Emerging issues in medical staff affairs

Friday, June 9
7:45 – 9:15 a.m.
Crystal Ballroom B

Program Faculty
Susan DuBois, CPCS, CPMSM, President, National Association Medical Staff Services
Elizabeth Snelson, JD, Legal Counsel for the Medical Staff, PLLC
Arthur Snow, Jr., MD, Immediate Past Chair, AMA-OMSS Governing Council

This session, the second in an ongoing series on current topics in medical staff affairs, will address some of the most pressing issues facing medical staff today. Presented from the perspectives of a medical staff leader, a medical staff services professional, and a medical staff attorney, the session will provide background information, insight, and practical solutions on common medical staff challenges such as threats to self-governance, National Practitioner Data Bank (NPDB) reporting, telehealth, and assessing senior physician competency.

Upon completion of this session, you will be able to:

1. Describe trends in accreditation, regulation, and the practice environment that affect your medical staff’s governance and processes.
2. Identify how your staff can solve common challenges in areas such as self-governance, National Practitioner Data Bank (NPDB) reporting, telehealth, and assessing senior physician competency.
3. Explain how your staff can update its bylaws to address these challenges while maintaining compliance with relevant accreditation standards and regulatory requirements.

CME Designation
The American Medical Association designates this live activity for a maximum of 1.5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Accreditation
The American Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.
Emails, texts and social media: What physicians need to know

Friday, June 9
9:30 – 10:30 a.m.
Crystal Ballroom B

Program Faculty
Ingrid Hubbard Reidy, Assistant Vice President for Risk Management, Program Development, and Technology, ISMIE Mutual Insurance Company

Mike O’Neill, Assistant Vice President for Risk Management Operations, ISMIE Mutual Insurance Company

Using actual cases, this session will explore how physicians’ use of digital communications, such as email, text messaging, and social media, to communicate with and about patients can cause headaches for health care providers, from HIPAA violations to ruined reputations. The session will also present strategies for how you and your practice staff can safely use these tools.

Upon the conclusion of this session, you should be able to:
1. Identify the risks to patients’ privacy posed by email, text messaging, and social media.
2. Recognize the malpractice risk associated with using email, text messaging, and social media.
3. Assess best practices for the use of email, text messaging, and social media.

CME Designation
The American Medical Association designates this live activity for a maximum of 1.0 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Accreditation
The American Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.
Advancing provider-patient communication:
Improving care, decreasing risk, and increasing joy at work

Saturday, June 10
8 – 9 a.m.
Crystal Ballroom B

Program Faculty
Emily Aaronson, MD, Patient Safety and Quality fellow, Massachusetts General Hospital Center for Quality and Patient Safety, and Assistant in Emergency Medicine, Massachusetts General Hospital, Harvard Medical School

Patient-provider communication has been increasingly recognized as a critical area of focus for improved patient safety. A mounting body of evidence ties increased patient satisfaction and provider communication to patient outcomes such as readmission, adherence to treatment, mortality, medico-legal risk, utilization, and willingness to return. Additionally, recent study has linked optimal communication to decreased provider burnout, and increased joy at work. As such, the Joint Commission has called on hospitals to improve communication, naming it a national patient safety goal, and CMS has begun to tie reimbursement to metrics of patient experience through the HCAHPS survey, with plans to release an ED specific survey (EDPEC) in 2017.

This session will present the key evidence that supports an increased institutional focus on patient-provider communication, share proven strategies to improve your practice, and give a brief overview of program designs that you can implement to educate providers within your organization.

Upon the conclusion of this session, you should be able to:
1. Summarize the relationship between patient-provider communication and patient outcomes.
2. Identify strategies you can use to improve your communication skills.
3. Compare available education programs and tools on effective patient-provider communication in order to select one that is right for your organization.

CME Designation
The American Medical Association designates this live activity for a maximum of 1.0 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Accreditation
The American Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.
Are you leaving, too? Combatting burnout

Saturday, June 10
9:15 – 11:15 a.m.
Crystal Ballroom B

Program Faculty
Thomas Cox, PsyD, Director of Faculty Development and Research, Baylor University Medical Center

This session will describe the root causes of physician burnout and the prevalence of burnout at different career stages. The session will also examine how burnout may contribute to physician impairment and ultimately affect patient care. Finally, the session will teach you how to assess and address your own level of burnout, as well as how you as a physician leader can create a culture of prevention and wellness within your organization.

Upon the conclusion of this session, you should be able to:
1. Describe the overall mental and physical health status of physicians in the United States.
2. Clearly define physician burnout, its causes, and patient and physician risk factors.
3. Identify how physician impairment impacts the healthcare profession.
4. Employ healthy approaches to assessing and handling stress, combating burnout, and building resilience, on both individual and organizational levels.

CME Designation
The American Medical Association designates this live activity for a maximum of 2.0 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Accreditation
The American Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.
Employment contracts: What you need to know

Saturday, June 10
12:30 – 1:30 p.m.
Crystal Ballroom C

Program Faculty
Richard Levenstein, JD, Partner, Kramer, Sopko & Levenstein, P.A.

Presented by a leading health law attorney, this session will help you understand the most important components of physician employment contracts, including how to structure your contract to maximize your future practice options.

CME Designation
No CME credit will be offered for this activity.
Education Committee
The educational sessions at the 2017 Annual Meeting are made possible by the work of the OMSS education committee members listed below.

- John Flores, MD, Chair – AMA-OMSS Representative, AMA-OMSS Governing Council
- Hoyt Burdick, MD, Vice Chair – AMA-OMSS Representative, AMA-OMSS Governing Council
- Maryanne Bombaugh, MD – AMA-OMSS Representative
- Edgar Boyd, MD – AMA-OMSS Representative
- Nancy Church, MD – AMA-OMSS Representative, AMA-OMSS Governing Council
- Liz Curtis, MD – AMA-OMSS Representative
- Matthew Gold, MD – AMA-OMSS Representative, AMA-OMSS Governing Council
- Ajoy Kumar, MD – AMA-OMSS Representative
- Raj Lal, MD, MPA – AMA-OMSS Representative
- David J. Welsh, MD – AMA-OMSS Representative, AMA-OMSS Governing Council
- Giannina Alonso, JD – Policy Analyst, AMA Organized Medical Staff Section (OMSS)
- Kathy Blake, MD, MPH – Vice President, AMA Healthcare Quality
- Keith Voogd, MPH – Director, AMA Organized Physician Practice Sections