

## 2013 OREGON UROLOGICAL SOCIETY SEMI-ANNUAL ACTIVITY REPORT CARD

The Oregon Urological Society continues to Build upon its initial success of 2012 with its highlighted activities of ; 1) the execution of two membership meetings within its first 8 months, 2) the participation in the Oregon Liability Reform discussions, 3) national efforts to reform the USPSTF in the wake of the PSA downgrade, 4) advocacy with insurance carriers to keep all treatment options open to our members, 5) conducting an online membership survey to solicit information incorporated directly into the OUS executive board strategy sessions, and 6) creation of a urology specific practice administrator networking group.

### Outline of primary monthly activities:

- January**
1. New website officially launched highlighting key information such as the mission of the society, executive leadership, annual conference, membership information and more.
  2. OUS obtains two (2) Board of Trustee positions within the Oregon Medical Association. Your representatives are OUS President, Stan Myers MD and President-Elect Brian Shaffer MD).
- February
1. Draft agenda for Annual Conference created
- March
- April
1. OUS signs onto group letter to key members of Congress advocating to repeal the Independent Payment Advisory Board (IPAB) from the implementation of the Affordable Care Act. IPAB is a board appointed by the President and empowered to make recommendations to cut spending in Medicare if its spending growth reaches certain arbitrary levels. IPAB will have unprecedented power with little oversight, even though it has the power to literally change laws previously enacted by Congress. Further, the law specifically prohibits administrative or judicial review of the Secretary's implementation of a recommendation contained in an IPAB proposal.
  - 2.
- May
1. OUS successfully nominates Senator Alan Bates (one of only two physicians in Salem) to receive the prestigious American Association of Clinical Urologists' National Distinguished Leadership Award for his innovative vision in the delivery of healthcare while keeping the needs of medical practices in mind such as with urology practice

administrative simplification (standardized prior auth form/process to be used by all health insurance carriers).

June

The Oregon Urological Society (OUS) re-ignited its membership in 2012 with the hiring of experienced state urology society Executive Director, Debi Johnson of DJMC in April of this year. An ad hoc leadership team of 19 urologists across the state came together to coordinate the launch of the *NEW* Oregon Urological Society. Leadership represents all geographical regions and various practice types found in our state to insure the voice and needs of *all* urologists and the patients they serve could be represented during strategy discussions held by the OUS board throughout the coming year.

The stated mission of the Oregon Urological Society was determined to be:

*“To enhance the delivery and quality of urologic care through education and advocacy for patients and health care providers.”*

The OUS quickly engaged its membership and leadership on the issues affecting urology. Our administrative and governing framework was created providing the ability to effectively get involved with the Governor’s Office, insurance carriers, Oregon Medical Association, State and Federal elected officials, American Association of Clinical Urologists’ State Society Network and various state/national advocacy campaigns.

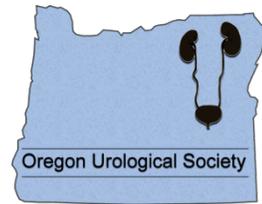
Primary activities for the Oregon Urological Society in 2012 included; 1) the execution of two membership meetings within its first 8 months, 2) the participation in the Oregon Liability Reform discussions, 3) national efforts to reform the USPSTF in the wake of the PSA downgrade, 4) advocacy with insurance carriers to keep all treatment options open to our members, 5) conducting an online membership survey to solicit information incorporated directly into the OUS executive board strategy sessions, and 6) creation of a urology specific practice administrator networking group.

The Executive Board is pleased to report all of our 2012 activities were performed within our first year budget and we are poised to build on this year’s success for the coming years.

## Outline of primary monthly activities:

### April

1. Hired DJMC, LLC
2. Adhoc Steering Committee created
3. OUS reactivated and re-filed
4. Bylaws reviewed
5. Mission and Vision of OUS
6. Strategic planning of OUS



- Creation of dynamic executive board (geographic, practice type, health policy) representation
7. Need for OUS Membership Meeting identified and the Date/Time/Location was determined
8. Marketing of OUS Membership Meeting begins (direct mail of postcards and email campaigns)

### May

1. OUS Board created to meet needs identified in April strategic planning process
2. Proposed updates to bylaws identified and prepared for presentation to Oregon Urology Community at June Meeting
3. Need for OUS to proactively be involved in general practice referral guideline identified
4. Need for OUS network group identified for urology practice administrators
5. OUS Practice Administrator Group created

Ad Hoc board identified first year leadership

Angela Jordan, Bend Urology (Acting President)

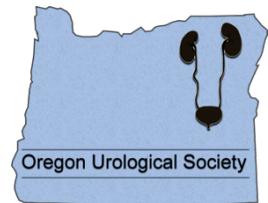
Megan Taylor, OHSU (Coordinating Officer and acting OUS Liaison)

### June

OUS Membership Meeting conducted with 42 attendees from across the state. Eleven (11) companies supported the event in the form of a paid display space or meal sponsorship.

Guest speakers were Senior Director of Government Relations, Anne Bryant and AACU Board Member and AACU Health Policy Chair, Jeff Frankel MD

OUS treasury moved to KeyBank from Wells Fargo to lower expenses and accommodate newly elected Secretary Treasurer Jack Lewis MD (Medford)



- July**
1. Board Meeting
  2. OUS involvement in Gov Kitzhaber Medical Liability Reform Group Feedback
  3. OUS signs onto national advocacy letter concerning need for USPSTF Reform
  4. Online Membership Survey initiated
  5. August 21 Health Care Summit in Salem hosted by Ore. Sen. Jackie Winters, R-Salem

**August** OUS provides input on Governor's liability reform

- October**
1. Board Meeting
  2. 2013 OUS Annual Meeting location/dates determined

**December**

Annual Membership Meeting proudly sponsored by Coloplast

Featured presentation "Intermittent Catheters: Your Choice"

Guest speakers:

Jeff Frankel MD: AACU Board Member & AUA Health Policy Committee

Richard Pelman, MD: AACU State Society Network President