



## MINUTES

*All people present at this meeting have signed an IEPC Non Disclosure Agreement (NDA).  
All content and discussion in this meeting is held to confidentiality in NDA.*

PRESENT: Brett Wiley, Mike Gertz, Steve Sornsin, Brian Potts, Chad Clark, Ian Kramer, Steve Shea, Paul Kivela, Andy Nothmann, Roneet Lev, Peter Anderson, Russ Kino, David Henry, Frank Pratt, Curtice Wong, Cary Mells

PROXY VOTE: Angelique Campen, Steve Jones

1. Meeting called to order 12:30
2. Introductions were made.
3. IEPC Update. Roneet Lev presented PowerPoint in review of 1-year anniversary of IEPC. We can place this on website if there is an interest.
4. WEBSITE discussion
  - a. Job Posting. It was encouraged for IEPC groups to post full or part time positions on the website. Ideally at least half our groups will list positions.
  - b. It was suggested that the website have appropriate megatags for better search finding.
  - c. We discussed having Brett screen job applications before they come to physicians. There have been cases of fake CV's sent by recruiters. For now we will keep the current system, and if job requests become overwhelming we can consider that idea.
  - d. A marketing idea that was emphasized was the small turn over and physician satisfaction of the small groups. It was stated that nationwide physician turnover is 8%.
5. ED Benchmarking

As part of IEPC membership, each group will be part of ED Benchmarking for 2013. This is the most robust ED benchmarking data available in the country and we will use it as part of our annual report. Each group will be asked to complete the data required for participation.

## 6. STATE OF EDs in California

- a. Brett has been working on tracking a list of every ED in California and which hospitals are large groups versus independent. The data we have seen in the past is incomplete and will need more work before accurate.
- b. Brett presented data and discussion on malpractice coverage.

## 7. IEPC Challenges, Opportunities and Potential Strategies

Dr. Paul Kivela gave presentation. He encouraged ACEP participation on various levels. Contribution to EM Action Fund was encouraged.

## 8. IEPC 2012 Survey Results

- a. Brett presented a PowerPoint collating our survey results. This includes 100% of IEPC 21 groups. This will be placed on the secure part of our web site.
- b. It was noted that IEPC sees over 1 million patients per year representing 10% of California ED volume. We will double check that data.
- c. There was interesting discussion on various points of the data.

## 9. Best Method of Securing Contract

Discussion Held. TGI - Total Global Involvement. Have all members join ACEP. Donate to EM Action Fund. Involvement in EMS. Involvement in Hospital committees, etc.

## 10. Site Survey and Annual Report

The outline of a proposed site survey was reviewed and in general seemed acceptable. There was discussion on whether it was wise to have unknown people do a site survey of a facility and perhaps have a negative impact in making suggestions to administration. It was also suggested that the on sight survey was an opportunity for group to have an outside group "IEPC" present best practices and a wish list from the group and showcase those items. The items in the site survey will be used in the annual report. It was left that all groups will be encouraged to complete the survey. Those groups who are interested in doing an in person survey can elect to do so. Roneet volunteered to be the first surveyor.

## 11. Cost Cutting Choices Campaign

- a. A nice list was presenting of cost cutting measure. It was suggested to place this on the website for general use and encouragement.
- b. There was discussion on using CPT codes level 4 and 5 instead of % admission for measuring acuity.

- c. There was discussion of measuring % admission and % total CT scans per provider and making sure that group is within the standard deviation.

12. Marketing Plan for 2013

It has been prepaid with 2012 funds. This includes brochure, annual report, newsletter, branding and advertisement.

13. Financial Report. Brett presented Financial Report and Forecast.

14. Elections. There was approval of slate of IEPC board.

President - Roneet Lev; VP- Steve Sornsin; VP- Russ Kino; Secretary - Mike Gertz, Treasurer - Cary Mells.

15. 2013 Committees. We will solicit more member involvement.

Data and Best Practices: Ian Kramer and Steve Shea

Site Survey and Annual Report: Roneet Lev

Marketing and Web Site: Ram Duriseti, Val Norton and Curtice Wong

Billing Best Practices: Steve Sornsin, Chad Clark, Cary Mells and Angelique Campen

16. Next conference call: February 25, 2013, 9:00 am.

Respectfully submitted,

Roneet Lev

Please advise any corrections