

EXECUTIVE DIRECTOR'S 2019-20 REPORT

EXECUTIVE DIRECTOR SHERRI L. QUARLES

It is nice to have the reports of the Academy's president, president-elect and secretary-treasurer on the previous pages that share so much of what has happened throughout the year which allows my report to focus more on the internal matters of the Academy. We ended the year with a deficit, and we are working on positive ways to improve our current situation. These opportunities include other non-dues revenue options and scouting for additional services that we can provide to our members and those who want to become members of our organization. Looking at some of the challenges, I feel that we are providing new opportunities for our members since my last report.



I would like to thank the leadership of the Academy for their support of the organization in moving forward with new initiatives and enhancing other areas that need to be revisited. Leading the charge has been 2019-20 AAO President Kendi L. Hensel, DO, PhD, FAAO with the assistance of the AAO Executive Committee which consists of 2019-20 AAO President-elect Paul R. Rennie, DO, FAAO; 2019-20 AAO Secretary-treasurer Judith A. O'Connell, DO, MHA, FAAO; and 2019-20 AAO Immediate Past President Catherine M. Kimball, DO. Each of our leaders volunteer their time and talents to the Academy while serving on other committees with our partnering, like-minded organizations. A big thank you to the Board of Trustees, Board of Governors, committee chairs, committee members and other volunteers that make the Academy a success.

AAO Assists in Practice Management Issues

The AAO understands the difficulties members face with practice management issues (e.g., claims denial, documentation, coding, etc.) and a new AAO member benefit will provide you with support in navigating these issues. Our staff has partnered with Physician Revenue Management Inc. (PRM) to answer your questions, provide useful information and find effective solutions. PRM has more than 20 years of experience in the clinical, practice management, payment resolution and revenue cycle arenas. They have expertise in Medicare and commercial payers' reimbursement policies and in developing Current Procedural Terminology (CPT) codes through the American Medical Association's CPT Editorial Panel and the subsequent valuation of physician services and procedures through the Relative Value Scale Update Committee (RUC) processes. Additionally, PRM has experience working with osteopathic physicians and has extensive knowledge of reporting osteopathic manipulative treatment (OMT). Contact the AAO for help finding solutions to your CPT and ICD-10 coding questions, examining Explanations of Benefits to understand claims denials, or drafting first- or second-level appeal letters. Fees may apply. The AAO will continue to analyze changes to existing payment policies to determine the impact on AAO members. Please feel free to contact the AAO office through email at info@academyofosteopathy.org or by telephone at 317-879-1881.

AAO Partners with Marketpath to offer Physician Websites

The American Academy of Osteopathy would like to announce a new program to support your practice's online presence, website visibility and traffic, and brand credibility. We're partnering with Marketpath, Inc., a leading website marketing software and services company, to offer a new **AAO Physician Website Program** for our members. Marketpath maintains and supports the AAO's website, member portal and directory since 2015, and has significant experience providing website and digital marketing services for physicians and healthcare clients. Marketpath delivers website and digital marketing services for osteopathic physicians and medical offices. They have significant experience partnering with both large and small medical practices and organizations, helping them improve their credibility, increase visibility and traffic, and generate new patients. <https://www.marketpath.com/ao-doctor-websites>. Be sure to look for them in the exhibit hall.

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Members Involvement

The Academy cannot exist without you as volunteers, and we have many opportunities for your involvement. Paul R. Rennie, DO, FAAO, the AAO's 2019-20 president-elect, encourages all members to consider volunteering for an AAO committee. Academy members are welcome to audit any committee meeting with advance notice to the chair and staff. Review the list of committees at www.academyofosteopathy.org, and return your completed committee application to Debbie Cole, the AAO's assistant to the executive director and board and committee liaison, at DCole@academyofosteopathy.org. If you have any questions about the work a committee does, or the time commitment involved, do not hesitate to reach out to me, Debbie or the committee chair.

Communication

We focus our social media efforts on Facebook and Twitter, so be sure you're following us, liking and sharing. It's one of the easiest ways to stay in touch and help spread the word about the AAO and osteopathic manipulative medicine. To make it easier for members of the public to obtain osteopathic manipulative medicine from Academy members, the AAO licensed the vanity URL www.FindOMM.org, which takes viewers to the Academy's "Find a Physician" Web page.

The AAOJ Needs Your Support - as mentioned in the January 2020 Newsletter

Most journals are hosted online where articles are posted individually. All visitors can see titles, authors and abstracts, but only subscribers can see full articles. This is the direction we want to take the AAOJ instead of posting PDFs of full issues. This system will allow increased discoverability via search engines, resulting in a broader impact for research published in the AAOJ. In addition, because this format is considered standard, it will increase our chances of becoming indexed in MEDLINE, which is another goal of the Publications Committee. Of course, development such as this always requires additional funding. That's where you come in. Initial setup costs for both systems will come to around \$5,000, and annual operating costs are estimated around \$10,000. We know our members value research and osteopathic manipulative medicine, and we hope you'll agree that it is vital to support this effort financially. Please consider contributing to the AAOJ Fund in addition to your contributions to the AAO's Golden Ram campaign. All donations to the AAOJ Fund will be used strictly for AAOJ development. Golden Ram contributions will be used wherever they are most needed.

HOW CAN I BE INCLUDED IN THE AAO'S FIND A PHYSICIAN SEARCH?

All Academy physicians in practice may be included in the AAO's Find a Physician search. To ensure your listing appears in the search results, follow the steps below:

1. Log in to your profile at www.academyofosteopathy.org.
2. Click on Edit Profile.
3. On the Contact Info tab, enter your business information as your Primary Address and select the Show in Search check box. To ensure the business phone number appears in the listing, check the Searchable box (on the right).
4. On the Employment Info tab, specify your primary and secondary specialties.
5. On the Privacy tab, change the setting for Basic Information to Public.
6. Click Save All Changes.

Technological Advances

This will be the fourth year AAO has released a mobile app for Convocation. We have made several changes and took your comments into consideration. As a result, the mobile application has a section that shares the candidates' information. Other features of the mobile app include up-to-date scheduling, customized scheduling, notifications, professional networking, group discussions and frequently asked questions. The mobile app will allow users to stay updated on everything happening at the AAO's 2020 Convocation.

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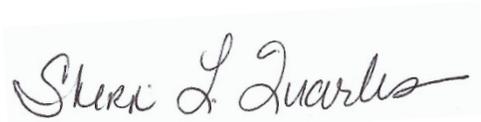
Your Supportive AAO Team

The AAO team each have the passion and determination to continue working toward the goals developed to fulfill the purpose of the Academy's mission. I would like to take the time to thank our staff for continuing to make improvements for this process to run more smoothly.

- Debbie Cole, assistant to the executive director and board and committee liaison
- Amber Rausch, postdoctoral education liaison and CME coordinator
- Bev Searcy, finance and membership assistant
- Gennie Watts, event planner

I am currently working on filling the position of Publications Administrator. We have a wonderful temp working in that position for a month. I am proud to say we have not missed a publication at this time.

The AAO's office has a great team and I look forward to working with each of them every day. Thank you for the continued support of the AAO leadership, members and staff.



Sherri L. Quarles