

**Fall 2018 APPD Business Meeting  
September 15, 2018**

Meeting was called to order by Rich Sobieray

**Work with SPM on Re-Naming and Expanding Membership:** Dayle Benson, Don Brun and Jeff Wasserman turned to SPM, a firm that works with many academic medical centers on branding and worked with Dan Miers. He'll lead discussion.

- Update: There was unanimous agreement that APPD will be renamed the Academic Medical Group Leadership Roundtable
- Next steps will be carried out by Dayle, Don and Jeff:
  - They will get a proposal from Dan Miers to continue his work. Once a price is negotiated it will be send to APPD Officers for approval.
  - To be developed/implemented: a personal letter and collateral (will include list of organizations that belong to APPD); e-/mail phone contact
  - Specific discussion around the importance of a unique web page, i.e., an APPD landing page;
- To be decided:
  - What should APPAD be called? A recommendation will be brought to Spring Meeting.
    - Replace with the 3 current groups with forums: ambulatory operations, managed care, access, revenue cycle
  - They'll check by-laws to make sure this is in sync with them (Ivy will forward a copy to Don)
- To discuss at next meeting: If you're a member, how will you link other people to the Roundtable?
- To date, about \$21000 has been spent on this project.

**Treasurer's Report**—Plenty of money. Still OK with dues at \$2000. Cash going down \$30,000 annually. Rebranding and renaming is being done to increase membership. If they can pick up 15 members will help with long-term financial sustainability.

Need to update board members on certificate that needs to be paid annually.

**Credentials committee (Paul Hudson)**--Busy time. Scott Hofferber (now at Banner) may come back. Brad Haws' replacement has sent in materials.

Hopkins, UNM, Stanford, U of Washington, UNC (Jeff will reach out to see if he can get Matt to come).

**Volunteers for Key West agenda:** Rich will look into deep sea fishing and a scuba diving/snorkling event as potential activities. Don, Vic and Carlos will plan. Suggested topics:

APPs—Paul Newman

Panel Size

Funds flow

How compensation is changing for physicians

How are people structuring for VBD and pop health—what's practice plan role vs hospital CMO

For funds flow and comp—do as roundtable discussion with someone leading; don't use a consultant

What are people doing on access? Tactics being used: paying docs to see more people, are you centralizing at practice or entity level; what dashboards, metrics; how to get doctors into community to build programs (strategies around this)

Spring Roundtable in Key West (May 3-5) and the Fall Roundtable in Laguna, Niguel (September 13-15).

**APPAD:** Ivy noted that only 33 people have registered for the Fall meeting thus far. APPD asked that they be notified of APPAD meetings to encourage attendance by their staff.

Darrell Griffith was elected Treasurer by acclamation.

Jane Schumaker announced that she will be retiring. This is her last APPD meeting.