

IEPC Conference Call
June 23, 2014
9:00 AM

MINUTES



All individuals 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: Roneet Lev, Brett Wiley, Ian Kramer, Andrew Fenton, Mike Gertz, Marc Kobernick, Steve Sornsin

- I. Meeting was called to order at 9:05am and introductions were made.
- II. Minutes of June meeting in Long Beach were sent electronically and accepted by consensus.
- III. Membership
 - A. Current membership: 24 groups, 33 hospitals
 - B. New members / potential members: Brett and Roneet will follow up with calls for new members.
 - C. Our newest member to sign is South Coast EMG.
 - D. Recruitment incentives: we are still offering 1 month free membership for each recruited member.
 - E. Recruitment dinner: we had 4 groups attend recruitment dinner. All showed interest and one already signed NDA.
 - F. IEPC Booth feedback: more residents approach the IEPC booth this year, Attorney Andy Selesnick noted that IEPC had a strong presence at the conference; we received great feedback from the meeting, the dinner and the booth.
- IV. Financial & Administrative Update
 - A. Financial update: we will be increasing our marketing budget.
- V. Board Meeting Review
 - A. Feedback was solicited.
- VI. Web Site
 - A. Testimonials and pictures will be added.
 - B. We will update new members / name changes / contacts.
 - C. In the News: section will be updated.

- D. Logo for business card / stationary: We encourage you to add the IEPC logo to your business card and stationary. We will add this to the Resource page of the Member's Only section.
- E. We will find out about a Twitter and Facebook link.

VII. Marketing

- A. We are working on a new color ad for California ACEP Lifeline. We currently have a quarter page black and white ad.
- B. CHA, California Hospital Association, does not have its own magazine. They do have educational courses that we can exhibit in. The next one is the Disaster Conference in September.
- C. Newsletter: this will be coming out soon.
- D. Safe Prescribing/CURES Accounts: If any of your doctors need to fix a broken CURES account, you can call Kewana Murray at (916) 227-1357. You can also email Roneet.
- E. Resident T-shirts: We are working on sending T-shirts to all California residents as a direct marketing campaign. The T-shirts will be black with ER/DR (like AC/DC) on the front and IEPC on the back. Andrew Fenton and Roneet will work on reaching out to each residency. Let us know if you have a contract with the residents and we can work out a way for you to deliver the T-shirts.

VIII. Surveys

- A. We have a draft 2014 IEPC Survey with corrections based on feedback. We will review it next month and send it out September 1.
- B. EDDBA: 12 groups submitted data. IEPC pays for EDDBA membership for all our groups. You are strongly encouraged to submit your data. We thank the following groups who have submitted their 2013 data:
 - 1. Antelope Valley Emergency Medicine Associates
 - 2. Berkeley EMG
 - 3. Burbank EMG
 - 4. Fountain Valley Emergency Physicians
 - 5. Grossmont EMG
 - 6. Intercommunity EMG
 - 7. Los Robles Emergency Physicians Medical Group
 - 8. Mills Peninsula Emergency Medical Assoc., Inc.
 - 9. Napa Valley EMG
 - 10. Northridge EMG

11. Pacific Emergency Physicians

12. Tri-City EMG

- C. Annual Report: More groups are inspired to produce an annual report. You need 3 things to get started.
 - 1. Your EDBA data
 - 2. A short bio +/- picture of your doctors.
 - 3. Whatever PowerPoint or information you present for your annual QI meeting.

- IX. Billing Audit Tool
 - A. Brett met with a few billing companies including Intermedix at California ACEP meeting.

- X. Open Discussion
 - A. Ian reported that there is increasing new media and public pressure on the Department of Managed Health Care and LA Care to provide the medical coverage that they advertise to provide.
 - B. Mid Level Provider Pay: some discussion was held around this subject.

- XI. Next Meeting
 - A. Conference call: July 28, 2014 at 9am
 - B. In person meeting: January 12 or 13, Monday or Tuesday, Orange County

Respectfully submitted,
Roneet Lev, MD