

2009-2010 EXECUTIVE DIRECTOR'S REPORT

DIANA L. FINLEY, CMP



It has been a very busy year since the last Executive Director's Annual Report in March 2009. AAO Executive Director Harriet O'Connor resigned her position in May 2009. The AAO Executive Committee asked me to serve as the Interim Executive Director until a search could be done. In December 2009, the AAO Executive Committee offered me the position of Executive Director and we expect to have the details of this appointment finalized by Convocation. Thank you for this opportunity to serve the members of the AAO in this capacity. President George Pasquarello, DO, FAAO; President-Elect Richard A. Feely, DO, FAAO; and Immediate Past-President Guy A. DeFeo, DO have given me much guidance and counsel to bring the Academy to a new level of service to its members. The AAO staff and I are looking forward to providing support to the leadership and members in the coming years.

As reported to the AAO Board of Trustees, March – June 2009 activities and accomplishments included:

- AAO contracted with AVECTRA (netFORUM) for association management software that the AAO executive committee and staff felt was much more appropriate for the AAO.
- AAO staff member Kelli Bowersox exhibited at the Cranial Academy Annual Conference in Maryland. AAO President George Pasquarello, DO, FAAO attended their Board of Trustees meeting on June 20th.
- Executive Committee met on four different occasions: April 22, May 9, June 4, and June 11.
- FIMM dues were paid and a \$6,000 check was received from the American Osteopathic Association as a loan to the AAO for the past dues.
- An agreement between AAO and Patient360[®] was signed and a logo was added to the AAO website to promote this product. Patient360[®] presented a workshop at the 2008 Convocation and will be presenting a one-day workshop prior to the 2010 AOA Unity Convention in San Francisco. AAO has developed a partnership with Patient360[®] to assist its members with practice management. As a Patient360[®] client, AAO members will be immediately rewarded for their educational efforts. Successive Level II E&M services assemble groups of one's patients in an efficient and cost-effective manner. Overhead costs are dramatically reduced and profits are made using the Patient360[®] system. In addition to the immediate financial gain of providing the service for one's patients, Patient360[®] helps AAO members become a "Pay for Performance" (P4P) champion. Patient360[®] is a Medicare Certified Physician Quality Reporting Initiative Registry (CMS Certified PQRI Registry) and use of the Patient360 product allows for simultaneous data population for your Medicare bonus.
- Notification of life time membership in AAO for Drs. Richard M. Bachrach, Andrew Lovy and Donald E. Woods was sent along with appropriate certificates.
- Prepared minutes of the Board of Trustees, Board of Governors, and Annual Business Meeting within four weeks for review by AAO leadership and distribution to officers, trustees, governors, and past presidents.
- Communicated to individual AAO members special recognition and appointments awarded by the Trustees and Governors; advised Dennis J. Dowling, DO, FAAO of his selection as the 2010 Harold A. Blood, DO, FAAO Memorial Lecturer; sent formal letters to the three new Honorary Life Members along with appropriate certificates; and notified Jane E. Carreiro, DO, of her appointment to serve as the 2010 AOA Convention Program Chair.
- A resolution recommending Laura Griffin, DO, FAAO; Ann L. Habenicht, DO, FAAO; and Paul R. Rennie, DO, FAAO as members of the American Osteopathic Board of Neuromusculoskeletal Medicine was sent to the AOA House of Delegates and was approved.
- Notified new 2009-2010 committee appointees.
- Negotiated a contract with the Rosen Shingle Creek Resort for the 2013 and 2016 Annual Convocations.
- A resolution introducing a new integrated residency program combining internal medicine and neuromusculoskeletal medicine was sent to the American Osteopathic Association's Council on Postdoctoral Training and then to AOA Board of Trustees.

President George. J. Pasquarello, DO, FAAO convened the Board of Trustees for their summer meeting on July 11 at the Wyndham Hotel in Indianapolis, IN. The Trustees maintained the pattern of adopting a balanced budget for the 2009-2010 fiscal year beginning August 1, 2009. The Board worked with a proposed operational document submitted by Secretary-Treasurer Mark S. Cantieri, DO, FAAO to arrive at a final balanced budget. The Trustees project net operating revenue over expense totaling \$15,120. This will enable

the Academy to continue building its reserves and eventually meet the goal of maintaining at least six months operating expenses in reserve. AOA Executive Director John B. Crosby, JD was selected as the Academy Award recipient to be honored at the Annual Business Meeting on March 18, 2010 at The Broadmoor Hotel in Colorado Springs, CO.

Summaries of the Activities from August – November 2009

- Beginning August 1, the AAO office staff worked on a technology upgrade for the office since it was approved in July by the Board of Trustees. This technology upgrade involved gathering and sorting of electronic information from a multitude of databases; then preparing and placing that data into a “workbook” provided by the association management software (NETFORUM) through Avectra, the software vendor. Kelli Bowersox spent last fall transferring an enormous amount of information from our 300+ databases to the Avectra database. She has done an excellent job in coaching the staff with this new system and continues to provide assistance as needed. This software integrates with the current AAO website and provides instant updates to member records. This technology also provides remote access and storage of member’s electronic information, insuring that the information is backed up, and accessible 24 hours a day. The website is “SECURE” for payments through Authorize.net.
- Membership Coordinator/AOBNMM Coordinator Susan Lightle has begun the process of going-green with the members’ file folders. The process of scanning has begun with the AOBNMM files completed and about one-half of the membership folders scanned. This information is placed on a portable storage device and placed in the safety deposit box at the First National Bank of Indianapolis. This is the AAO staff’s first step in document management.
- AAO bookkeeper Phyllis McNamara closed out the 2008-2009 fiscal year financials, completed an inventory of office equipment and books, prepared for and successfully completed the annual audit with Ent and Imler. She has worked tirelessly to perfect the chart of accounts and accounting systems with the assistance of Ent and Imler.
- Kelli Bowersox has taken over the responsibilities as the Education Coordinator and continues with the marketing director duties. The 2010 Annual Convocation will be her first as the Convention Manager. Kelli received her Bachelor of Science Degree in Political Science from Indiana University in May 2009. Please take time to congratulate her on this accomplishment.
- Communications Director Jennifer Taylor has produced four AAO Journals; eight membership and six leadership newsletters; Convocation marketing flyer and exhibit prospectus; Golden Ram Flyer; and numerous individual course flyers. Jennifer worked with the PS&E committee on the revisions in the Basic Standards on Neuromusculoskeletal Medicine and the “Plus-One” residency in NMM/OMM. Jennifer worked with a representative from American College of Osteopathic Internists to submit a resolution to the AOA’s Council on Postdoctoral Training recommending a new integrated residency program in internal medicine and NMM/OMM. Jennifer has been working with residency program directors to receive delinquent documents on residents who have completed their training. In October 2009, Jennifer was elected as President-Elect for the Indiana Society for Public Health Education.
- Debbie Cole (formerly Johnson) accepted the responsibilities as the AAO Website Manager. Members will see some changes to the website; however, the current website will remain intact and accessible to the public prior to NetForum. There have been some changes as the AAO staff worked to streamline the look and navigation of the website and information for all users.

At the November 2009 Board of Trustees meeting, Boyd R. Buser, DO, FACOFP, was selected as the sole recipient for AAO’s highest honor, the A. T. Still Medallion of Honor. He has been notified of this honor and will be available with family and friends to accept this award at the President’s Banquet on March 20, 2010 in Colorado Springs.

On November 1, the AAO Board of Trustees met in a strategic planning session facilitated by Diana Ewert, MPA, CAE, Director, Affiliate Affairs, American Osteopathic Association. The outcomes from this meeting are the first steps in determining the next phase of Academy growth. The current AAO vision, mission and overarching goals were reaffirmed and we will endeavor to find new and creative ways of promoting them. The Board agreed that we have a responsibility to improve our financial situation for long-term growth and organizational management. The Board considered the relationships that AAO has with our members (physicians, residents, students, leadership) and strategic partners (AOA, AAO component societies, AOBNMM, state Osteopathic Associations and other AOA affiliates). They discussed points of intersection of interests, geographic proximity, opportunities for cooperative interactions and how to tangibly improve these relationships. As the lease on the AAO headquarters is coming for renewal in the next few years, the Board discussed the options of maintaining our current location or moving to another market that may better serve our interests and relationships. Data was presented on the three major cities in the US that house similar organizations. The city with the lowest rent and cost of living was Indianapolis. This city is corporate headquarters for many pharmaceutical companies and several non-profit organizations. The city with the most expensive real estate was Washington, DC. Many larger medical organizations are located there with the advantage of accessing political lobbying opportunities. Chicago has the most similar sized medical association home offices, some of the easiest/non-stop air flights for members and the most CAE and association managers in medical fields. Chicago also has the best overall real estate financial value, stability, resale value, mortgage availability and professional visibility. After reviewing the data presented, it was felt that Chicago might be the best fit for a future location for the AAO headquarters. Because of the impact this will have on current AAO resources, it was decided that a transition planning committee would be appointed to work with a consultant to investigate the viability of moving the AAO headquarters to Chicago in 2012. This committee will report to a second strategic planning

session and the AAO Board of Governors at the AAO Convocation in March and will continue to work with the consultant and the AAO Board of Trustees as further planning develops.

Summaries of the Activities from November 2009 – February 2010

- The Academy staff has prepared handbooks for each of the AAO Committees to have available to new members. These handbooks contain list of committee members; AAO Mission and Vision Statements; Committee responsibilities; committee administration; composition of the committee; duties of the committee; procedures of the committee; fiscal procedures; communication procedures; committee reports; member roles and responsibilities; privacy statement form and a conflict of interest form that must be signed and returned to the AAO headquarters.
- Yearbook Editor Hollis H. King, DO, FAAO and Jennifer have spent countless hours on the development of the over 400 pages of the *Greenman's Works - Collected Works of Philip E. Greenman, DO, FAAO*, which will be on sale at the Convocation with a book signing scheduled during the break on Friday morning. Jennifer is currently working on the 2010 Annual Convocation Workbook. With the Academy's quest to "go green", only 300 copies of the workbook will be "printed" and available at Convocation. Seven hundred USBs, complete with the Academy's logo and workbook data, will be given to all students and those physicians who do not require a printed handbook.
- Since November 2009, I focused significant attention on supporting the AAO leadership's search for a fundraising consultant company. I telephone interviewed three applicants in December and coordinated scheduling and arrangements for the February 6 meeting between those three consultant companies and the Relocation Steering Committee. Interviews were held in Chicago at President-Elect Richard A. Feely, DO, FAAO's office immediately following the Board of Trustees meeting of the American Osteopathic Association. The AAO BOT unanimously selected Carlton and Company as the firm to work with throughout this feasibility study. The cost for Carlton and Company's service will be a total of \$53,000. This will be taken from the General Operating Fund in that we have been able to cut some costs in operating expenses.
- The Academy staff continues to use the newly purchased association software system, NetForum (through Avectra). It has substantially increased the ability for members to change their current personal information recorded with the Academy as well as purchase books, pay dues, and register for courses. The downside to this is that about 30% of people who use this avenue to register for courses do not complete the entire registration form. This causes the staff to have to contact each person to get the completed information, which in turn slows the process. We are working on this issue and are hoping it will come to a satisfactory closure. This is the same issue we are having with physicians who apply for membership. They are not giving us all the information needed to complete the application, so their membership is postponed until it is received.
- Since the fall meeting, many committees required significant staff support, e.g.
 - Staffed the quarterly Executive Committee teleconference and transcribed minutes
 - AOBMM/BOG Committee – worked with Chairperson Melicien Tettambel, DO, FAAO to survey AAO leaders for suggestions of leaders to serve in elected office and facilitated the email resolution for submission to the AAO Board of Governors.
 - Fellowship Committee – Fellowship Coordinator Debbie Cole collaborated with Chairperson Judith O'Connell, DO, FAAO on communications with FAAO candidates and preparing materials for the Committee's March examinations and business meeting.
 - Membership Committee -- Chairperson Sharon Gustowski, DO called the AAO Membership Committee via teleconference on January 26. Membership Coordinator Susan Lightle provided staff support for the teleconference. The members reviewed the lists of nominations for awards, honorary life membership, dues waivers/reduction and made recommendations to the Board of Trustees to vote on during their March meeting at Convocation. As of February 15, 2010, 1503 AAO members have paid their dues for the 2009-2010 fiscal year compared to 1517 from February 19, 2009. A final mailing was mailed on February 9 and we have received dues from an additional 20 members bringing the total to 1537.
 - Education Committee -- Chairperson John G. Hohner, DO, FAAO called the AAO Education Committee meeting to order on January 29, 2010 at the Wyndham Airport Hotel in Indianapolis, IN. Dr. Hohner and the committee members were able to complete the 2010 calendar as well as tentatively schedule courses to complete 2011. The pre-Convocation course, Visceral Approach for the Sacrum and Pelvis, presented by Kenneth Lossing, DO, has reached its maximum of 32 attendees. Convocation registrations are coming in nicely. As of February 22, the AAO staff has received 404 physician and 488 student registrations compared to 251 and 405 respectively last year. The AAO staff is hopeful that we will reach our 450 budget goal for physicians. The pre-Convocation course with Andry Vleeming, PhD and Frank Willard, PhD has reached 30 participants. This number does not include speakers.
 - Postdoctoral Standards and Evaluation Committee – Communications Director Jennifer Taylor worked with Chairperson Doris Newman, DO in developing the agenda for the February teleconference and March face-to-face meeting. Jennifer is working with Dr. Newman to develop and send to the AOA a series of Committee resolutions for action at the April PTRC

and COPT meetings. There are currently 32 residency programs (8 three-year NMM/OMM; 6 integrated FP/NMM; and 18 plus-one) with 65 filled positions (fill rate of 48.51%).

- AOA Counsel on CME – Education Coordinator Kelli J. Bowersox and I attended the 16th Annual National CME Sponsors Conference on January 8-10, 2010 in Newport Beach, CA.
- The AOA Bureau of Osteopathic Specialists (BOS) hosted the AOA Specialty Certifying Boards February 3 in Chicago regarding the planning and implementation of osteopathic continuous certification (OCC). I represented the American Osteopathic Board of Neuromusculoskeletal Medicine during this meeting.
- Following the BOS meeting, AAO President George J. Pasquarello, DO, FAAO and I attended the Bureau of Osteopathic Specialty Societies which met on Thursday, February 4th.
- President-Elect Richard A. Feely, DO, FAAO joined Dr. Pasquarello and me on Friday and Saturday representing the Academy at the Mid-year Board of Trustees' meeting of the American Osteopathic Association. Departmental reports were given; reference committees met and reviewed resolutions.
- Phyllis McNamara has completed the integration of Avectra, Authorized.net and Peachtree so the financial data can be reconciled daily. Arrangements have been made for the UAAO to produce a DVD at the 2010 Convocation to be used to promote future Convocations. Copies will be provided to each of the Osteopathic Medical Schools. A Committee Handbook has been completed to be provided to each committee member of the Undergraduate Academies.

On a personal note, I continue to deliver communion to the home-bound; working with St. Vincent de Paul and have been a member of Big Brothers Big Sisters (BBBS) of Indiana for the past 10 years. We volunteer at the Eiteljorg Museum as well as other BBBS activities.

Respectfully Submitted,

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