

## AANA 1996-2000



### 1996 – Joe W. Tippett, MD

At the Annual Meeting Joe W. Tippett, MD assumed the presidency. During the meeting, which was in Washington, DC groups of members, visited Congress to express their concerns on a number of socioeconomic issues affecting the Association. Because of the success of the Orthopaedic Learning Center expansion was requested. Disclaimers were developed and approved for all educational activities. The OLC board of Directors required both AANA and AAOS to pay rent for usage. A workshop to develop a strategic plan was approved. Clinical algorithms were developed for the Knee and the Shoulder. A website was approved for promoting AANA, distribution of “Pearls” and the Newsletter.



### 1997 – John F. Meyers, MD

John F. Meyers, MD took over as President at the Annual Meeting. Plans were drawn to expand the OLC, adding a multimedia study room and an auditorium. These additions were to be built in the Academy building and funded by the AAOS. AANA would pay rent if they used these facilities. ACCME accreditation for AANA was again approved for four years, allowing AANA to give continuing education credits for educational activities. A new mission statement was approved. An additional fund drive was considered to provide an endowment for the OLC. A consultant recommended that this fund drive not be undertaken. The Academy is embarking on a project with the Hyatt Hotel chain to build a hotel adjacent to their building to house participants in educational meeting held at the Academy building.

Arthroscopy Journal profits of \$434,000 were transferred to AANA in 1996. In that year AANA joined the Practice Expense Coalition of Specialty Societies. AANA had the largest attendance at Specialty Day at the Annual Meeting of the AAOS. AANA was asked to select faculty for a German arthroscopy course in Stuttgart. The Academy requested AANA to participate in course evaluation at their Annual Meeting. The *Journal of Arthroscopy* is planning an international expansion program. A scholarship program was started for the OLC. A *Manual for Correct Coding in Arthroscopy and Related Surgery* spearheaded by the Committee on Health Policy and Practice and Chairman William R. Beach, MD was approved.



### 1998 – Leslie S. Matthews, MD

Leslie S. Matthews, MD assumed the presidency at the annual meeting. The agreement between AANA and AAOS on the OLC was updated. Each owner will pay rent on a daily basis and agree to a minimal number of courses. Deficits or profits will be split 50/50. OLC will pay legal and accounting fees. AANA will donate instruments and video equipment. An attempt will be made to establish a discount policy for AANA with the Hyatt Hotel. The expansion is to be administered by both organizations.

AANA increased their liability insurance because of the increasing litigious society. AANA also applied for a seat on the AMA House of Delegates. The Journal turned over \$500,000 to AANA. Subscriptions had increased to 5480 due to the international increase and there had been an increase in advertising revenues.

It was decided to develop a fund-raising campaign. An arthroscopy historical exhibit was erected outside the OLC. An effort was made to explore offshore asset protection, which came to naught.



#### **1999 – James P. Tasto, MD**

James P. Tasto, MD assumed the presidency in Vancouver. Jerome E. Jennings, MD was appointed Chairman of the Journal Board of Trustees. A “Planned Giving Program” with the purpose of funding an endowment for the OLC was established under the direction of Walter R. Shelton, MD.

It included auctions and tournaments at meetings, operated and funded by industry. AANA entered into a partnership with AAOS to develop a virtual-reality teaching instrument. The Journal appointed an international associate editor. Dues were increased by \$75. Ed Goss was appointed Executive Director. John B. McGinty’s title was changed to Executive Vice President.



#### **2000 – James C. Esch, MD**

The year 2000 started with a long range planning session at La Costa Resort, LaCosta, CA arranged by James P. Tasto, MD President of AANA. The meeting was held in January. As participants arrived for the meeting, they were confronted with the sad news of the sudden death of Richard Caspari, MD. Richard was a former President of AANA from 1990-1991. He collapsed and died on a ski slope while vacationing with his wife Judy.

Mr. Tom Nelson was engaged to lead the Executive Committee and staff of AANA in a long range planning meeting. The point of the meeting was to hold a variety of focus groups and develop a priority list for AANA. This priority list was done to give the leadership of AANA direction as to where AANA was headed in this new century. The top four priorities included:

1. Create a business plan which focuses on the delivery of educational content utilizing the latest technological advances and the ability to leverage resources via a variety of partners and finances.
2. Create a plan, which specifically defines a member and determines the direction of AANA regarding membership numbers, marketing plans, priorities in recruitment (with special emphasis on the young orthopaedic surgeon) and changes in the membership process (with special attention to other orthopaedic specialty interests).
3. Define and refine the benefits of membership and determine an effective method of communicating these enhanced benefits to the membership utilizing but not limited to new technology, and the profiling of member interests.

4. Develop an operational plan, which creates significant alliances with other organizations with similar concerns on a broad range of orthopaedic and patient concerns, i.e. a council on endoscopy or arthroscopy.

The 2000 AANA Annual Meeting was convened at the Fontainebleau Hotel in Miami Beach, FL. Dr. Tasto chaired this meeting. James C. Esch, MD assumed the Presidency at the conclusion of the meeting. Dr. McGinty attended this meeting as his last in the position of Executive Vice President of AANA.

The Arthroscopy journal exceeded budgetary expectations in 1999. A decision was made to increase the number of journal issues to nine (9) per year in 2001. The Journal traveling fellowship was discontinued. A journal supplement containing selected Instructional Courses was approved for 2002. A meeting between the members of the JBOT and the publishers was held in the fall of 2000. This was helpful to all as the JBOT members became familiarized with the hands on people who create our journal.

It became increasingly clear that international activities of the journal were increasing. Gregory C. Fanelli, MD reported that the 1999 Fall Course had a registration of over 400 and was an economic success. He further reported that over 60% of papers presented at this current meeting would be presented by way of computer. AANA Specialty Day at the 2000 AAOS meeting drew 1,276 registrants.

A plan to improve payments on three to five CPT codes was outlined by Mr. Romansky. The estimated budget to carry this out amounted to \$100,000.00. A motion to proceed with this action was tabled.

The AANA BOD made a decision to engage a fund raising consultant to lead AANA on a fund raising campaign. By a show of hands, ten members of the board pledged a commitment to the fundraiser. A Caspari Memorial lecturer was approved for the next Annual Meeting in 2001. The Research Committee was authorized a budget of \$20,000.00 to award a grant to explore the development of an arthroscopic surgery simulator.

J. Whit Ewing, MD assumed the role of Executive Vice President of AANA on July 1, 2000. There was another ACCME on site review in October of 2000. This went well and AANA received four more years of accreditation.

AANA staff prepared a CD-ROM containing minutes from every meeting held by leadership since the founding of the organization. Mr. Goss presented the BOD with copies of the CD-ROM. Fourteen AANA courses were scheduled for the OLC in 2001. Lanny L. Johnson, MD was selected to present the 2001 Caspari Memorial lecture at the Annual meeting. Members of the AANA BOD gave written pledges of \$136,000.00 to the upcoming Fund raising campaign.

The task force on health policy formed by James C. Esch, MD gave an in depth report that agreed with the assumption that a full time attorney relationship hired to deal with health policy issues in Washington was beyond the scope and mission of AANA. The task force led by Leslie S. Matthews, MD also concluded that AANA should work in conjunction with AAOS on issues of this magnitude. A decision was made to discontinue the relationship with Michael Romansky and the law firm of McDermott, Will, and Emery.

The task force on educational delivery systems was created by Dr. Esch and chaired by Stephen S. Burkhart, MD. The task force reported that there seemed to be a desire on the part of much of the membership to be able to access educational materials by way of computer. These conclusions were arrived at by way of a member survey. The task force digitally reproduced the lecture series and five focus demonstrations from the 2000 Fall Course. These materials were made available on the AANA website. Additionally, the collected material were placed on a CD-ROM and made available. The overall effect was that it appeared as though users were not quite ready to step into the digital world for their information. AANA did learn much from this experience and became better prepared for the time when digital education programming is standard.

Dr. Esch also formed a Task Force on Membership chaired by M. Mike Malek, MD. The task force made many suggestions that promised to streamline the application process and increase membership. The listed task forces all accomplished their missions and were discontinued with thanks from a grateful BOD and President. The amount of funds available from the research Committee for grants was increased from \$50,000.00 to \$75,000.00 each year beginning in 2001.