

AHRMM Board Meeting Overview November 8-9, 2018

- Teresa Dail, AHRMM Chair, welcomed the AHRMM Board and staff to the final Board Meeting of 2018. She shared how she was elated in the outcome of AHRMM18 and thanked Dee Donatelli, 2019 AHRMM Chair-Elect, for joining the meeting.
- Allen Archer, AHRMM Board Member, read the American Hospital Association's (AHA) anti-trust statement.
- Bob Taylor, AHRMM Chair-Elect, shared that on project for the Board for 2019 will be to review AHRMM's Mission, Vision, and Strategy map along with the tactics supporting each core strategy. This will begin in February but asked that the Board begin to consider now the factors affecting AHRMM, its members, and the strategies and tactics required to support our member's needs related to changes within health care. It will be critical that AHRMM be focused on the right strategies to ensure the organization will be successful in the envisioned future. Mr. Taylor shared that there will be more information after the first of the year.
- Dr. Jimmy Chung, AHRMM Board Member and Clinical Integration (CI) Task Force Co-Chair, provided an overview of the task force's accomplishments and strategies and plans to proceed into 2019. Some accomplishments highlighted included the formal CI definition, the CI poster presented at AHRMM18 and various presentations throughout the year spotlighting CI. For 2019, the task force is looking at ways to enhance the CI track at AHRMM19 and encourage more physician leaders to attend the CQO Summit. With Dr. Chung serving as the Chair of the Annual Conference Education Committee in 2019, Dr. Mary Beth Lang, Clinical Integration Task Force Co-Chair, will become the CI Task Force Chair in 2019.
- Mike Schiller, AHRMM Senior Director, shared there are currently 86 participants engaged with the ISM/AHRMM Hospital Report on Business survey. An email has gone out from AHRMM which shared the intent of the survey and invited members to participate. Originally the goal was to have 150 participants; however, this has now been revised to 100.
- Mr. Schiller updated the Board regarding the four active workgroups within the Learning UDI Community: Multiple Device Identifier (MDI), Bar Code at Point of Care, Device Categorization, and High Risk Implants. Staff have been working closely with the Bar Code at Point of Care workgroup and assisting in analyzing the output of the 400 responses to the bar code survey. The MDI workgroup is close to finalizing the white paper they have been focusing on. Overall there is a lot of activity coming out of the community, now made up of 500+ members.

Mr. Schiller presented on the status of the Medical Device Innovation Consortium (MDIC) Product Quality Outcomes Analytic (PQOA) project team and how they submitted their second use case proposal to the National Evaluation System for Health Technology (NEST). It was selected and the project team will be working with one of the NEST data partners to complete the project intent proposal to be reviewed by the MDIC Steering Committee for formal approval and acceptance.

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- Dale Woodin, Vice President, Professional Membership Groups, shared a letter sent out earlier in the week to Secretary Ross highlighting the impact tariffs have on hospitals. Mr. Woodin then reviewed a recent illustration that encapsulates the structure with AHA when it comes to addressing emerging issues. He shared an example regarding clinical integration to highlight how the structure was recently used.

Mr. Woodin highlighted updates regarding the work of the Field Engagement Work Teams and dove deeper into their operations and goals. He revisited a question he asked the Board at the August meeting around “what does success look like?” He shared his appreciation for the feedback he received and after reviewing the information he synthesized the data into several key themes. These themes included: financial, redefining the “H”, C-suite engagement, data analytics, and collective strength. Mr. Woodin reviewed the success of, and AHA engagement for each.

Mr. Woodin concluded his update with a brief overview of the top challenges the AHA is hearing from members which includes government reimbursement, workforce issues, physician and clinician burnout, and commercial reimbursement.

- Kathy Ryan, AHRMM Director of Development, shared how AHRMM coordinated an in-person meeting for all the Cost, Quality and Outcomes (CQO) sponsors at AHRMM18 around clinical integration and CQO, which was positively received. There were two main takeaways following the meeting: the need to create clinical integration (CI) case studies, and to look into creating a CQO certificate program. There was a discussion regarding the efforts taking place to further engage the CQO sponsors and build content for the CI case studies. A follow up meeting is being scheduled for the end of November.

Mr. Schiller shared how the CQO report is now available to members, that the CQO Summit white paper is now being published and is on target to be released in late November/early December, and to feedback regarding the AHRMM18 CQO Summit. While the overall response to this year’s event was positive, there are areas to review to ensure the event is strategically focused and encourages high engagement from attendees. This feedback will be discussed with the CQO Strategy Group and incorporated into the CQO Summit at AHRMM19.

- There was a recommendation for AHRMM to withdraw its participation from the Medical Materials Coordinating Group. It was discussed how this decision falls within AHRMM’s exit principles, a component of the Board’s Envisioned Future and Strategic Principles. The Board supported that that AHRMM would no longer participate in the group.
- The Board recognized Board Members who are rolling off at the end of the year and presented awards for their dedication and efforts over the past several years.
- Ms. Sprindzunas provided a membership update, which included the results from the membership satisfaction survey. Notable results included 92% of respondents indicated they planned to continue/renew their AHRMM membership. When asked what motivated them to join AHRMM / renew their membership, many selected “Access to supply chain information from the healthcare field”, “CMRP Certification”, “Networking opportunities”, “Educational offerings”, and “Access to online resources.” Ms. Sprindzunas also reviewed the 2018 goals of 1% membership growth and 77% retention rate and discussed the declining membership trends, which several PMGs

are also experiencing. Ms. Sprindzunas advised the Board that staff are continuing to look at this and working on several strategies to increase membership.

- Ms. Dail provided updates regarding the recent activity with the PMG Executive Advisory Council (PEAC), which is made up of representatives from all 7 PMGs within the AHA. During the first conference call, Mr. Woodin framed up the conversation and shared the four strategic discussion points that are related to the PMGs. These included: Affordable health care, relief from regulatory burden, workforce, and emergency preparedness. During the second meeting, the PEAC began to look at workforce issues. A discussion took place as to how this plays into supply chain and the efforts AHRMM is taking to equip young professionals entering into the industry.
- Ms. Sprindzunas shared that the Field Engagement position was approved and AHRMM has identified a candidate who has accepted the position and will be joining the team at the end of November. Ms. Sprindzunas shared that the membership position is still currently being filled at 50% and that with the recent change in meeting centralization, AHRMM's Education Coordinator has been promoted to Education Specialist and will be overseeing the annual conference education.
- Ms. Sprindzunas highlighted the work around what other associations are doing around young professionals to gain a better understanding of their program, the feedback from the young professional survey and output from the focus groups from AHRMM18. Based on this feedback and data, AHRMM is creating a Young Professional Advisory Council Task Force to work on the creation of the Young Professional Advisory Council. Andrea Davis, AHRMM Board Member, will be the Task Force Board Liaison. She shared that there is a very aggressive schedule, the task force is targeting to have the Advisory Council framework established and set up by the end of February, and how everyone involved is very passionate and fully engaged.
- The AHRMM staff reviewed the executive summary and proposed goals for 2019. The board had no question regarding the goals.
- Ms. Sprindzunas highlighted the Executive Director report in the Board Book.
- Jo Santos, Director of AHA Certification Center, provided a brief recap on the activities that have taken place in 2018 which included: final step in the job analysis, multiple steps to finalize exam specifications, and a successful launch of the new CMRP exam at AHRMM18. He also discussed items to expect for 2019, which includes a testing vendor RFP and selection process and an online certification renewal process. The Certification Center is working collaboratively with the PMGs to improve communication and implement tools and technology to promote and elevate members experience with overall certifications.
- Ms. Sprindzunas noted AHRMM's financials in the Board book and shared how AHRMM is currently on target to hit its operating margin.
- A discussion ensued around AHRMM's mentoring program and the conversation tied back to the work AHRMM is doing to support and steward young professionals, and to revisit the concept of cross mentorship. This was brought up as an item to consider as AHRMM continues to work with young professionals.

- In closing, Ms. Dail passed around an excerpt from the 2018 February Board Meeting where she asked each person “What would a successful year on the Board look like?” She asked for the Board Members to reflect on their answer to determine if this was something that was achieved or if it something that will need to be achieved next year. She shared how it has been a privilege and honor to be on this Board and to work with so many other great leaders.
- Mr. Taylor shared his goals and initiatives for 2019 and the need to continue the conversation related to the Strategy Map work that will take place at the next Board meeting. Mr. Taylor challenged the Board to think boldly about what changes will need to be made and what we will need to do differently, even if extremely different from our past actions, to ensure the longevity and relevance of the association.