BACKGROUND

The American Board of Medical Specialties (ABMS), a nationally recognized not-for-profit organization, serves the public and the medical profession by improving the quality of health care through setting professional and educational standards for medical specialty practice and certification in partnership with its 24 certifying Member Boards. ABMS establishes the standards for certification and each of the 24 Member Boards determines the certification requirements based upon the education, training, and assessments necessary for each Specialty.

With Member Boards’ ongoing commitment to increase relevance, reduce burden and improve their diplomates’ experience with continuing certification, there has been a rapid evolution of the Member Boards’ Certification Programs. In ABMS’ ongoing commitment to improve the transparency of Member Boards’ Certification Programs to internal and external stakeholders, the ABMS Academic Affairs team leads the way in tracking, aggregating and disseminating Member Boards’ programmatic, geographical and operational data in a way that is relevant and meaningful to the needs of its Member Boards, external stakeholders and other key constituents.

In their commitment to continuous quality improvement, the Academic Affairs team developed Partners for Progress, a concierge approach to Member Board relations with the goal of advancing individualized two-way learning and engagement opportunities between Academic Affairs team members and their 24 individual Member Boards.

GOALS

• Advance knowledge of programmatic and operational strategies for targeted Member Boards.
• Increase two-way personal communication and outreach strategies.
• Promote awareness of ABMS initiatives and services that can improve efficiencies and alignment across the Boards Community.
• Advance the readiness of the Academic Affairs team to respond to informational requests and reports on programmatic and operational elements of Member Boards’ Certification programs.

METHODS

• Collectively assigned 3-4 Member Boards to seven Academic Affairs team members to provide personal outreach, updates, and individual customer service to each of the 24 Member Boards.
• Scheduled quarterly Partners for Progress (PFP) outreach calls with each Member Board to share informational updates and solicit additional feedback from Member Boards.
• Collaboratively identified a common set of questions to discuss on each of the Partners for Progress (PFP) quarterly calls.
• Aligned Partners for Progress (PFP) calls with quarterly Certification Enhancements Report review cycle.
• Encouraged additional engagement opportunities to meet the individual needs and identify new opportunities to meet the needs of Member Boards.
• Established a tracking system to collect and aggregate data, feedback, and individual requests from each of the Partners for Progress quarterly calls.
• Published quarterly updates to the Continuing Certification Enhancements Reports.

WHAT WE HAVE HEARD FROM MEMBER BOARDS

“With all the ABMS initiatives that Boards have to keep track of, it’s helpful to have a single ‘go-to person’ to improve communications across both organizations.” — ABMGG

“Increase the value that ABMS offers its Member Boards by developing a data warehouse of programmatic information that Boards can access and query to meet their reporting and decision-making needs.” — ABPMS

“We wish the multitude of ABMS initiatives in play it’s challenging to keep up to date with everything ABMS. It’s nice to have the opportunity to ask individual ‘one-off questions’ to feel more informed and up to date.” — ABMGG

“It would be helpful to have a roster of the Academic Affairs team members and their roles and responsibility as a resource for Member Boards.” — ABEM

“Thank you for all of the additional information. I will absolutely check out the past PBA webinar recordings and plan to join the next one.” — ABS

MOVING FORWARD IN PARTNERSHIP WITH MEMBER BOARDS

COMMITED TO MEETING THE ONGOING NEEDS OF MEMBER BOARDS –

• Academic Affairs Team Overview posted to the Member Portal
• Resumed the structure of MOCNet to reduce ABMS information sharing and increase Member Boards’ information sharing
• Exploring the opportunity for ABMS to offer its Member Boards a data warehouse of programmatic information as a shared service
• ABMS Conference 2018 presents several opportunities to network with other boards’ staff and to learn from one other

ABMS ORGANIZATION INITIATIVES AND SERVICES:
VALUE PROPOSITION TO MEMBER BOARDS

POSITIVE FEEDBACK

Network calls
Valuable & relevant information; good structure; learn from other boards; the best is great!

Communicate
Big picture; Member Board announcements

CertLink Collaborations

CertStats Book
Useful resource for information; very valuable asset

Appreciative of ABMS’ work on behalf of Member Boards

Concierge Model
Service orientation; good resource for information

Surveys
Board comparisons

Information and Resources Needed

ABMS Academic Affairs overview and contact list
ABMS Academic Affairs; materials and committee related board materials and enhancements reports on Member Portal
ABMS Academic Affairs overview and contact list
Including list of areas for which they can contact Academic Affairs

Information about Member Boards Programs; JC survey data; ways to collaborate and learn; who to contact
ABMS retired status policy and ABM

Aggregate reporting
Surveys
High-level updates

High-level updates
ABMS and in the Boards Community

AcaDemic Affairs services and Resources:
Value Proposition to Member Boards

Opportunities for Improvement

Unfamiliar with Academic Affairs
Committee and survey-related deadlines

Improved opportunities to network with other boards’ staff and to hear what they are doing
One centralized person to whom we send requests

Make information more readily available in a timely fashion
MOCNet calls sometimes rushed and with too much information