

American Academy of Anesthesiologist Assistants Board of Directors

2nd Quarter Meeting, Saturday, April 2, 2016
Sheraton Downtown Hotel
Denver, CO
1:00 pm

Minutes

Attendance

Officers (Executive Committee): Tim Goodridge, CAA, President, presiding; Megan Varellas, CAA, Immediate Past-President; Ty Townsend, CAA, Secretary; Gina Scarboro, CAA, President-Elect, and Jamie Taff, CAA, Treasurer.

Directors: Daniel Mesaros, CAA, Director #2; David Dunipace, CAA, Director #3; Joy Rusmisell, CAA, Director #6; and Gregg Mastropolo, CAA, Director #7; Nikki Block, CAA, District #1; Robert Wagner, CAA, Director #5 **Not present:** Mike Nichols, CAA, Director #4

Committee Chairs: Samantha Yakey Evankovich, CAA, (Annual Meeting); Chris Wade, CAA (Communication); Joe Borup, SAA, (Students); Laura Knoblauch (Membership).

External Representatives: Jana McAlister, CAA, NCCAA

Executive Staff: James E. "Jet" Toney, Executive Director, LeAnn Johnston, Financial Services Manager, and Ms. Lindsey Maxwell, Director of Public Policy.

ASA Representatives: Howard Odom, MD, Chair, AA Education and Practice Committee; Jason Hansen, ASA Director of State Affairs; Ashli Eastwood, ASA Staff, DC; and Terri Howard, ASA Director of Member Services.

Guests:

Gina Phillips, Kansas City, MO; Luis De Carvalho Lead, CWRU-Cleveland, OH; Randi Newbeck, SAA, CWRU-Cleveland, OH; Aaron Abramowski, SAA, CWRU-Cleveland, OH; Jessica Sabers, SAA, CWRU-DC; Erin Van Winkle, SAA, CWRU-DC; Sabena Kachwalla, CWRU-DC; Steven Cox, SAA, CWRU-DC; Matthew Pinegar, MD, CWRU-DC; Sally Mitchell, Emory; Eric Heil, Athens, GA; Michael Klein, MD, Phoenix, AZ; Tommy Verdone, MD, Quinnipiac, CT; Nicole Cabell, SAA, CWRU-DC; Sabrina Cirino, SAA, CWRU-DC; Domenic DeRobertis, CWRU-DC; Jeff Carroll, FAAA; Edward Bolanos, FAA, South FL; Nick Davies, FAA; and Matthew Ciotti, CWRU, OH.

Agenda Topic (Packet Page Number in Parenthesis)	Presenter	Discussion	Action Taken	Next Steps
Call to Order, Quorum and Minutes				
1. Call to Order	Tim Goodridge		Called meeting to order at 1:08 p.m.	
2. Attendance towards Quorum	Ty Townsend		Board attendance taken, quorum confirmed with 11 of 12 members present.	
3. Acceptance of Agenda	Goodridge		Townsend moved, Wagner seconded motion to accept. Passed.	
4. Acceptance of (January 17, 2016) 1 st QTR Board Meeting Minutes	Townsend		Townsend moved, Wagner seconded motion to accept as presented. Passed.	Minutes are published at www.anesthetist.org .
Notifications				
5. ASA State Affairs Report	Jason Hansen, Esq.	Mr. Hansen noted that the Michigan Society of Anesthesiologists is advocating for HB 5507 (introduced March 2016) which creates licensure of AAs.		
6. ASA CAA Membership	Terri Howard	Presented details of the new CAA membership in the ASA. Priced at \$200/year, replaces the educational affiliate membership for AA Fellows. ASA will		For details, see Addendum One.

Agenda Topic (Packet Page Number in Parenthesis)	Presenter	Discussion	Action Taken	Next Steps
		require CAA members to be members of AAAA.		
Executive, Financial and Membership				
7. Financial Report <ul style="list-style-type: none"> • Legislative Fund Net Asset Balance • Approved Budget 2016 • Balance Sheet 2016 • P&L • P&L with Prior Year 	Jamie Taff	Noted 20 percent increase in dues paid for same period 2015 v. 2014. Noted increase in contributions to the Legislative Fund 2015 v. 2014.	Taff moved, Townsend seconded motion to adopt financial report as presented in Board packet. Motion passed.	Financial reports are available for AAAA members. Contact headquarters at info@anesthetist.org.
8. Legislative Fund <ul style="list-style-type: none"> • Legislative Fund Activity Report • 2016 Legislative Fund Net Asset Balance 	Goodridge	President Goodridge presented \$18,500 from the Florida Society of Anesthesiologists to fund advocacy initiative to address AA practice issues.	Consideration to be further vetted for later BOD action in 3 rd QTR or via e-Vote.	Legislative Fund reports are available for AAAA members. Contact headquarters at info@anesthetist.org
Committee Reports				
9. President's Update/ Executive Committee Report	Goodridge	Referred members to the EC report. Stated 3 volunteers are needed to represent AAAA at the Provider Association Partnership.		EC will seek volunteers via AAAA social media and e-Record.
10. Finance Committee Report	Jamie Taff	See financial report Item #7.		
11. Executive Director's Update	Toney	Stated apology for the late publication of the 1 st Quarter newsletter; Noted the increase in the Academy's financial foundation over 2014-15; asked BOD to approve a more aggressive approach to	Unanimous Consent granted to notify members of accomplishments and positive action.	

Agenda Topic (Packet Page Number in Parenthesis)	Presenter	Discussion	Action Taken	Next Steps
		notifying members of positive initiatives and accomplishments of Academy		
12. Membership	Laura Knoblauch	Stated the committee will implement strategies for increasing physician membership and involvement; Stated she sent 300 individual, personal emails to members not yet renewed; stated need for clarification regarding student transition to fellow status; noted HQ sent renewal reminder postcards; noted more education of members needed on NCCAA re-cert discount; noted the “Wanted Poster” at registration desk has netted renewals.		
13. Communication	Chris Wade	Stated newsletter goal to increase advertisers; stated he and Shane Angus drafted an HRSA survey (AAAA version) which was submitted to the NCCAA for review. The NCCAA in return shared its draft HRSA survey. Stated he has combined questions from both group's drafts into a merged survey and will submit along with the original survey drafts to the EC for approval and will send the votes upon HRSA questions back to NCCAA for approval and distribution.		
14. Annual Meeting	Samantha Evankovich (Yakey)	Noted that 605 registrants for annual meeting in Denver is higher than 2014 meeting in Orlando. Noted importance of registrants staying in headquarters hotel so the Annual Meeting will be attractive to		

Agenda Topic (Packet Page Number in Parenthesis)	Presenter	Discussion	Action Taken	Next Steps
		facilities in future years (meeting needs to room pick-up ratio is insufficient).		
15. Students	Joe Borup	Reported students raised \$13,000 for Legislative Fund in 2015 and \$9,000 for Lifebox.		
16. Legislative	Mike Nichols			
17. Governance Committee	Varellas	Nominations and elections calendar begins June 1, (3rd QTR <i>Anesthesia Record</i> will highlight positions and terms and upcoming vacancies).		BOD vote on representative to CAAHEP (candidates (Soren Campbell, Carie Twichell, and Bob Culver) will be via e-Vote immediately following annual meeting with info and position description.
18. Practice Committee	David Biel			
19. Federal Affairs Sub-Committee	Gregg Mastropolo	Promoted member advocacy on VA Nursing Handbook issue via www.safevacare.org . Noted 164 Fellows and 37 percent of students have submitted comments opposing APRN independent practice in the VA.		
ASA Committees Reports				
20. Practice Management	Twichell			
21. AAE & P	Gina Scarboro	Stated Dr. Howard Odom's term as chair of ASA AA E & P committee concludes October 2016. Successor not yet named.		

Agenda Topic (Packet Page Number in Parenthesis)	Presenter	Discussion	Action Taken	Next Steps
22. Communications	Townsend			
23. Economics	Biel			
24. ACT	Rusmisell	Stated the ASA ACT Committee will conduct meetings over summer. Reports to AAAA will be submitted for 3 rd QTR BOD meeting.		
External Liaison Reports				
25. APSF	Shane Angus			
26. NCCAA	Soren Campbell			
27. AAAPD	Gina Scarboro	Requested that all external requests of the AAAA for information about training programs be forwarded to the AAAPD.	Unanimous Consent given to approve policy of forwarding requests for training program information to the AAAPD.	
28. ARC-AA	Guthrie	Referred to report. Rob Wagner noted Rich Bassi served well as TaskForce chair and that all references to “assist” were changed to “perform” for clarification.		
E-vote				
29. E-votes conducted since last Board Meeting				
Old Business				
30. Hiring of State Affairs Director	Goodridge	Discussion was conducted regarding the process for selecting and hiring a director. Note that all members who spoke supported filling of the position in concept.		

Agenda Topic (Packet Page Number in Parenthesis)	Presenter	Discussion	Action Taken	Next Steps
New Business				
31. Adjourn	Goodridge	Adjourned meeting at 3:21 p.m.	Townsend moved, Scarborough seconded motion to adjourn. Motion passed.	

Addendum “A”

(content provided by the ASA Director of Member Services)

New Anesthesiologist Assistant Dual Membership Category Plan

1/7/2016

Background

Certified anesthesiologist assistants are highly skilled health professionals who work under the direction of physician anesthesiologists to implement anesthesia care plans. Anesthesiologist assistants (AAs) role in the Anesthesia Care Team supports the mission and goals of the ASA and we have a long history of supporting the work of the American Academy of Anesthesiologist Assistants (AAAA). Historically, practicing AAs have joined ASA under the Educational category and represent nearly 2% of ASA’s total membership. In an effort to provide anesthesiologist assistants more meaningful benefits and relevant services, and to strengthen the partnership between ASA and AAAA; the ASA has implemented a new membership opportunity, the Anesthesiologist

Assistant category. This new membership category is limited to AAs who are Fellows of the AAAA. This plan outlines the necessary steps to successfully launch and implement the Anesthesiologist Assistant membership category.

Timeline

Pre-soft launch (November 2, 2015- March 30, 2016)

- 1) Renew existing anesthesiologist assistant members in the Educational member category for 2016 as normal at the current dues of \$335.
- 2) Work with AAAA to finalize the applicant membership verification process.
- 3) Develop AA application components (Launch at AAAA meeting)
 - a. Create AA product in Personify
 - b. Create AA online application
 - c. Create AA print application
- 4) Develop web content for membership pages on www.asahq.org and <http://www.anesthetist.org>.
- 5) Work with AAAA to develop talking points and a marketing/communications campaign.
 - a. Determine key value propositions

Soft launch (April 2-5, 2016 at AAAA Annual Meeting)

- 6) ASA exhibit at the AAAA annual meeting in April 2016 to promote the new AAAA partnership and membership category. Sell inaugural year membership (\$200) to new members. This membership will be in effect from April-December 2016.

Post-soft launch (April-October)

- 7) Market testing and initial campaigns to prove out interest and the price point
- 8) Formal recommendation to the Board in August and HOD at the October Meeting to set the 2017 dues price
- 9) Transition existing Educational Members who are AAs to the new category with the 2017 renewals.

Full Launch (November 2016)

10) Full representation of new AA category on web and in print.

Marketing and Communications Plan Outline

Initiatives

ASA Representation at AAAA Meeting for soft launch of AA membership

- ASA leadership along with AAAA leadership announce and present membership opportunity during conference.
- ASA secure exhibit booth: market ASA membership (membership materials include AA application and membership guide), process memberships and answer questions.

Tactical Summary

Comm Vehicle	Audience	Date	Message
AAAA website	All	1-2 quarter	Update web pages with information on new membership and how to join ASA
AAAA Newsletter	AAAA members	1-3 quarter	ASA membership category how and how to join
ASA Website	All	1 st quarter	Update membership categories
Email	2016 AAAA Fellow members	1 st quarter	ASA membership opportunity, highlight benefits and value props
Email	ASA State Components	1 st quarter	Details of bylaws change and new AA membership category
Email	2016 ASA educational member AAs	2 nd quarter	Bylaws change and new AA membership category will take effect

ASA website	All	2 nd quarter	Launch AA webpage with information on membership and how to join AAAA
-------------	-----	-------------------------	---

Marketing Collateral

- Joint ASA and AAAA graphic template design for emails, letters, etc.
- AA 4-page print applications (highlight benefits, eligibility, etc.)

Value Propositions

TBD