

The value of membership

Value. Lately everyone is insisting on it, from value-based healthcare to value-added mobile data family plans. With so many options available to us, we're right to insist on value, including in our professional association memberships.

The American Academy of Otolaryngology—Head and Neck Surgery provides value for our Members through professional and public education, research, and health policy and legislative advocacy. As a membership organization, the Academy exists solely for the benefit of our Members and advancement of the specialty—that is, we exist *for you*.

Last month's print issue of the *Bulletin* included a brochure featuring the 2016 membership theme, "Value 4U: You care for patients. We care for YOU." We all feel the uncertainty in today's healthcare environment, and there is enormous value in being part of a unified association that speaks with a clear, loud voice on behalf of individual Members. With strong leadership, a solid strategic plan, and organized action, AAO-HNS is working for your success.

As Executive Vice President and CEO **James C. Denny III, MD**, wrote in his December/January column, "There are a lot of unknowns across the spectrum of physician activities including quality measurement, reimbursement, continuing education and certification, and the overall configuration of the healthcare delivery system. The Academy has been very proactive in preparing for these potential changes and providing our Members the means to offer the best

Value **4U**
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patient care in the future." From the development of RegentSM, our clinical data registry, to pursuing opportunities for our Members to participate in Alternative Payment Models, the Academy and Foundation are working on your behalf so you can focus on what you do best—providing the best patient care.

The value of membership extends far beyond efforts to provide clarity in these uncertain times. As a Member, you have access to exclusive programs and resources designed just *for you*. Whether you practice general or subspecialty otolaryngology, and regardless of your practice setting, there are Academy resources just *for you*. Most Member benefits fall into one of four categories.



Take an active role in leadership and philanthropic activities that benefit the specialty. Collaborate with other Members who share

your commitment to making significant contributions that advance our mission. From participating in a one-time activity to serving in an elected position, there are many opportunities to make a difference.

■ Did you know? More than 1,000 Members are involved in Academy and Foundation committees, sections, and other select groups.

■ Did you know? The vast majority of committee meetings at the Annual Meeting are open to all Academy Members. Stop in and see what's going on!



The AAO-HNS Foundation is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing education for physicians.

Increase your knowledge of current research and advances in medical practice, and gain

greater competence in performing diagnostic and treatment measures to provide quality care.

- Did you know? Members can earn more than 700 CME credits each year through more than 200 different education activities offered by the Foundation.

PRACTICE MANAGEMENT RESOURCES

Take advantage of our resources to help you maintain an effective and efficient practice even while healthcare management continues to evolve. Our practical information and tools will help you provide quality care, make informed diagnoses and treatment decisions, and successfully navigate reimbursement issues.

- Did you know? Practice management resources include:

- funding to support research (Core Grants),
- clinical practice guidelines,
- CPT for ENTs,
- clinical indicators,
- position statements,
- clinical consensus statements,
- template appeal letters, and
- advocacy statements.

INFORMATION EXCHANGE

Staying up-to-date is crucial in today's ever-changing healthcare landscape. Our publications and communication resources keep you in-the-know about the latest developments and offer opportunities to discuss important topics with your colleagues.

- Did you know? Our online Member portal, ENTConnect, provides opportunities to connect and collaborate with your peers and

engage in thought-provoking and private conversations.

- Did you know? You can access the entire *Bulletin* and *Otolaryngology–Head and Neck Surgery* journal, and listen to podcasts of selected journal articles, on your tablet or smartphone.



As you browse online at entnet.org and view our publications throughout the year, you'll notice the Value 4U icon indicating exclusive Member

benefits that provide exceptional value. Let these serve as a reminder of the great choice you made when you joined the world's largest organization representing specialists who treat the ear, nose, throat, and related structures of the head and neck. ■

Have a question?
Can't find an answer?

JOIN THE CONVERSATION

ENGAGE
with your Academy and maximize your membership

NETWORK
with your ENT peers and share knowledge

TRANSFORM
the way you practice by staying up to date with what's new

ENTCONNECT
ENGAGE NETWORK TRANSFORM

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