

IEPC Conference Call
July 28, 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, Tom Lee, Andrew Fenton, Peter Anderson, Paul Kivela, Betsy Patterson, Curtice Wong

- I. Meeting was called to order at 9:00am and introductions were made.
- II. Minutes of June conference call were sent electronically and accepted by consensus.
- III. Membership
 - A. New groups were welcomed on the IEPC Forum page as well as on Twitter. Please welcome Betsy Patterson at Ojai Valley and David Strumpf at Cottage Hospital in Santa Barbara.
 - B. IEPC lost Richard Buys at Apexx. His contract at St. Joseph's Medical Center went to Team Health. He was involved with that transition. His contract at San Joaquin General went to CEP and the administration would not allow him to give any input.
 - C. We need to continue to reach out to new members. Roneet and Brett will make phone calls and follow up on any of your leads.
- IV. Financial Update
 - A. Brett provided report. We have about \$12-15,000 for year-end. We will spend this on marketing. We upgraded to a color advertisement in California ACEP Lifeline. We will be making upgrades to the website and marketing directly to ED residents.
- V. IEPC 2013 Survey Monkey
 - A. There was discussion about the billing questions for the 2013 survey. It was decided to include some select billing questions although some of the questions may overlap with the contract matrix and the billing audit tool. The questions will include contract matrix questions as well as specific billing questions. Paul Kivela will help draft the select questions. We will publish a draft and send to the group for comment before finalizing the survey.

VI. Billing Audit Tool

- A. Brett has been working on this tool, but has not had any companies submit data. He will be contacting individual physicians to conference call with billing companies to start submitting data.

VII. Payer Matrix

- A. We have collected 6 group's payer matrix. This is insufficient data to share legally in a blinded fashion. We need to recruit additional participants so we can make use of this tool.

VIII. Marketing

- A. APPROVE: Change web design company with significant savings. Roneet researched prices on 3 different companies and discussed with current provider possibility of lowering their price to be competitive. After this analysis, it was decided to change to Hostetler, the same company that does the California ACEP site.
- B. We will be making upgrades to the website. This will include Twitter and Facebook links, Testimonial Page, Interactive Map, and Google Analytics.
- C. Newsletter went out last month. Minimal comments were received. This went out to a wide distribution.
- D. Thanks to Andrew Fenton's suggestions and assistance, we will be sending out T-shirts with ER/DC and IEPC logo to all 450+ ED residents in California. It is quite a project to get T-shirts sizes for all, so this is still ongoing. We also need ACEP approval to use the logo, and this is in process.
- E. Annual Report: several groups are still working on this project.
- F. Advertisement: We looked into other forms of advertisement, including CHA sponsored courses. After researching, these conferences are not attended by CEO that we are targeting. We also looked at Modern Healthcare, but this was expensive and not exactly our target group. Roneet wrote a couple articles to publish in magazine. This was rejected by Modern Healthcare and Governing. We are still waiting to hear from AAEM, ED Monthly, and ACEP News.

IX. Open Discussion

- A. Pete Anderson noted that the Tenet proposal to outsource all 11 hospitals 30 service line to one company is on hold. The 3 bidders are Team Health, EmCare, and Apollo MD. There will be a decision at the end of August. We are hoping that Pete gets to keep his contract.

X. Next Meeting

- A. Conference Call: Monday, August 25, 2014 – 9:00am
- B. Executive Meeting: Monday, January 12, 2015 – Orange County Medical Association

Respectfully submitted,

Roneet Lev, MD

Please advise any corrections