



***2015 Business Meeting  
& Town Hall***

**January 16, 2015**



# Agenda

- ❖ President Report – Destry Sulkes
  - Alliance Board & Staff Introductions
  - Status of Executive Director Search
  - Challenges Faced & Milestones Achieved in 2014
- ❖ Treasurer's Report – Steven Kawczak
  - 2014 Financials with Context of Past Years
  - 2015 Budget & Controls
- ❖ Foundation Report – Jack Kues
- ❖ Advocacy Report – Scott Weber
- ❖ Town Hall Q&A
- ❖ Approvals of Past Minutes, Reports, and By-Law Changes
- ❖ Passing of the Gavel – Destry Sulkes to Ed Dellert
- ❖ 2015 Vision – Ed Dellert



# President's Report

**Destry Sulkes, MD, MBA**

***Alliance President***



# New Alliance Staff

- ❖ David Schmahl – SB Healthcare Practice Lead, connecting us with other SB groups and leadership
- ❖ Megan Cohen – hiring manager for the Full-time Executive Director, and direct supervisor to Interim & Full-time Executive Directors
- ❖ Mike Copps – new Interim Exec. Dir., starting on Jan 1, 2015, and being on-boarded by Mike Saxton thru the end of 2014
- ❖ Existing Staff: Jessica Romano, Iris Rice, Sarah Ngueyem
- ❖ New Staff:

- ❖Angela Cangemi: Operations Manager
- ❖Teddy Krujkowksi: Operations Associate
- ❖Joanna Truitt: Senior Education Manager
- ❖Jennifer Kasowicz, MarComm Sr. Manager
- ❖Cameron Curtis, Event Services Sr. Manager

- ❖Laura Johnson, Event Services Sr. Associate
- ❖Sarah Alcock, Accountant
- ❖Peter Smithson, IT Services
- ❖Jessica Eustice, Foundation Grant Manager



# Alliance Board Introductions

## 2014 Executive Committee Officers

- ❖ Destry Sulkes, MD, MBA, President
- ❖ Ed Dellert, RN, MBA, CCMEP, Vice President
- ❖ Gayla Bruner, RN, Secretary
- ❖ Steven Kawczak, PhD, Treasurer
- ❖ Bina George-Figueroa, MS, CCMEP, Secretary-Elect
- ❖ Chitra Subramanian, MS, PhD, Treasurer-Elect
- ❖ Jack Kues, PhD, CCMEP, FACEHP, Past President
- ❖ Mike Saxton, MEd, CCMEP, FACEHP, Ex Officio, Interim Executive Director



# Alliance Board Introductions

## 2014 Board Directors

- ❖ Robert Addleton, EdD, CCMEP, FACEHP
- ❖ Debra Curran, MA, RN
- ❖ Debra Gist, MPH, FACEHP
- ❖ Beverly P. Wood, MD, MSEd, PhD



# Alliance Board Introductions

## **2014 Retiring Board Member**

- ❖ Jack Kues, PhD, CCMEP, FACEHP, Past President

## **2015 Renewal of Public Board Member Status**

- ❖ Joan Straumanis, PhD
- ❖ Kathy Chappell, RN, PhD

## **New 2015 Board Directors**

- ❖ Nancy Paynter
- ❖ Phil Dombrowski
- ❖ Diana Durham
- ❖ Rebecca DeVivo
- ❖ Mike Copps, Ex Officio, Interim Executive Director



# Foundation Directors

## 2015 Foundation Directors

- ❖ Destry Sulkes, MD, MBA – President
- ❖ Ed Dellert, RN, MBA, CCMEP, Vice President
- ❖ Gayla Bruner, RN, Secretary
- ❖ Steven Kawczak, PhD, Treasurer
- ❖ Mazi Abdolrasulnia, PhD
- ❖ Robert J. Birnbaum, MD, PhD
- ❖ Maureen Doyle-Scharff, MBA
- ❖ John Ruggiero, PhD, MBA







# ALLIANCE | FOUNDATION COMMITTEE STRUCTURE 2015



## ALLIANCE FOUNDATION

Jack Kues, PhD  
2014 President, Foundation  
Destry Sulkes, MD, MBA  
2015 President, Foundation  
Mike Copps, Staff



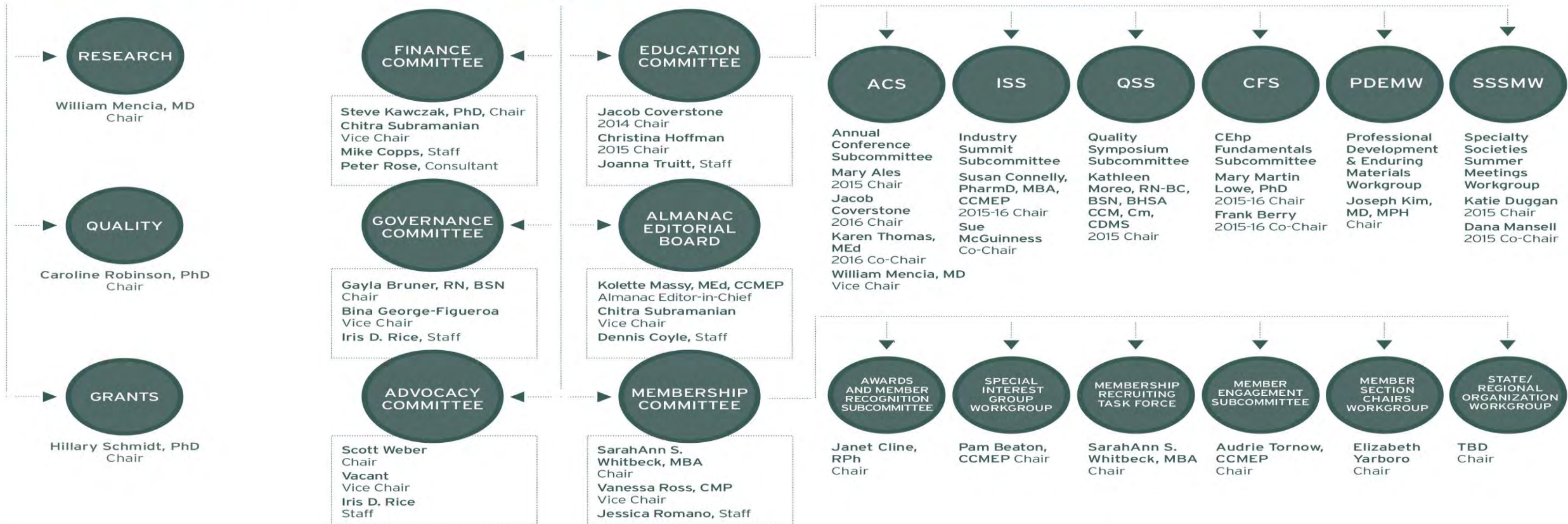
## ALLIANCE FOR CEhp

Destry Sulkes, MD, MBA  
2014 President, Board of Directors  
Ed Dellert  
2015 President  
Mike Copps, Staff



## TRI-GROUP LIAISON

Jack Kues, PhD  
2014 Liaison  
Bob Addleton  
2015 Liaison



# 2014: Context of the past year

Jan: True Detective airs, Li Na Australia Open, Lourde wins Grammy for “Royals”



Feb: Seahawks win, Jimmy Fallon takes over Tonight Show, Dalai Lama to CA



Mar: Malaysia Airlines #370 disappears (239 missig), Phil Jackson to NY Knicks





# 2014: Context of the past year

Apr: Cat Stevens and Nirvana inducted to Rock n Roll Hall of Fame



May: Santa Maria (not) discovered off coast of Haiti, Adam Scott overtakes Tiger



June: Gangnam Style 1<sup>st</sup> video w/2B views on YouTube, Nadal wins 9<sup>th</sup> French



# 2014: Context of the past year

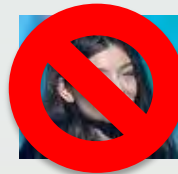
July: Germany def. Brazil 7-1 in semis, Malaysia Airlines #17 shot down (298 killed)



Aug: WHO categorizes West Africa Ebola outbreak an “international concern”



Oct: Joe Torre and Tony La Russa into MLB Hall of Fame  
(fun fact: both played for Atlanta Braves – ‘68 vs ‘71)



& Lourde banned from SF radio



# 2014: Context of the past year

Nov: World Trade Center re-opens, E.U. spacecraft Philae lands on a comet



## 2014: Healthcare context & controversy

- ACA generating more ACOs, then less?
- HCV is now curable, at what cost?
- Immense advances in immunizations – flu, pneumonia, shingles, HPV – why low usage?
- Ebola Rx & vaccine efforts – why only now?





# Happy 40<sup>th</sup> Birthday to the Alliance

## Date of Birth...

- December 12, 1974 at the Princeton Club at an event supported by the publishers of *“Patient Care”*, with 36 attendees to “identify and promote the implementation of a rational, pluralistic and coordinated system of CME, to enable practicing physicians to be optimally effective in the delivery of patient care”

*Continuing Medical Education: Looking Back, Planning Ahead. Dennis Wentz, Editor, 2011, Dartmouth College Press.*



# Happy 40<sup>th</sup> Birthday to the Alliance

## Parents...

- Steering Committee included leaders from 6 sectors:
  - Hospitals
  - Medical Schools
  - Medical Societies
  - U.S. Dept of HHS
  - Medical Publishing
  - Industry

*Continuing Medical Education: Looking Back, Planning Ahead. Dennis Wentz, Editor, 2011, Dartmouth College Press.*





# The 21 Alliance Presidents (Ed is #22)

1976-1978*	<b>William</b>	<b>Felch</b>	MD	United Hospital of Rye
1979-1980*	<b>Malcolm</b>	<b>Watts</b>	MD	UC San Francisco
1981-1982*	<b>Robert</b>	<b>Richards</b>	PhD	Michigan State University School of Med
1983-1984*	<b>Patrick</b>	<b>Storey</b>	MD	University of Pennsylvania
1985-1986	<b>David</b>	<b>Fink, Jr.</b>	PhD	York Hospital
1987-1988	<b>Richard</b>	<b>Pierson</b>	MD	St. Luke's Hospital
1989-1990	<b>Kevin</b>	<b>Bunnell</b>	EdD	Colorado Alliance for CME
1991-1992	<b>David</b>	<b>Davis</b>	MD, FCFP	American Association of Medical Colleges
1993-1994	<b>Martyn</b>	<b>Hotvedt</b>	PhD	Aria Health
1995-1996	<b>James</b>	<b>Leist</b>	EdD, PhD	Alliance for CEhp
1997-1998	<b>Joseph</b>	<b>Green</b>	PhD	Professional Resource Network, Inc.
1999-2000	<b>Melvin</b>	<b>Freeman</b>	MD	Washington State Medical Association
2001-2002	<b>Donald</b>	<b>Moore, Jr.</b>	PhD	Vanderbilt University School of Medicine
2003-2004	<b>Marcia Jean</b>	<b>Jackson</b>	PhD	CME By Design
2005-2006	<b>Harry</b>	<b>Gallis</b>	MD	Alliance for CEhp
2007-2008	<b>Sue Ann</b>	<b>Capizzi</b>	MBA	American Medical Association
2009-2010	<b>Jann</b>	<b>Torrance Balmer</b>	PhD, RN	University of Virginia, School of Medicine
2011	<b>George</b>	<b>Mejicano</b>	MD, MS	Oregon Health & Science University
2012	<b>Damon</b>	<b>Marquis</b>	MA, MS	The Society of Thoracic Surgeons
2013	<b>Jack</b>	<b>Kues</b>	PhD	University of Cincinnati
2104	<b>Destry</b>	<b>Sulkes</b>	MD, MBA	Medivo, Inc.



# Growth & Collaboration

## Some milestones along the way...

- 1976 – 1<sup>st</sup> Annual Conference in Atlanta, GA – 100 attendees
- 1976 – SACME forms (AHME had formed back in 1956!)
- 1981 – ACCME forms (AMA PRA award created in 1968!)
  - JCEHP launched (originally named Mobius)
- 1988 – 1<sup>st</sup> CME Congress by Tri-Group
- 1992 – Initial Standards for Commercial Support
- 2004 – Updated SCS
- 2007 – Senate Finance Committee Letter to ACCME
- 2009 – Joint accreditation launched by ACCME, ACPE, ANCC

*Continuing Medical Education: Looking Back, Planning Ahead. Dennis Wentz, Editor, 2011, Dartmouth College Press.*



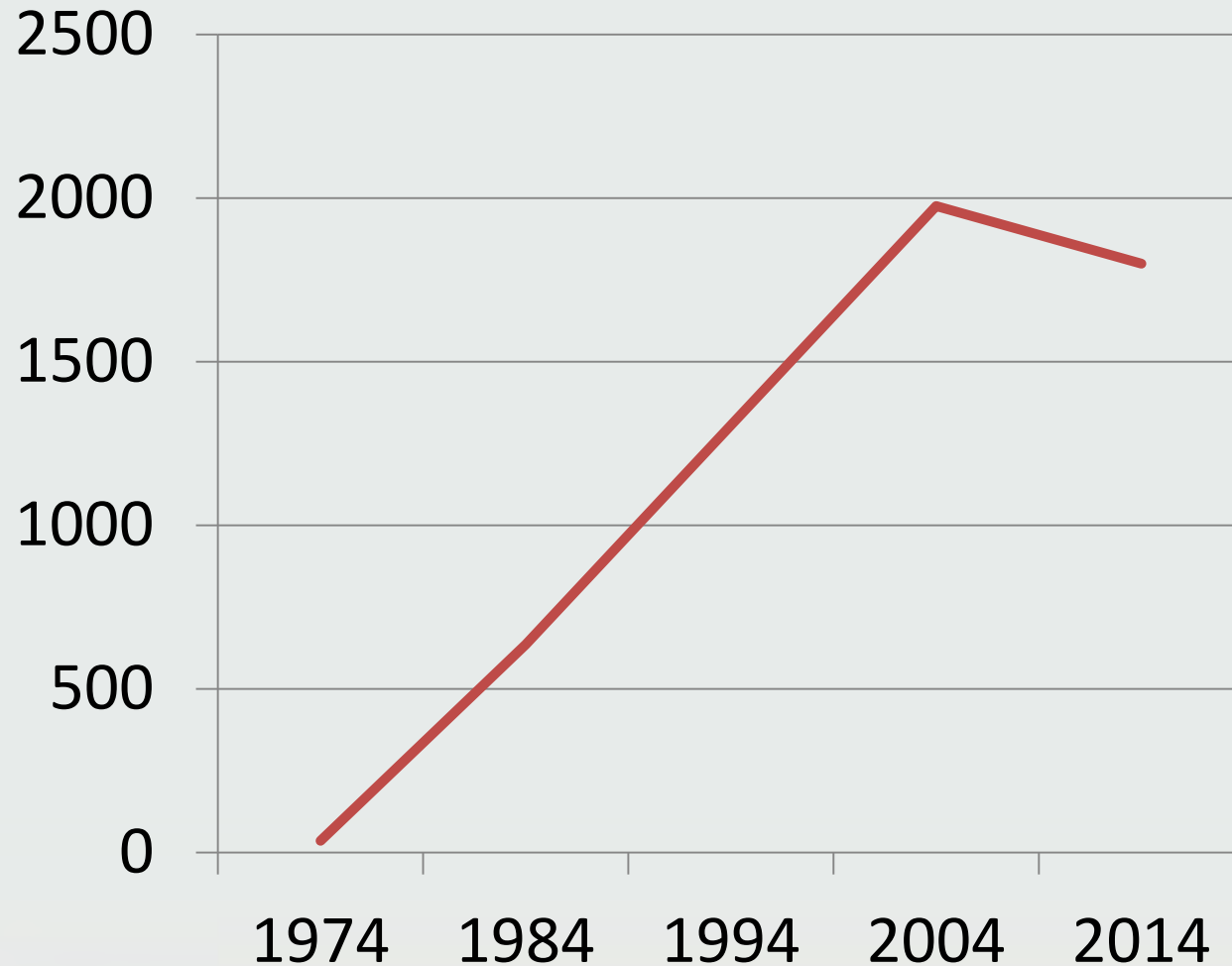
# Status of Full-time Exec. Dir. Search

- ❖ Updated Alliance Executive Director Job Description (Sept 2014)
- ❖ SmithBucklin selected, included in final interview process (Nov 2014)
- ❖ Finalist of interest took another career opportunity (December 2014)
- ❖ Re-launching search with SmithBucklin recruiter (January 2015)
- ❖ Finalists to be presented and interviewed (February 2015)
- ❖ Anticipated new Alliance Executive Director secured (April 2015)



# Current Challenges: Post-2007 Membership Decline

Alliance Members from 1974-2014



- 1970s-2007 Alliance & ACCME growth trends
- Senate Finance Committee letter in 2007
- Alliance/ACCME parallel membership reduction
- 2011 Alliance Actions to expand membership
- Membership has not grown



## Current Challenges: Post-2011 Decrease in Reserves

- **2011 Strategic Commitments** developed to address the changing healthcare ecosystem & ensure our members are provided the best benefits to be successful
- The past 4 years had a series of aggressive investments in:
  - 1. Member-focused programs**
    - National Faculty Education Initiative (“NFEI”)
    - Competency Assessment and Lifelong Learning Series (“CALLS”)
  - 2. Advocacy efforts**
    - Re-naming, branding to include all healthcare professionals
    - Move to Washington DC area for more national awareness
    - Efforts towards creation of the Coalition 501c(6) & a Foundation



## Current Challenges → Course Correction

- The post-2011 investments were made based on corresponding revenue increases, to maintain our Reserves
- The forecast revenue increases did not materialize
- Therefore we've taken steps to:
  1. ensure consistent delivery of member benefits
  2. reduce overhead
  3. use our resources more efficiently



# Course Corrections I



- Hired the leading Healthcare Assoc. Mgmt. Co.  
*...to allow us to ramp up resources around live meetings and reduce overhead → annual savings of \$400k*





# Course Corrections I



- Hired the leading Healthcare Assoc Mgmt Co  
*...to allow us to ramp up resources around live meetings and reduce overhead*
- Hired a new Interim Executive Director  
*...to maintain focus on members and our core value*





# Course Corrections I



- Hired the leading Healthcare Assoc Mgmt Co  
*...to allow us to ramp up resources around live meetings and reduce overhead*
- Hired a new Interim Executive Director  
*...to maintain focus on members and our core*
- Established new financial controls  
*...to safeguard our Reserve Fund*



# Course Corrections I



- Hired the leading Healthcare Association Management Company  
*...to allow us to ramp up resources around live meetings and reduce overhead*
- Hired a new Interim Executive Director  
*...to maintain focus on members and our core*
- Established new financial controls  
*...to safeguard our Reserve Fund*
- Expanded BASICS to “Fundamentals 101 & 201”  
***...to address members’ requests for both NEW staff and MID-LEVEL staff content***



# Course Corrections II



- Coalition rolled back in to Advocacy Committee  
*...to reduce costs and empower members*



# Course Corrections II



- Coalition rolled back in to Advocacy Committee  
*...to reduce costs and empower members*
- Succeeded in advocating with CMS – huge win!  
*...to leverage member energies to drive public awareness and policy*



# Course Corrections II



- Coalition rolled back in to Advocacy Committee  
*...to reduce costs and empower members*
- Succeeded in advocating with CMS – huge win!  
*...to leverage member energies to drive public awareness and policy*
- QIE Roadmap developed with new grant monies  
*...to increase public awareness of our value as educators, with external funding*



# Course Corrections III



- Committee re-organization  
*...to improve transparency and collaboration, while reducing support costs*



# Course Corrections III



- Committee re-organization  
*...to improve transparency and collaboration, while reducing support costs*
- Formal presidential membership focus established  
*...to ensure open communication with members and deliver highest value benefits*





# Course Corrections III

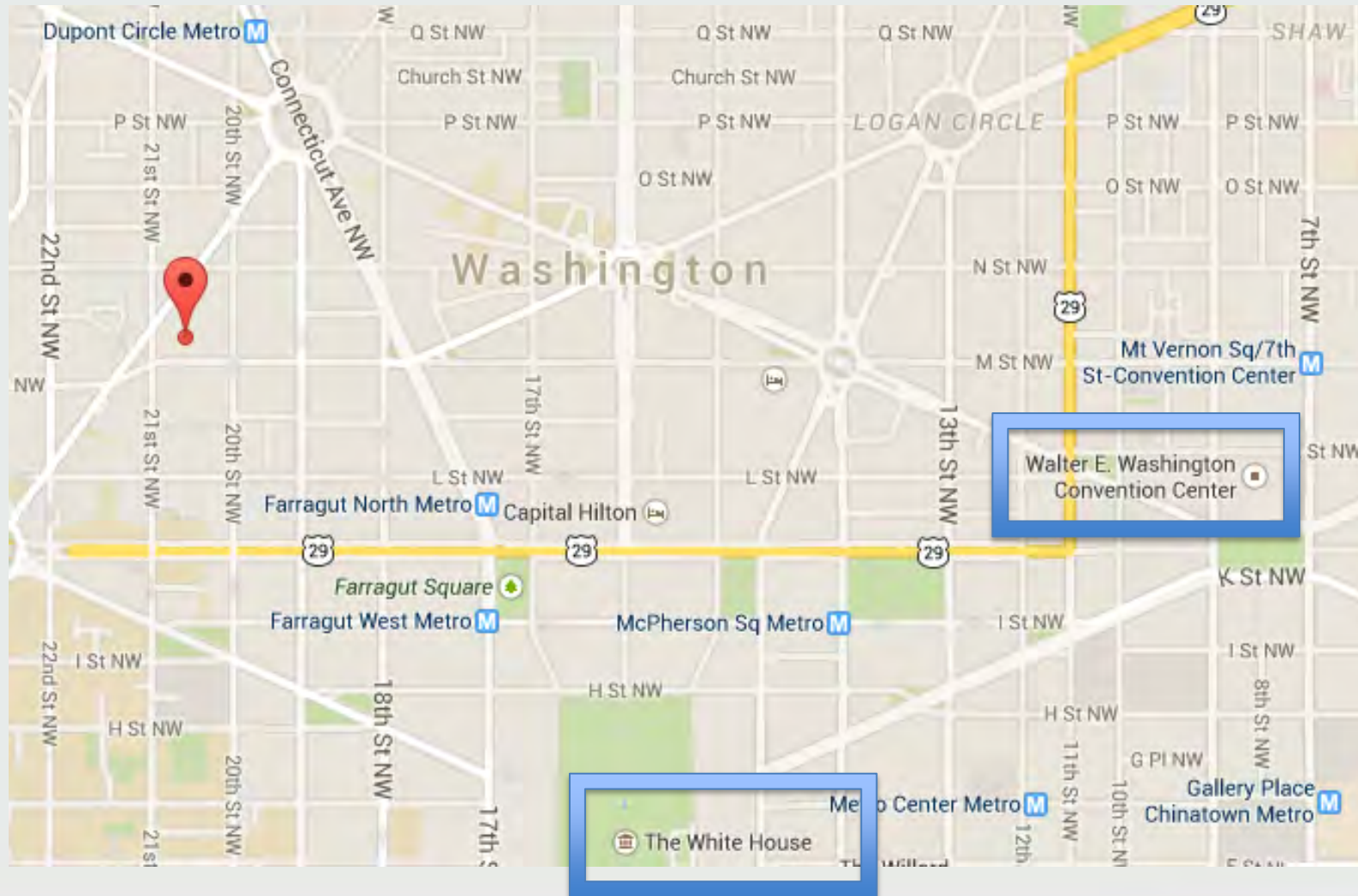


- Committee re-organization  
*...to improve transparency and collaboration, while reducing support costs*
- Formal presidential membership focus established  
*...to ensure open communication with members and deliver highest value benefits*
- Quarterly President video blogs  
*...to maximize transparency*



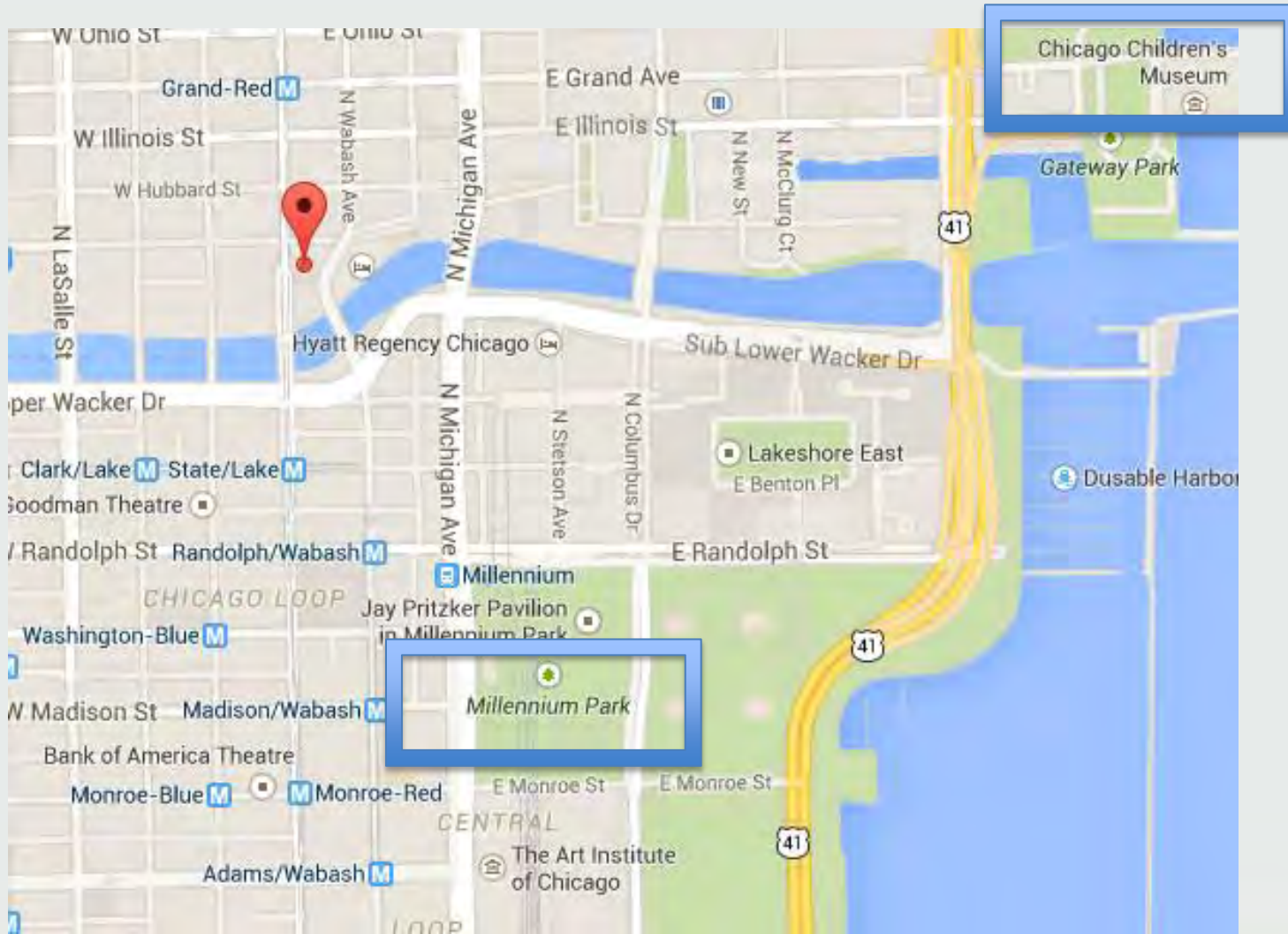


# Washington D.C. HQ @ 2025 M St NW



The Alliance for Continuing Education  
in the Health Professions

# Chicago Offices Available: 330 N Wabash St



# Treasurer's Report

**Steven Kawczak, PhD**

***Alliance Treasurer***



# Alliance Finance Report

## 2014 Finance Committee Actions

- ❖ 2013 Audited Financials & IRS Form 990
- ❖ 2014 Operating Budget, Aggressive Foundation Goal of \$1M
- ❖ New 2015 Budget based on 2014 Actuals and Realistic Market Trends; Significant Expense Reduction
- ❖ New Policies to Reduce Risks on Revenue Forecasts and Maintain Accountability



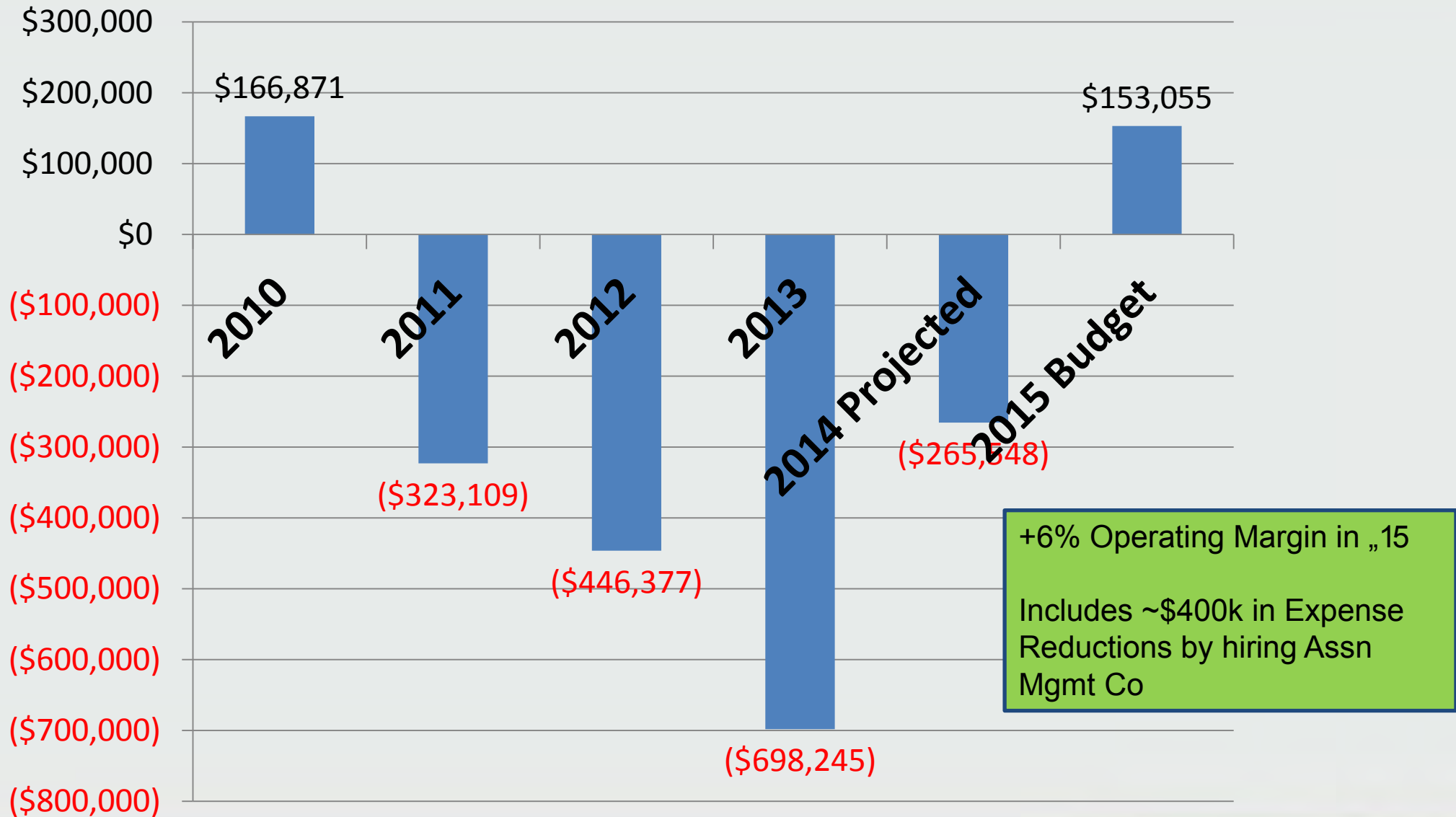


# 2014 Financial Operations

Program	Revenue			Expense			Margin		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
Conferences & Programs	\$1,472,071	\$1,707,317	(\$235,246)	\$973,846	\$1,104,374	\$130,528	\$498,225	\$602,943	(\$104,718)
Membership	\$617,611	\$626,805	(\$9,194)	\$0	\$0	\$0	\$617,611	\$626,805	(\$9,194)
Foundation	\$535,998	\$1,008,527	(\$472,529)	\$319,842	\$568,397	\$248,555	\$216,156	\$440,130	(\$223,974)
Administration	\$950	\$7,000	(\$6,050)	\$1,598,490	\$1,551,784	(\$46,706)	(\$1,597,540)	(\$1,544,784)	(\$52,756)
Total	\$2,626,630	\$3,349,649	(\$723,019)	\$2,892,178	\$3,224,555	\$332,377	(\$265,548)	\$125,094	(\$390,642)

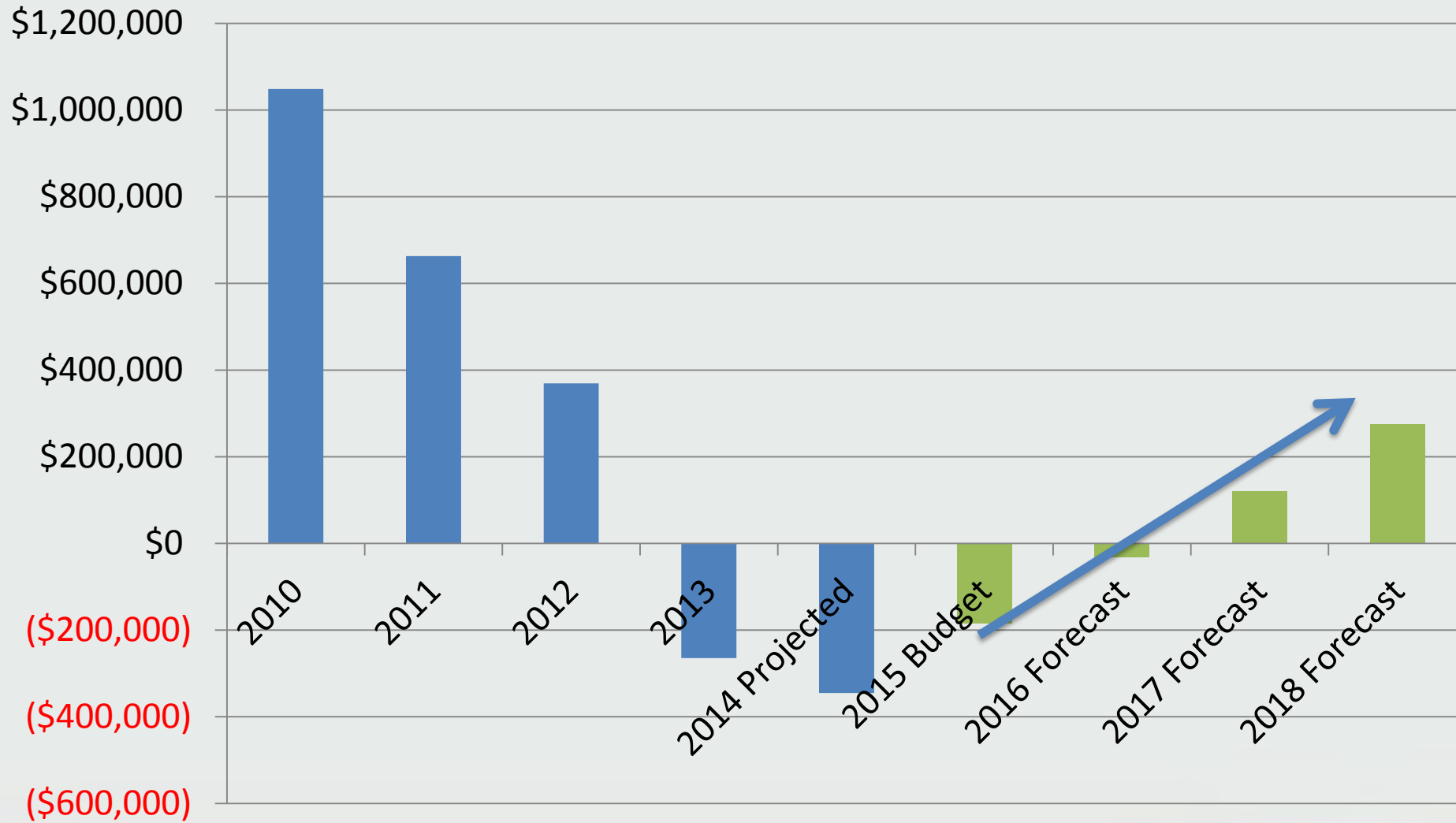


## 4yrs of Negative Operating Margins, Turning around in 2015

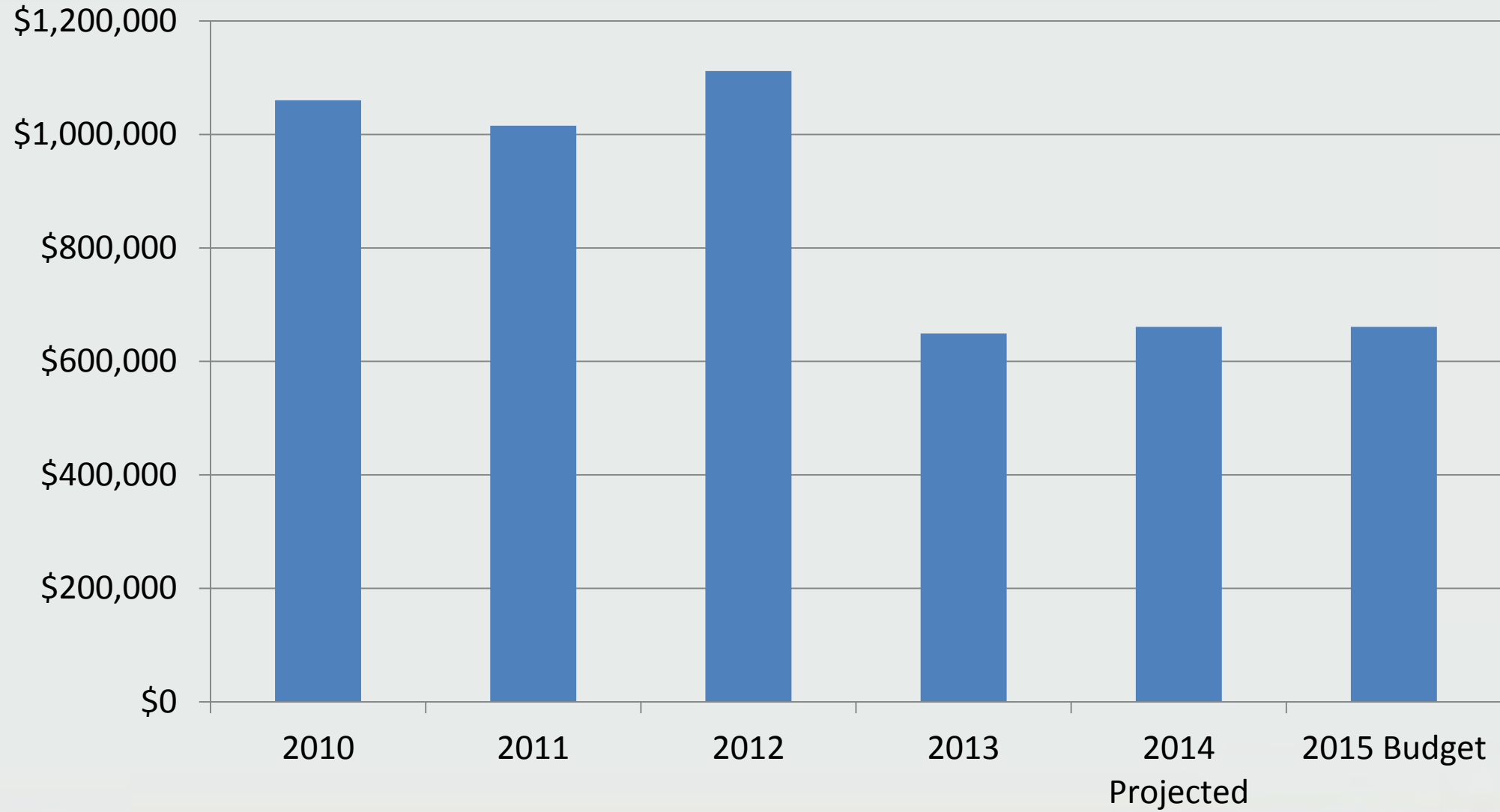


## Reserve Balance Decreased, Now Trending Back Up

[Annual Cash Flow Timing Provides Cushion of \$600k]



## Investment Balance Remains Healthy





# How We'll Deliver on Budget in 2015

- ❖ Revenues from 2014 Actuals, conservative assumption
- ❖ Expenses reduced from 2014 Actuals, due to AMC savings
- ❖ Foundation revenues forecast at \$300k, more conservative than 2014 Actuals of \$500k
- ❖ QIE Phase II programs not to be initiated until grant monies are contracted
- ❖ Bethesda Office Lease assumed at full rate thru Sept 2015, conservatively based on long time to find new tenant



# Foundation Report

**Jack Kues, PhD**

***Foundation President***



## Quality Improvement Education Phase I

- ❖ \$500,000 in new revenues to create the QIE Roadmap
- ❖ Successful delivery of Roadmap, on budget

## Initial Work on Establishing Priorities

- ❖ New Committee Chairs
- ❖ Initial Dialogue on Priorities
- ❖ Need Member Input



## Quality Improvement Education Phase II

- ❖ **Goal of Raising \$300,000 in 2015 Grants**
- ❖ **Program Development dependent on new grant monies**

## Prioritize and Execute on Top QIE Priorities

- ❖ **Engage with short list of healthcare QI organizations**
- ❖ **Provide members with QI tools and techniques**



# Advocacy Chair Report

**Scott Weber**

***Alliance Advocacy Committee Chair***



# Advocacy Report

**Our goal is to provide a member-centric, shared-responsibility approach to advocacy**

❖ **What have we accomplished to date**

- ❖ New committee members
- ❖ Name change
- ❖ Town Hall with members who funded Coalition
- ❖ Town Hall on Sunshine (over 200 members participated)
- ❖ Survey of members to establish advocacy priorities
- ❖ Data compiled – presenting to Advocacy SIG for feedback and Advocacy Committee to finalize plan and get started!
- ❖ Plan incorporates tools and resources for members to advocate on their own behalf; representation on national issues impacting profession; partnering with internal and external groups to evangelize value of certified CE





# Town Hall

## ❖ Member Q & A

## ❖ Request for motion to approve:

- Minutes from 2013 and 2014 Annual Business Meeting
- Reports from President, Treasurer, and Foundation President
- Changes to the By Laws per December 17<sup>th</sup>, 2014 Public Posting



# Dessert Interlude

# Past Presidents Salute



The Alliance for Continuing Education  
in the Health Professions

# Town Hall Meeting

## Passing of the Gavel

Destry to Ed



Balancing the Best of Today...  
To Advance Our Profession Tomorrow

Ed Dellert, RN, MBA, CCMEP  
ACEhp 2015 President



# The Vision & Future Priorities



A Changing World



Volunteer Leaders & Members

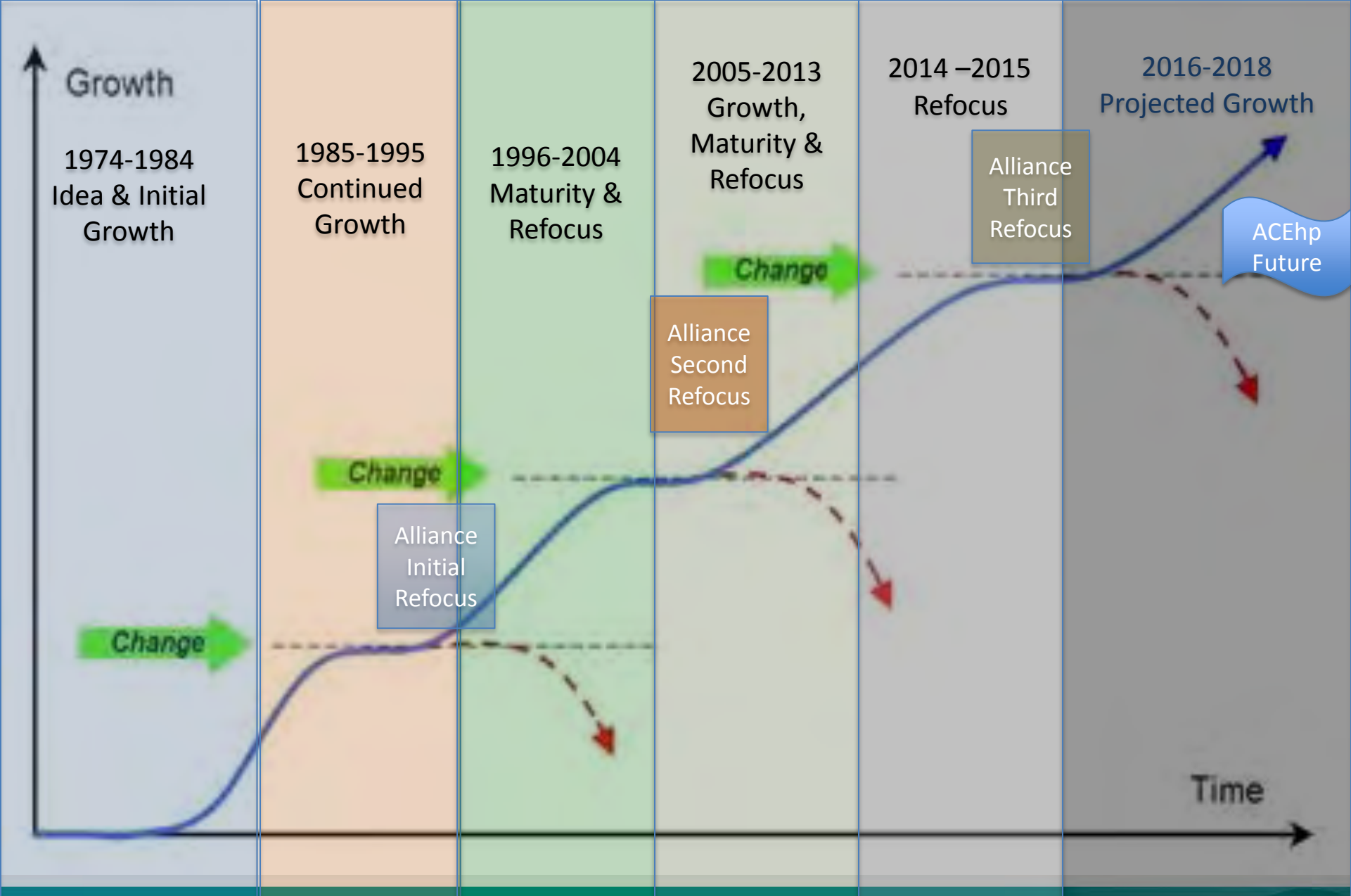


Collaborations & Partnerships



Measuring Progress & Success







## ACEhp Board



## ACEhp Members



Leadership & Mentorship  
Professional Competencies  
Communications & Annual Report  
Fundamental & Advanced Healthcare Educator  
Regional & National Resources  
Strategic Review & Planning



## Leadership and Organizational Development

ACEhp  
Board Structure,  
Operational Efficiencies,  
& Strategic Partnerships

Ed Dellert,  
Mike Copps and ACEhp Board

## Relationship Development

Membership Engagement Model &  
Presidential Member Commission

SaraAnn Whitbeck  
Jessica Romano, Staff  
Jennifer Kasowicz, Staff



Leaders & Members Facilitating Change

## Future State & Design

ACEhp Strategic Plan Review &  
Recommendations

Bob Addleton      SmithBucklin

## Core Maintenance & Transition Development

ACEhp Resources,  
Advocacy, Professional  
Competencies, & QIE

Christina Hoffman, Scott Weber,  
and Destry Sulkes  
Joanna Truitt, Staff  
Robb Rabito, Staff  
Jessica Eustice, Staff



Vision	Resources	1st Quarter 2015	2 <sup>nd</sup> Quarter 2015
<p>In 2015, we envision:</p> <ol style="list-style-type: none"> <li>1) Maintenance of operational controls;</li> <li>2) Enhance core educational resources;</li> <li>3) Align and build member relations &amp; strategic partnerships</li> <li>4) Advance our profession and competencies</li> <li>5) Assess our strategic plan and make recommendations for the next three years</li> </ol>	<ol style="list-style-type: none"> <li>1) SmithBucklin partnership and new Executive Director</li> <li>2) Critical controls and dashboard</li> <li>3) Prioritization of resources and budgeting processes</li> <li>4) Implementation of committees and support of Board</li> <li>5) Communication tools with members</li> <li>6) Leader assignments in present yet realistic view of future</li> </ol>	<ul style="list-style-type: none"> <li>- SmithBucklin implementation &amp; board development</li> <li>- New Executive Director</li> <li>- President' member focus &amp; organizational partnerships</li> <li>- Review strategic plan</li> </ul>	<ul style="list-style-type: none"> <li>- Foundation efforts</li> <li>- Membership model recommendations</li> <li>- Recommendations for professional ACEhp competencies (formerly "learning")</li> <li>-Strategic partnership meetings</li> </ul>
		<p style="text-align: center;">3<sup>rd</sup> Quarter 2015</p>	<p style="text-align: center;">4<sup>th</sup> Quarter 2015</p>
		<ul style="list-style-type: none"> <li>- "Fundamentals" (Basics &amp; Intermediate Content)</li> <li>- M.S.S. Meetings</li> <li>- Fall QI Meeting</li> <li>- Strategic plan review &amp; recommendations</li> <li>- 2016 budgeting &amp; prioritization</li> </ul>	<ul style="list-style-type: none"> <li>- Final preparations for 2016 Annual Meeting</li> <li>- 2016 Budget &amp; priorities finalized</li> <li>- 2016-2018 ACEHP Strategic Plan, membership model, professional competencies &amp; organizational partnerships</li> </ul>



I cannot say whether things will get better if we change; what I can say is they must change if they are to get better. -George C. Lichtenberg





***Call for motion to adjourn***

