

IEPC Meeting
June 25, 2013
12:00 - 4:30
Orange County Medical Association



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, Roneet Lev, Russ Kino, Steve Jones, John Lynn, Peter Anderson, Chad Clark, Ian Kramer, Steve Sornsinn, Brian Potts, Eric Lovell, Steve Shea, Cary Mells

1. Meeting called to order at 12:00
2. Minutes from the May conference call were sent electronically and approved by consensus. They are posted on the IEPC website.
3. Financial Report
 - a. Brett reviewed spreadsheet. IEPC is operating very leanly.
 - b. Roneet was able to have all CAL ACEP booth expenses (banner, pens, registration) included in prepaid Marketing budget; therefore, there is no listed extra expense for this event.
4. CAL ACEP Event Update
 - a. This was a very worthwhile event. IEPC had a booth and gave out pens as part of the registration (included in welcome bag). We were able to speak to a few leads to recruit additional EDs as well as speak to each of the billing companies regarding our billing audit tool. Among CAL ACEP Leadership IEPC is known as a "large" group similar to CEP, Team Health, EMA, etc. We have 3 IEPC members on the CAL ACEP board (Andrew Fenton, Larry Stock, Valerie Norton).
 - b. IEPC was visible as sponsoring the CAL ACEP annual assembly in similar fashion to CEP, Team Health. The only larger sponsor that stood alone was Antelope Valley Emergency Physicians (also IEPC member).
 - c. Ideas for next year:
 - i. Auction off wine
 - ii. Bag instead of pens (if possible)
5. ED Benchmarking
 - a. A reminder to turn in your 2012 data.
6. IEPC Forum
 - a. The forum is live and active. We just need to learn how to use it.
 - i. ACTION: Brett will start link with Billing Data Tool for discussion

7. IEPC Employment Advertisement
 - a. ACTION: Reminder that we can advertise on IEPC website
 - b. CAL ACEP does not have a job advertisement section on the web, but they do have advertisements in the Lifeline. IEPC has paid 1/4 page advertisement for job in the magazine until January 2014.
 - c. ACTION: Need to inquire about CAPA and SEMPA advertisement for PAs.
 - d. ACTION: Inquire with JUMP and Marketing about increased search engine visibility

8. Increase IEPC Membership/ Visibility
 - a. ACTION: Each current IEPC member is asked to recruit emergency groups in their geographic area. Each group will obtain ONE free MONTH dues per recruit.
 - b. ACTION: Brett will follow up with a few groups that we met at CAL ACEP
 - c. ACTION: Roneet will put together a newsletter that will go out to IEPC as well as a marketing tool
 - d. IDEA: Use IEPC logo in your presentations. Roneet did a presentation to California Hospital Association and mentioned IEPC and Northridge Emergency Department when Dignity Health executive gave presentation.
 - e. Advertisement. Our advertisement focus should remain with CAL ACEP. The next advertisement focus should be with CHA (California Hospital Association).

9. Annual Report
 - a. IEPC had prepaid for each group to have a nice Annual Report. There is much work in collecting the data for this report and therefore each group is requested to start collecting this data.
 - b. ACTION: Brett will send out data collection tool for Annual Report and have everyone start working on this.
 - c. We once again discussed doing in person surveys in order to complete these reports, but this idea is still on hold.

10. Billing Committee Report
 - a. Brett Reviewed the Billing Audit Tool. The more expanded version of the tool was preferable.
 - b. ACTION: Letter to be signed by each group authorizing sending data to IEPC. This will include data from January 2012 to current and on a monthly basis.
 - c. ACTION: Only groups that submit data will be able to see the tool
 - d. ACTION: Brett will call our attorney, Phillip Goldberg, to find out the status of the Supreme Court decision that allows Cooperative Bargaining.

This will allow us to share our billing rates and have a contractor matrix as part of our billing tool.

11. Video Conference Call

- a. ACTION: Brett will do a 30-day free trial with GoToMeeting.com to see if this is worthwhile.
- b. We discussed video conferencing with Northern and Southern California.

12. Executive Leadership

- a. Dr. Drew Lawson from Mission Hospital (non-member) gave a presentation of Executive Leadership. This was well received. He has a newsletter if anyone is interested.

13. Discussion:

- a. Opportunities for Emergency Medicine with Obama Care
 - i. Emergency Medicine can lead the effort in preventing readmissions. Various methods were discussed.
 - ii. EM can collaborate with hospitalists.
 - iii. EM can send their own PA/NP to do discharge home visits to prevent readmissions.
 - iv. Service Line Analysis is used to minimize variations. The ED can be the leader in this charge.
- b. Provider in Triage
 - i. Steve Shea has an article if this is of interest.
 - ii. About half (??) of the IEPC groups in the room are using this model in some form
- c. TPA in stroke
 - i. There are a couple robot models that provide telemedicine type neurology services for acute stroke or even other neurological consults.
- d. Inpatient verses Observation
 - i. Discussion held
- e. Disaster Training and Preparedness
 - i. Dr. Eric Lovell at Encinitas gave presentation and has a robust program that includes his military experience.
- f. Psychiatric Emergencies
 - i. Discussion held on this subject.

Respectfully submitted,

Roneet Lev

Please advise any corrections