

Oregon ACS Strategic Planning Meeting

March 3, 2019

Notes

Councilors attending:

R. Bryan Bell, MD, FACS
Monte Stewart, MD, FACS
Glenn Levine, MD, FACS
Karen Kwong, MD, FACS
Megan Frost, MD, FACS
Laurel Soot, MD, FACS
Sandeep Kumar, MD, FACS
Laszlo Kiraly, MD, FACS
Keith Thomas, MD, FACS

Guests:

Robert Goldman, MD FACS
Harvey Gail, Oregon ACS
Christian Johnson, ACS State Affairs

1. Welcome, Purpose

Dr. Keith Thomas, welcomed group. He suggested we should do this every now and then. Last year we wanted to make a 3rd meeting in conjunction with a Portland Surgical Society meeting, but that didn't work out. He felt we should do a big strategic planning meeting about every five years, then revisit the plan at least once a year. Dr. Laszlo Kiraly suggested some form of planning session every two years as we start planning the annual meeting, perhaps combining that with a member survey of issues they would like to cover at the annual meeting.

Dr. Thomas said to consider looking at the bylaws. Are they relevant or do they need to be updated? He noted some discrepancies and areas we need to pay attention to. He felt we should look at these issues about every two or three years. It was suggested we consider barriers.

Dr. Thomas noted the new website has potential to be a good tool. He suggested having the residents take that on.

2. Survey Results

Harvey Gail reviewed the strategic planning survey and went through the questions and responses. Dr. Thomas noted this meeting, devoted to advocacy, has a little more to offer than we are giving it. He mentioned we could refine the definition of advocacy in the mission statement. He said there are a lot of

bills that we have a chance to look at and Dr. Kiraly agreed this year there are a number of bills that are relevant. Dr. Thomas noted a more mature meeting would be to figure out what we want and then bring those issues to the legislature to have more influence on the front end. Dr. Karen Kwong mentioned the immunization bill and several commented on our approach. Kiraly said it makes sense to more formally engage with OMA's efforts.

Christian Johnson suggested find a way to meet with the legislative officials in district, outside of the legislature itself. He noted they will listen to us because medicine is not their expertise and they need that. This will cultivate us as a resource to them. He suggested June or July booking a meeting with their legislators. He said this is a low-cost easy solution for grass roots lobbying. Dr. Kiraly suggested we could assign this as a responsibility of being a councilor.

Thomas noted one of our chapter's goals should be to groom young leaders. We need to engage the residents, introduce them to Young Fellows (YFA). He suggested it's easier to recruit someone now and help them to be advocates early on. He suggested we make sure the candidates are contacted after they are interviewed which will get them to be part of the organization.

Dr. Monte Stewart noted as surgeons become employees of organizations as opposed to being in private practice in specialties. He speculated that this might negatively impact the ACS's efforts. Dr. Megan Frost said she is employed, but she said we need to focus on more communication with young surgeons on what ACS can actually do for its members and it takes a while to realize that. Dr. Levine suggested a different message to people who are employed surgeons. (Levine is on the Advisory Council for Rural Surgeons). He said, as an example, having the hospitals understand the value of being able to take call (RVU's relative value units). Dr. Levine noted ACS needs to provide something palatable that they have done for the employed doctor. He also said he called a couple of the new fellows from last year and invited them to this meeting. He suggested it may be more helpful to have the invitation come from a councilor in their organization.

Gail said reaching out to invitees and holding the interview at this meeting has made a difference, pointing out that two of the new fellows came to our meeting in Sunriver. Dr. Frost pointed out that we could set up a system to match people up with a mentoring people who have the same background. Stewart said having residents come to the advocacy meeting would be easier than sending them to the national meeting. Dr. Sandeep Kumar noted changes we made in the last few years and how younger surgeons are involved. He felt in that last five years we have seen results pointing out younger surgeons on the council. Dr. Thomas said the personal contact goes a long way to get people involved. Levine noted that its also true that when you reach out you get no interest or no response. He pointed out Corvallis, John McCulley as examples.

3. Portland Surgical Society

Dr. Thomas said initially, ACS took on PSS to help them with their tax situation. He note that if the Chapter has responsibility for PSS then we will need to get a lot more information on their activities. He noted PSS seems to be better off now, but he asked in what ways PSS helping the Chapter in return?

Dr. Kiraly said engagement is the issue. We might need to change the bylaws to require the president of PSS to attend council meetings, or to send a person on their behalf. It was noted PSS struggles with getting speakers and they need to do a little better job of being represented at our meeting. He said engagement on PSS meetings is not very good.

Dr Laurel Soot said PSS seemed to be a robust group a few years ago. Lately, it seems they haven't reinvented itself in recent years and has become antiquated a little. Dr. Soot, if PSS is to continue it might need to be marketed as the ACS. Also, the Monday night meeting might be difficult to attend for many people. She suggested inviting people to surgical grand rounds at OHSU as the academic part of PSS.

Dr. Kiraly, others brainstormed other ways to get together. He noted Dr. Erin Gilbert is the current PSS president. It was suggested PSS recruit local speakers that don't cost as much money. Dr. Frost suggested the grand rounds be put on-line. She suggested that could be on the website. Also, put out a monthly email on speakers. This would elevate the value of the ACS in return. Attendees who participate online would be free or a reduced cost. Dr. Thomas asked if we could have a members only section of the website to watch the web-ex videos.

Dr. Bryan Bell noted if the chapter takes on the burden of running the finances of PSS, it should be co-branded, not just PSS.

4. Strategic Initiatives

Dr. Thomas summarized the prioritization of our initiatives. He asked for input on what we need to be emphasizing. The following are some initiative areas that were suggested:

- Website, communications
- Integration with Portland Surgical Society
- Summer Annual Meeting
- Bylaws
- Website, social media, apps for phones

Notes taken by Harvey Gail, Oregon ACS Administrator