at both Spring & Autumn Conventions
- The American Academy of Osteopathy has partnered to help provide additional table trainers at the Physician Wellness Center and handle administrative tasks on day-of
- Yoga Everywhere or another yoga studio will integrate guided yoga and meditation into the experience for attendees

## **VI. Membership Engagement**

### **Membership Dues**

Several changes in the past few years in dues collection strategies have increased the MOA's ability to deliver invoices to current and potential members. MOA staff has spent considerable time to research and update mailing and email addresses for physicians. In addition, the delivery mechanism has changed from mail-only to email-first. This process has led to a reduction in print and postage costs, as well as more prompt payments.

Next step: Expanding group billing.

MOA is currently working to secure more and strengthen partnerships to participate in group billings for dues payments. By offering a discount to organizations for paying for individual membership dues of their physicians, MOA increases membership and representation throughout the state.

### **Future of the Profession**

The MOA continues to engage with future osteopathic doctors through the MOA Council of Interns and Residents and the MSUCOM Student Liaisons. Both groups help to engage incoming doctors with the MOA as well and increase recognition of the MOA in hospitals throughout the state and MSUCOM's campuses.

A variety of events are hosted by each group throughout the year. They will continue to host events that highlight the importance of the MOA.

- Student Track at Spring Convention
- MOA Legislative Luncheon (all MSUCOM Campuses)
- Meet the MOA (all MSUCOM Campuses)

### **Student/Resident/Intern Sponsorship at Convention**

A new initiative by the Membership Committee, providing funding for selected students, residents or interns to attend the convention free of charge by covering the cost of lodging, travel and/or meal expenses. While these participants attend convention, the MOA will foster a mentorship opportunity by pairing them with a volunteer physician leader.

### **Component Society Presidents**

These leaders serve as the liaison between the MOA and its members geographically around the state. With conference calls and the Component Connection email sent out quarterly, the MOA maintains a relationship with these groups. MOA provides resources, promotion, important news and also facilitates sharing best practices for local components.

- Legislative Networking: The second Southeast Michigan Physician Legislative event was held at the Detroit Athletic Center (DAC) in fall of 2019. Macomb and Oakland County co-hosted the event with the help of MOA. Six legislators attended the reception including Representative Joe Tate and Cynthia A. Johnson. As these relationships grow and are strengthened, all organizing parties are excited continue these events into 2020.

### **VII. Advocacy Issues**

The Council on Government Affairs works to ensure that the priorities of our members are known when the legislature is making decisions on patient care and treatment. The MOA utilizes the Council and our Legislative Liaison, Kevin McKinney to navigate this process as issues arise. Here are a few advocacy topics which remain prevalent at this time:

- Access to Care
- Vaccinations
- Maintenance of Certification
- Fighting Human Trafficking
- Interoperability
- Prior Authorization
- Vaping/E-cigarettes
- Scope of Practice
- Long term care insurance for auto injuries, “MI Insurance Promise,” in partnership with CPAN
- Projected Primary Care Shortage
- Surprise Billing

### **VIII. Crisis Management**

MOA Staff and Leadership continue to refine crisis management practices and policies. We have developed and follow the steps and processes below:

1. Information gathering
2. Executive Director contacts MOA Executive Committee
3. Identify and contact individuals with key information
4. Identify organizations and contact with like history and understanding (e.g. AOA, AOSED, ASAE and Capitol Club)
5. Prepare for media inquiry and response
6. Communicate with Membership seeking information and/or for input