



AMERICAN COLLEGE OF PHYSICIAN ADVISORS, INC.

Board of Directors Meeting

AGENDA

November 13, 2024 2024 -- 5:00 – 6:00 PM (CST)

Join Zoom Meeting

<https://us02web.zoom.us/j/82292034830?pwd=U0NyMTRXTW5RMCM9EeW9tbGFJTmFOU09>

Meeting ID: 822 9203 4830

Passcode: 628993

One tap mobile

+13126266799,,82292034830#,,,,*628993# US (Chicago)

+16465588656,,82292034830#,,,,*628993# US (New York)

Dial by your location: +1 312 626 6799

Meeting ID: 822 9203 4830

Passcode: 628993

Mark X		Mark X		Mark X	
	1. Clarissa Barnes – Chair, President		8. Benjamin ‘Ben’ Kartchner, Certification Champion		15. Vacant
Excused	2. Ahmed Abuabdou, Vice President – Operations/Treasurer/President Elect		9. Vacant (TLC)		Guest: Chris McDonnell, Principal McDonnell Capital Management
	3. Juliet B. Ugarte Hopkins – Immediate Past President/VP Member Engagement		10. Scott Ceule- NPAC Chair		Adriane Martin, Vice-Chair, GAC Committee
	4. Ritu Prasad, Government Affairs Committee (GAC) Chair		11. Anuja Mohla, Observation Committee Chair		
	5. Denise Goodman, Pediatric Committee Chair		12. Emeric Palmer, At-large		Parthavi Das, Administrative Director (FrontlineCo) (NBM)
	6. Alvin “Al” Gore, Physician Advisor Survey Champion		13. Elizabeth “Liz” Quinn, At-large		Tracy Ptacek (FrontlineCo) (NBM)
	7. Mary McLaughlin-Davis, Advisory Board Chair	Excused	14. Erica Remer, Clinical Documentation Integrity Committee Chair		



Legend: Non-Board Member (NBM)

1. Roll call and confirmation of quorum (8) Barnes
 2. Call to order
 3. Approval of previous minutes of the BOD
 4. Reminder: Collaborative Symposium with Cleveland Clinic
 5. Reminder: Succession planning/positions open
 6. Reminder: Townhall Scheduling 2025
 7. FYI: Social Media packet email
 8. Committee updates- Written
 - a. Clinical Documentation Integrity Martin
 - b. Government Affairs Prasad
 - c. Observation Mohla
 - d. Pediatric Goodman
 - e. Advisory Board McLaughlin-Davis
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9. Financials Barnes/Das
 - a. Update
 - b. Investments McDonnell
 - c. Audit
 10. Project Updates
 - a. NPAC 2025 Update Ceule
 - b. Certification Update Kartchner
 11. Restructuring Barnes
 12. Budget Barnes/Ugarte Hopkins



Parking Lot:

- 1) ACPA Marketing including Certification- Dr. G idea
- 2) TLC survey end of 2024/new content ideas
- 3) Investigation into the role of physicians involved in the payor side with ACPA
- 4) Member nominated awards for 2025
- 5) Advocacy (national policy issues)
 - a. Expanding membership
 - i. Physician advisors
 - ii. Hospital/health system leadership
 - iii. Methods
 1. LinkedIn videos
 2. Town hall about membership/ACPA
 3. New physician advisor webpage
 4. New webpage about benefits of membership, membership pricing
 - b. Establish multi-year membership for individuals
 - c. Establish group membership for organizations and hospitals/health systems (separate from the Corporate Membership)
 - d. Establish membership discount when individuals sign-up in-person at NPAC
 - e. Town Halls
 - i. Establish tracking mechanism and analytics dashboard
 1. How many registered
 2. How many attended
 3. How many attended who are members vs. recent members (within a month or two) vs. non-members
 4. How long does it take for non-members attending a town hall to evolve into a member
 - ii. Establish communication to non-member attendees encouraging them to become members
 - iii. Establish plan to charge for recorded sessions
 - iv. Consider for 2023
 1. Charging for town halls (less for members)
 2. Offering four town halls for free with new membership/membership renewal
 - f. NPAC
 - i. Investigate cost of "social media wall"
 - ii. Store?



- iii. Figure out how to provide new and possibly renewing members one free module when they join/renew
- 6) Follow-up items from 2022 BOD retreat
- a. Look into if there would be a conflict with CMSA if we pursued a relationship of any kind with ACMA. (Ahmed)
 - b. Where we are well known, we have an excellent reputation. But, there are multiple groups of people who SHOULD know about us and do not. (Revenue cycle, payors)
 - i. Work on discovery to develop a marketing plan which will be a global effort for the whole organization.
 - c. acpadvisors.com – who owns it? Google search during the meeting found it is sale for 4K.
 - i. Consider purchasing for future use/protective reasons. (IN PROCESS)
 - d. Overall look at the strategic planning goals three years from now (in 2025) to measure progress and how we did. We will bring this strategic planning committee together at that time to see how we measured.
 - i. Review by Strategic Planning Committee of progress on goals lead by Ahmed (or chair of Strategic Planning Committee in 2025/26) in January 2026
 - e. Discussion about potentially surveying the membership again at a later time to measure changes or continued sentiment of the topics in regard to importance.
 - i. Consider when to pursue a second run of the survey.
 - f. Getting “physician advisor” topics into academic journals/publications would greatly add to our “street cred” as an organization and a field. Think about research that can be publishable.
 - i. Consider research which could be submitted for publication.
 - g. Discussion about how successful the strategic planning was but also, how detailed and meticulous it was. Ideally would have a document outlining a roadmap for future strategic planning instead of re-inventing the wheel (Ahmed)
 - h. Certification
 - i. Legal assessment of ACPA/ABQAURP agreement and anything related to CBK module (DONE)
 - ii. Introductory information/marketing about certification on website with branding (by July 2023) (IN PROCESS)
 - iii. Launch (November 2023) (IN PROCESS)