Board and Specialty Society Collaboration: Opportunities and Challenges

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Disclosures

• Neither presenter has any relevant relationship to disclose.
Learning Objectives

1. Through offered examples, help learners identify appropriate, mutually beneficial projects to work on together.
2. Discuss challenges in communication and identification of common goals given different missions, business models, and structures.
Introductions

Kevin Rode, PMP
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History of Our Collaboration

• Before
  • Uncertainty about best contacts
  • Assumptions about “That’s the way they do it…”
  • Rapid escalation of issues to senior leadership

• After
  • “Dyad” meetings with quarterly meetings
    • Annual in-person meetings
  • Better understanding of organizational missions and structure
  • Staff to staff contact when appropriate
Important Conversations

- Executive buy-in and support from both organizations
- Conversations must be ongoing; not just one and done
- Differing vantage points
  - Listen to each other
  - Talk through areas where you don’t align
- Knowledge sharing
  - Have a communication plan
  - Help the other organization understand upcoming changes
- Structure of each organization
  - Size of organizations and reporting structure
  - Key roles at each organization
  - Who needs to be in the room?
Examples of ABFM/AAFP Collaborative Projects

- Web service data sharing
- Joint approval for Performance Improvement certification/PI-CME credit
- Data-sharing and PRIME registry data agreements
- Live credit for KSA Working Groups
Web Service Data Sharing

• Web service—sharing specific diplomate/member data
  • Share ID information in order to easily match records
  • Facilitate reporting CME activity between organizations
  • Facilitate reporting certification activity completion between organizations
Joint Approval for Perf. Improvement Certification/PI-CME Credit

• ABFM approval process for Performance Improvement credit
  • What is the process?
• AAFP approval process for PI-CME credit
  • What is the process?
• Common process identified and streamlined
  • Single process for organizations to received certification credit and CME credit
  • Single process for physicians to report credit to both organizations
Data-sharing and PRIME Registry Data Agreements

• General data-sharing agreement
  • Supports the web service
  • Evolved to solve other organizational needs

• PRIME Registry Data
  • Sharing data from the PRIME Registry for AAFP members
  • Allows this data to identify learning needs and supports development of CME
Live Credit for KSA Working Groups

• What are KSAs and KSA Working Groups?
  • Why is live credit important?
  • What was the logistical issue?

• Addressed common feedback from diplomates/members
  • They needed live credit
  • It now meets numerous requirements with one activity
  • Easier for CME provider organizations
Opportunities

• Look for initiatives that are consistent with the goals and missions of each organization (a “win-win”)
• Look for projects that are a win-win for diplomates/members
• Look for ways to take advantage of different areas of specialty or subject matter expertise at the other organization
Challenges

• Right-level communication
  • Are “weeds” discussions happening at the executive level?
  • Are “vision” discussions happening at the staff level.

• Misunderstanding—make sure both are clear on details and ensure contracts are in place.

• Changing priorities—communication is so important!

• Understanding the role of the dyad team
  • Dyad team members are not the only people who can talk to each other.
  • Not everyone needs to be on it.
Other Examples of Board/Specialty Society Collaboration

• Other examples of ways that you have collaborated between Board & Specialty Society on a project together?

• Always looking for new ideas!
Questions?
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