



# Your Academy 2023

**Kevin J. Bozic, MD, MBA, FAAOS**  
**President, AAOS**





**OAOS President**  
Dr. Tamara Simpson, MD, FAAOS

# Board of Councilors - Representatives



**Andrea Herzka, MD, FAAOS**

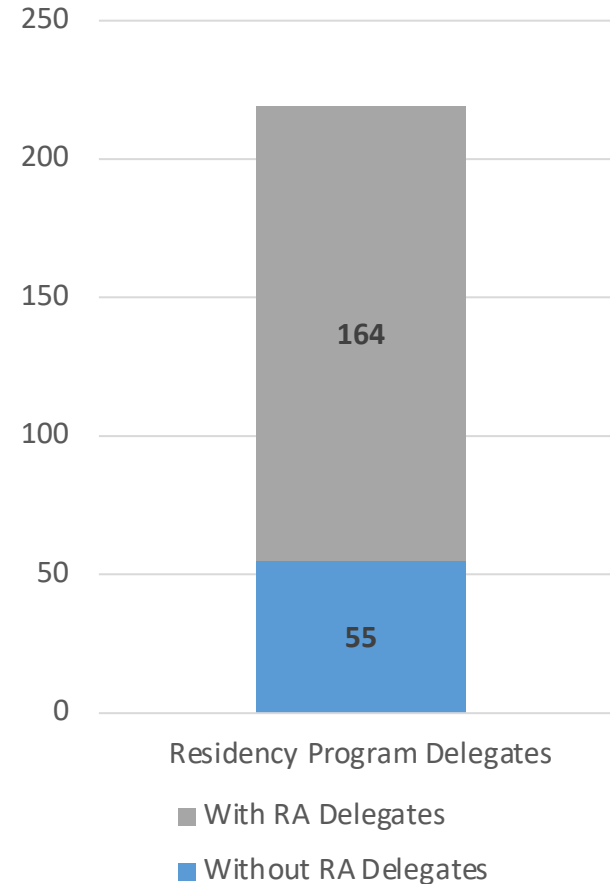


**Tamara Shannan Simpson, MD, FAAOS**

# Resident Assembly Delegates

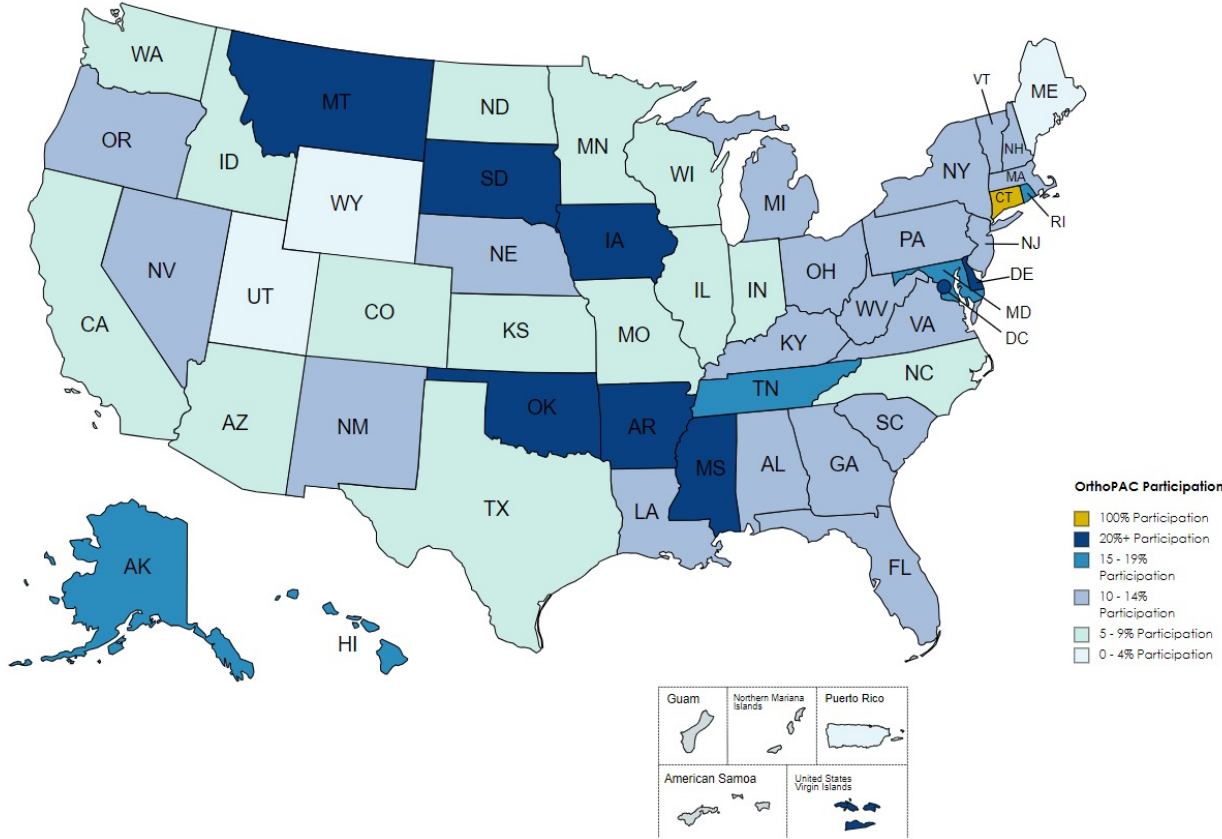
Contact: [residentassembly@aaos.org](mailto:residentassembly@aaos.org)

Each orthopaedic residency program selects a delegate to represent the program and its residents in all Resident Assembly matters.



# Thank you to our 2023 Oregon OrthoPAC Donors!

- Matthew Daniel Budge MD, FAAOS
- Marc Romaine Davidson MD, FAAOS**
- Patrick Alton Dawson MD, FAAOS
- Patrick J Denard MD, FAAOS
- Christopher Estes DO, FAAOS
- Daniel C Fabiano MD, FAAOS
- Brett Gingold MD, FAAOS
- Gregory D Gramstad MD, FAAOS**
- Andrea Herzka MD, FAAOS**
- Rudolf Hoellrich MD, FAAOS
- David Patrick Huberty MD, FAAOS
- Christopher J Nanson MD, MPH, FAAOS**
- Robert M Orfaly MD, MBA, FAAOS, FRCSC**
- Robert H Sandmeier MD, FAAOS**
- Kathryn Schabel MD, FAAOS**
- Tamara Shannan Simpson MD, FAAOS
- Richard W Tobin MD, FAAOS



**Help us PAC out the Map in 2023! OR Participation Percentage – 10.90%**

# Tier 1-Active Pursuit



Reform prior authorization and coverage reviews

Encourage physician burden relief

Telemedicine policies that promote equal reimbursement with in-person visits

Encourage surgeon led value-based programs and surgeon led care teams

Support repealing the ban on physician-owned hospitals

Support medical liability reform at the state and local level

# Regulatory Issues

CMS National Correct Coding Initiative issues

Reimbursement for pre-optimization of hip/knee replacement surgery patients

Secondary fracture prevention in Medicare patients: an idea for expanding value-based care

No Surprises Act implementation

FTC rule on non-compete clause

# Updates on Value-Based Care Vision



## HealthAffairs

Building On The CMS Strategic Vision:  
Working Together For A Stronger  
Medicare

[Meena Seshamani](#), [Elizabeth Fowler](#), [Chiquita Brooks-LaSure](#)

JANUARY 11, 2022

10.1377/forefront.20220110.198444

## Accountable care

- *100 percent of people with Original Medicare will be in a care relationship with accountability for quality and total cost of care by 2030*

**AAOS is continuing to work closely with CMMI to ensure specialists are not left out of payment reform**



# State Orthopaedic Society Health Policy Action Fund

*Assists state orthopaedic societies in responding to various legal, legislative and regulatory issues affecting the practice of orthopaedics and patient care on the state-level.*

- ✓ In 2022, \$90,000 in grants awarded
- ✓ More than \$500,000 in last five years



# 2019-2023 Strategic Plan

**Vision:** Trusted Leaders in Musculoskeletal Health

## Primary Goals



## Key Enablers


-  Advocacy
-  Communications
-  Partnerships
-  Technology

## Core Values

- **LEADING** to Serve
- **SHAPING** the Future
- **EXCELLENCE** Together

Learn more at [AAOS.org/StrategicPlan](https://www.aaos.org/StrategicPlan)

# Why Strategy Matters



“The set of deliberate choices an organization makes to differentiate itself from its competition”

— *Michael Porter* —

AZ QUOTES

# 2019-2023 Strategic Plan

Member  
Experience



## GOAL 1: Deliver a personalized and seamless member experience.

### METRICS

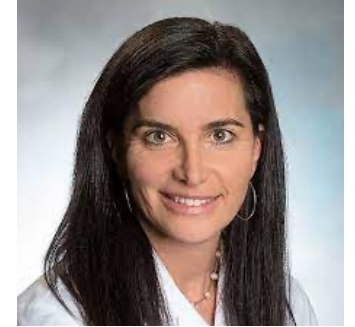
1. Increase in volume of member specific data collected and analyzed on member needs and preferences
2. Increase in user satisfaction and utilization of content delivery platform
3. Increase in the proportion of content and education personalized to user needs and preferences
4. Increase in member retention and recruitment

### STRATEGIC OBJECTIVES

- Use data to define individual member needs and preferences
- Invest in internal processes and capabilities to transform AAOS's platform and portfolio to deliver personalized and seamless user experiences
- Develop strategic partnerships to further enhance AAOS's offerings

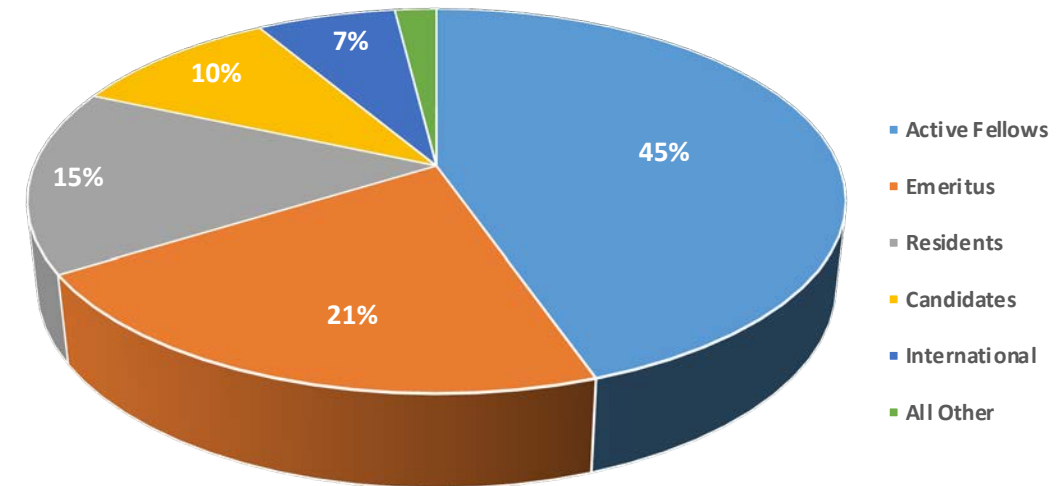
- Deepen understanding of member needs and design tailored products and services
- Provide seamless member experiences, particularly around education and technology

# Membership continues to grow, thrive, and *evolve*



- **+23%** Active Fellow member applications\*
  - **+17%** in total applications since 2019\*
- **96.27%** Member retention (**+2.9%** vs. YA)
- **+8%** International Membership retention since 2020\*\*

2023 Membership By Type



# Member Value & Satisfaction | Be Heard Campaign

## Your opinion matters.

We heard you and we are taking action.



### Members Most Value:

Annual Meeting | JAAOS |  
Surgical Procedure  
Education |  
CME (live and OnDemand)



### You Want:

A greater emphasis on  
advocacy and education.  
More support for surgeons  
and their practices.



### We Will:

Use your feedback to drive  
improvements to resources  
that help you deliver the  
highest quality care.

## We are working on:

**Education:** more ways to access, faster  
development of offerings, & more events with  
industry

**Practice Management:** training, support,  
idea exchange, & building awareness of  
resources

**Advocacy:** increasing visibility, transparency,  
opportunities for member input & engagement



# Digital Communications

**FOCUS:** Create a more *personalized* and *seamless* member experience

**GOAL:** Improve member email experience and complete *Member Preference Center* upgrade with revised options for member selection in 2023



AAOS.org | Email | Podcasts  
AAOS Now | OrthoInfo | Headline News Now | Social Media

# AAOS Leadership Institute (ALI)



*Congratulations to the AAOS Leadership Institute (ALI) Level 3 and 4 Graduates*



Matthew P. Abdel, MD, FAAOS



Stuart J. Fischer, MD, FAAOS



Amy L. Ladd, MD, FAAOS



Xinning Li, MD, FAAOS



M. Daniel Wongworawat, MD, FAAOS



Animesh Agarwal, MD, FAAOS  
Oluwaseun T. Akinbo, MD, FAAOS  
Yelena Bogdan, MD, FAAOS, FACS  
Lisa K. Cannada, MD, FAAOS  
Jeffrey S. Fischgrund, MD, FAAOS  
Samer S. Hasan, MD, PhD, FAAOS  
Tamara N. Huff, MD, MBA, FAAOS

Charles D. Hummer III, MD, FAAOS  
James B. Jackson III, MD, MBA, FAAOS  
Andrew Jensen, MD  
Jason L. Koh, MD, MBA, FAAOS  
Young-Min Kwon, MD, PhD, FAAOS  
Cameron Ledford, MD, FAAOS  
Nina R. Lightdale-Miric, MD, FAAOS

Paul A. Manner, MD, FAAOS  
Richard C. Mather III, MD, MBA, FAAOS  
Anna N. Miller, MD, FAAOS, FACS  
Arjun Saxena, MD, MBA, FAAOS  
Matthew R. Schmitz, MD, FAAOS  
Kenneth F. Taylor, MD, FAAOS



# Education



**Mission:** To be the premier resource of orthopaedic learning

**Vision:** To be the trusted, preferred resource for every orthopaedist throughout their career and partner of choice for subspecialty societies to develop and deliver orthopaedic education

## PRIORITIES:

▶ Learning Expertise

Enhanced skills and knowledge for our members and stakeholders to improve orthopaedic care

▶ Customer Experience & Engagement

Personalized, needs-based content is easily accessible digitally, or available in engaging, valuable live experiences

▶ Strategic Partnerships

Unmatched supply & distribution of content through beneficial agreements & processes

# 2023 Annual Meeting Highlights



Explore more highlights!

<https://www.aaos.org/annual/annual-meeting-highlights/>



## 2023 Annual Meeting By the Numbers



 22.3K Attendees

 186 ICLs

 543 Papers

 1,010 Posters

 30 Symposia

 49 OrthoDome Presentations

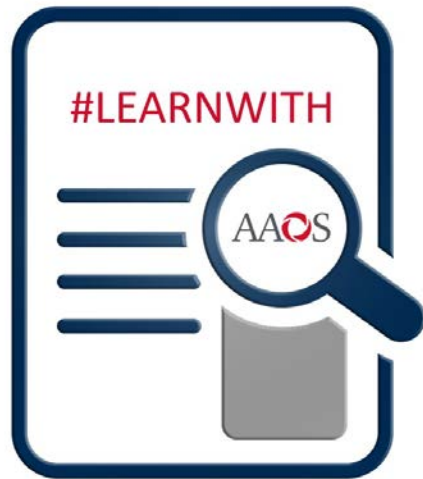
 5 Spanish Sessions

 207K Square Feet of Exhibit Space

 663 Exhibitors

# AAOS Online Learning Platform

- **17,996 unique users** in 2022
- More than 207,000 CME credits earned!
- Convenient and interactive formats
- Comprehensive and engaging content
- **New:** Coding eBooks for an elevated user experience



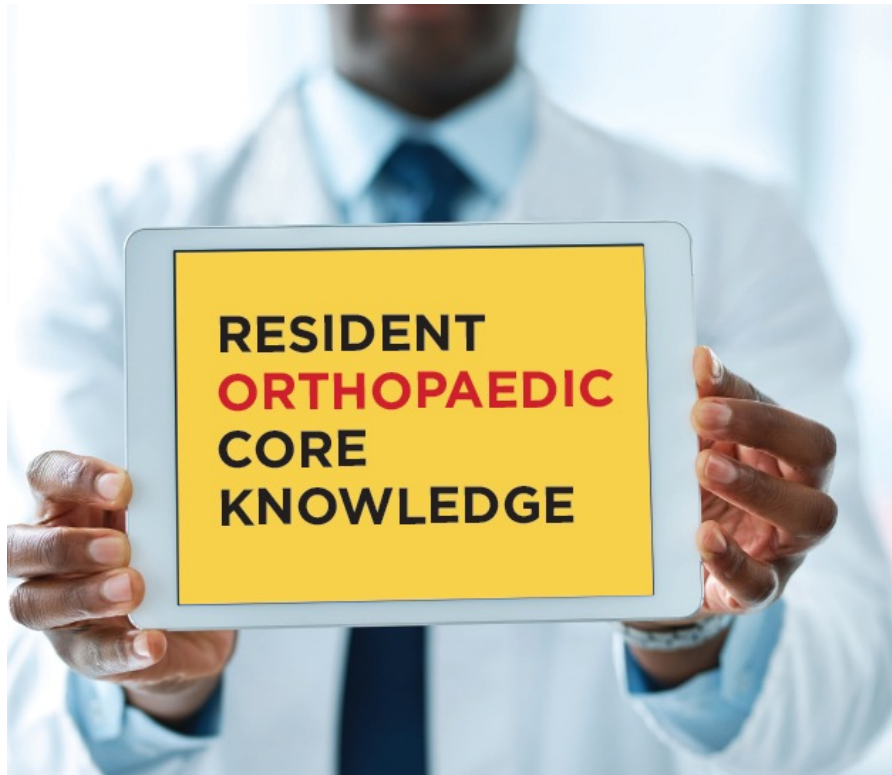
- Self-assessment examinations
- Practice Prep Plans
- Cases Solved! Programs
- Surgical Insights Programs
- Orthopaedic Video Theater
- Courses and Webinars OnDemand
- Live Webinars
- FREE Surgical Techniques Learning modules

# Orthopaedic Video Theater (OVT)



\*2021, \*\*2022

# Resident Orthopaedic Core Knowledge (ROCK)

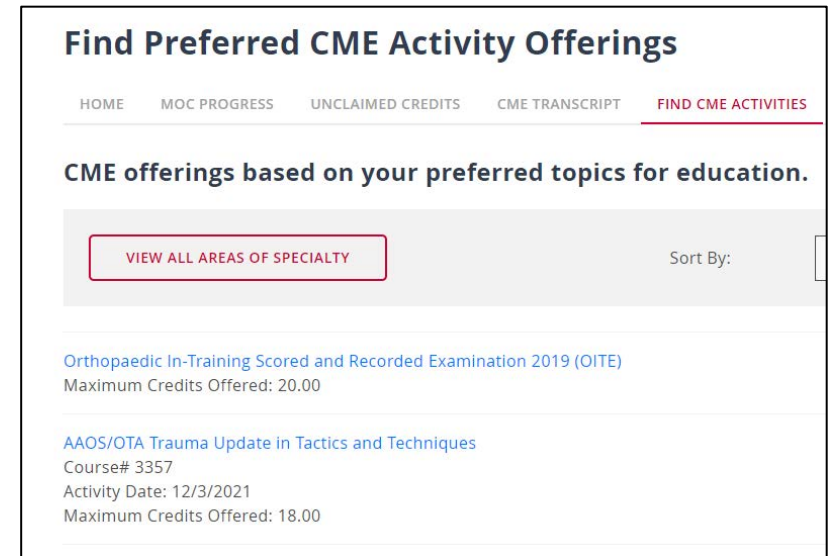


- First-ever *unified* and *comprehensive* resident curriculum
- 11 *sections*, each covering a specific *subspecialty*
- Content curated by a panel of *110 experts*
- 3,400 *pre-and-post test questions* across 544 chapters
- Program directors can create *calendar assignments* and *view residents' progress* using *analytics tools*
- US-based ACGME-accredited programs with an existing or new ResStudy subscription receive ROCK for an extended trial period through June 30, 2024

# Supporting MOC Process and Achievements

***With AAOS Learning Portfolio, you can:***

- ***Claim CME credits*** for AAOS activities
- ***Add CME credits*** to transcript, including credits earned from non-AAOS providers
- ***Track*** how many CME credits may still be needed.
- Find new ***CME and self-assessment opportunities*** that fit preferred topics and learning style
- Earn ***10 SAE credits*** per year for participating in the ***AAOS Registries Program***



The screenshot displays a web interface for finding CME activity offerings. At the top, there is a navigation bar with links for HOME, MOC PROGRESS, UNCLAIMED CREDITS, CME TRANSCRIPT, and FIND CME ACTIVITIES. Below the navigation bar, the text reads "CME offerings based on your preferred topics for education." There is a button labeled "VIEW ALL AREAS OF SPECIALTY" and a "Sort By:" dropdown menu. Two activity offerings are listed:

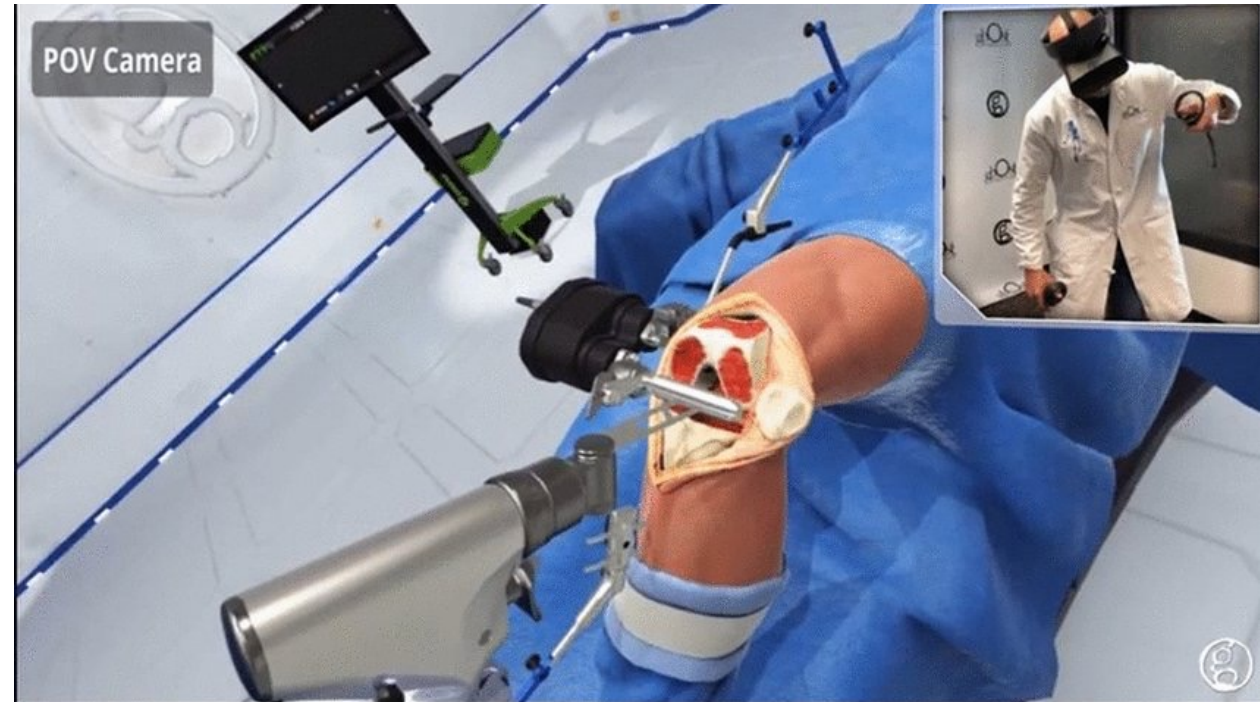
- Orthopaedic In-Training Scored and Recorded Examination 2019 (OITE)**  
Maximum Credits Offered: 20.00
- AAOS/OTA Trauma Update in Tactics and Techniques**  
Course# 3357  
Activity Date: 12/3/2021  
Maximum Credits Offered: 18.00

# OLC Learning & Conference Center

- Global Biorisk Advisory Council STAR™ Facility
- Versatile *bioskills lab* and meeting space
- 2022 Health & Wellness Design Award
- Ongoing partnerships with *American Orthopaedic Society for Sports Medicine* and the *Arthroscopy Association of North America*
- OLC *Mobile Lab*

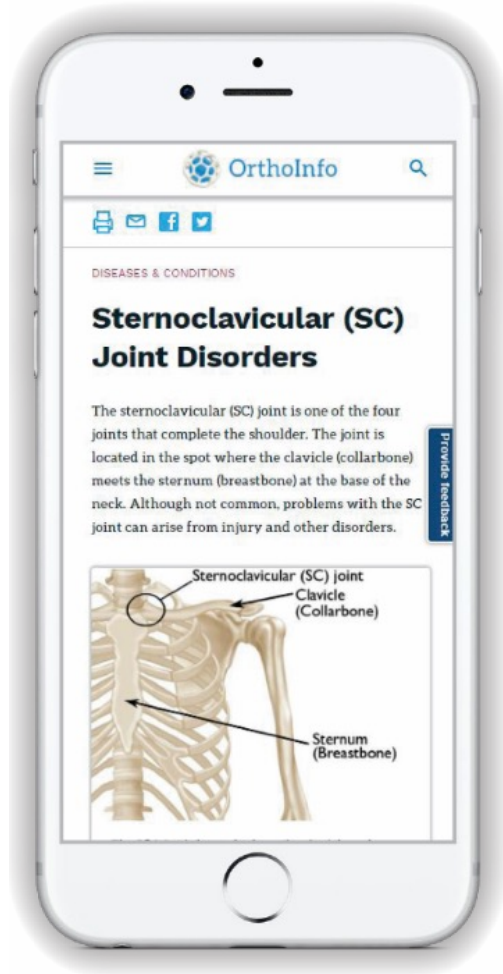


# AR/VR Taskforce





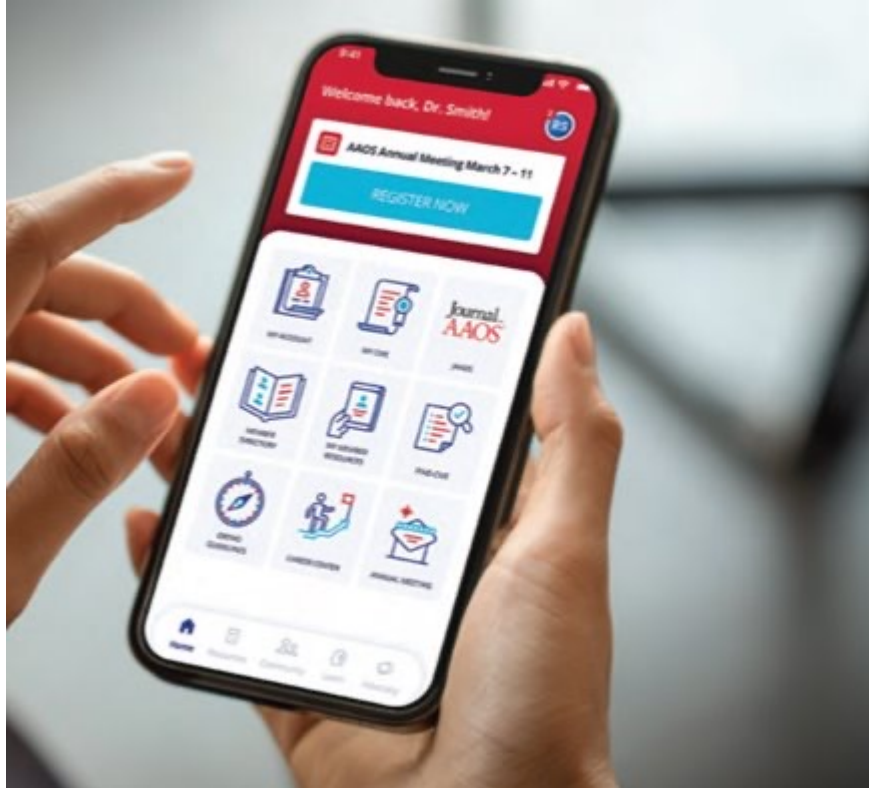
# OrthoInfo.org



- **Credible.**
- **Comprehensive.**
- **Convenient.**

**3.4 million monthly pageviews, 2.1 million monthly site users  
136 articles updated; 11 new pieces of content developed**

# AAOS Membership App



- Launched in October 2022
- Quick access tools
- Manage membership
- Connect with colleagues
- Update Profile
- Pay Dues
- And more!



Android



iOS

# Membership – Value Quantified



Benefits	Non-Member Price	Member Price
Membership Dues	N/A	<b>\$1,076</b>
FAAOS Designation	N/A	<b>Priceless</b>
AAOS Annual Meeting Registration*	\$1,665	<b>\$200</b>
The JAAOS Collection	\$560	<b>Included</b>
AAOS Now	\$86	<b>Included</b>
Techniques Journals	\$1,616	<b>Included</b>
Clinical Orthopaedics and Related Research (online)	\$804	<b>Included</b>
Orthopaedic Video Theater	\$349	<b>Included</b>
Surgical Skills Courses + CME*	\$2,899	<b>20% discount</b>
Practice Management	\$1,020	<b>20% discount</b>
OnDemand Webinars*	\$420	<b>Included</b>
Self Assessment Tools	\$104	<b>Included</b>
Career Center Resources	\$125	<b>Included</b>

**\$9,648**

**A Membership Value of over \$9,600!**

# 2019-2023 Strategic Plan



**GOAL 2:** Equip members to thrive in value-based environments and advance the quality of orthopaedic care.

## METRICS

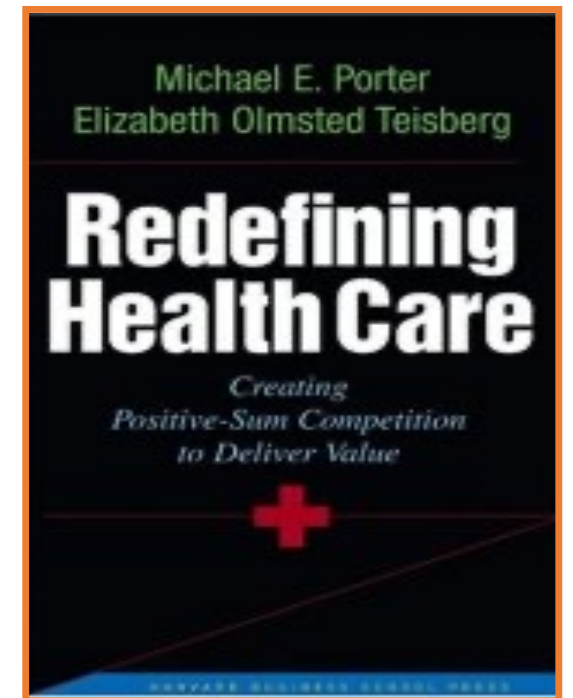
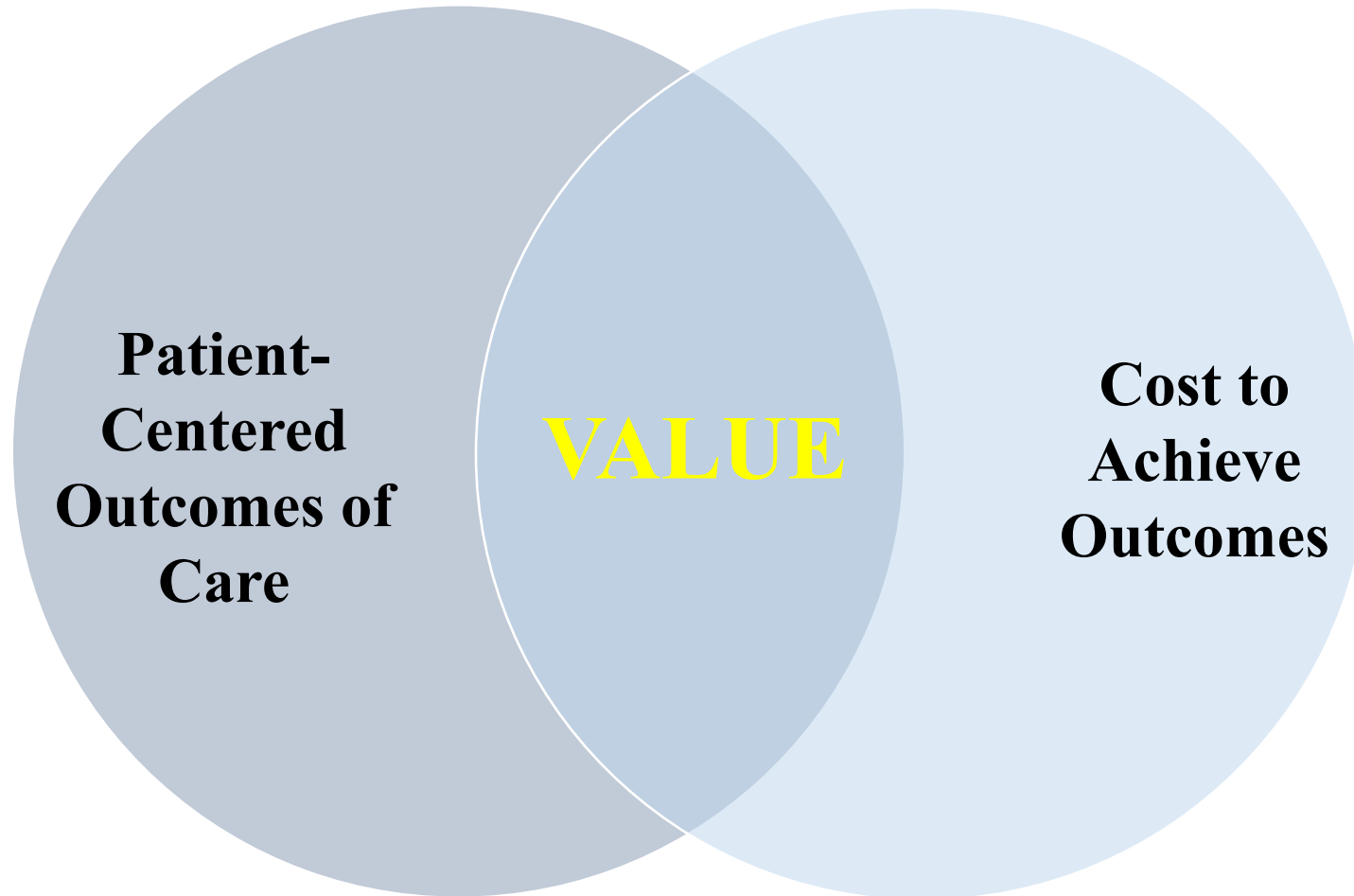
1. Increase in adoption of AAOS's quality solutions and tools by members
2. Increase in the proportion of AAOS products that deliver education and data on cost/value
3. Increase in member and institutional participation in AAOS's family of registries
4. Increase in member utilization of evidence-based and high value treatments
5. Decrease in member utilization of non evidence-based and low value treatments
6. Increase in % of professional reimbursement tied to value based care delivery

## STRATEGIC OBJECTIVES

- Develop a definition of quality and effectiveness that incorporates cost
- Educate members on the opportunities of moving to value-based environments
- Expand data capture through AAOS registries and reduce the burden of data entry
- Prioritize the development and roll out of practical solutions and tools
- Integrate AAOS's advocacy and quality efforts to advance the quality of MSK health
- Collaborate with payers, regulators, purchasers, industry, and others to influence future change in MSK health care delivery and professional reimbursement

- AAOS taking a leadership role to shape advancement of quality, not simply react to it
- Improve patient care while advocating in our members' interest and turning quality into an asset

*“Delivering high value for patients is the central goal of every health care organization”*





**Registry Program**  
*Improving Orthopaedic Care Through Data*

**American Spine Registry** ™  
*A partnership between*  
*American Association of Neurological Surgeons*  
*American Academy of Orthopaedic Surgeons*

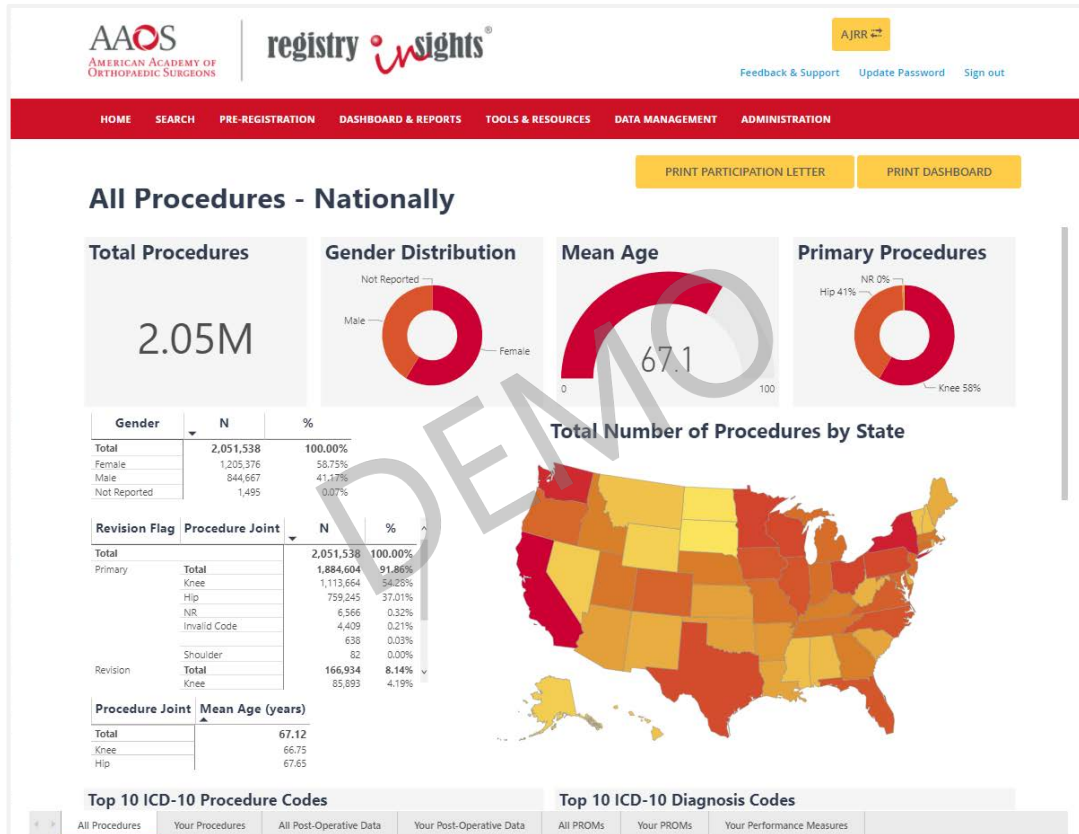


**Shoulder & Elbow Registry**  
*Improving Orthopaedic Care Through Data*

**Musculoskeletal Tumor Registry**  
*Improving Orthopaedic Care Through Data*

**Fracture & Trauma Registry**  
*Improving Orthopaedic Care Through Data*

# RegistryInsights® Dashboards



On-demand practice specific dashboards



Compare your practice to national performance benchmarks



Unlimited surgeon accounts with access to system, site, and surgeon level dashboards





# **Incorporating PROMs into Routine Clinical Practice**



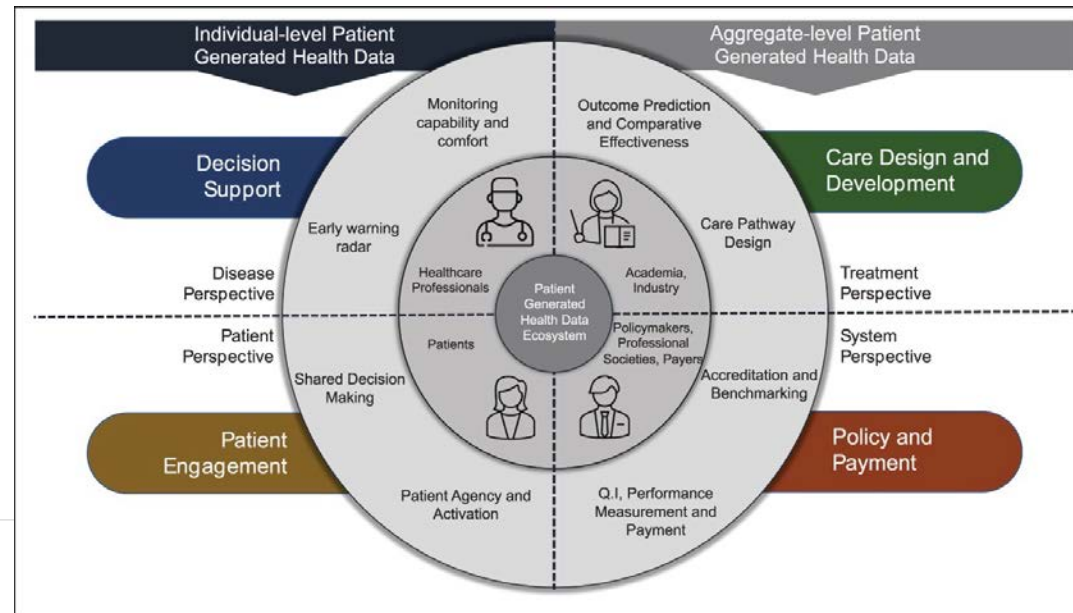
**Patient  
Reported  
Outcomes  
Measures**



REVIEWS: SPECIALTY ARTICLE: PATIENT-REPORTED OUTCOME MEASURES

## Journal of the American Academy of Orthopaedic Surgeons Patient-Reported Outcome Measurements (PROMs) Special Issue: The Value of PROMs in Orthopaedic Surgery

 Jayakumar, Prakash MD, PhD; Bozic, Kevin MD, MBA



# Quality Resources

**Forbes**

FORBES > INNOVATION > HEALTHCARE

## Combating The Growing Rate Of Unnecessary Surgeries



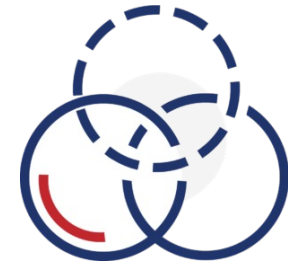
### Clinical Practice Guidelines

Keep up to date with standard of care by accessing clinical practice guidelines



### Quality Products

Provides highest possible quality research products to aid in both education and applied clinical decision making



### Appropriate Use Criteria

Interactive tools to enhance informed decision making; see appropriate treatment options by unique patient scenario



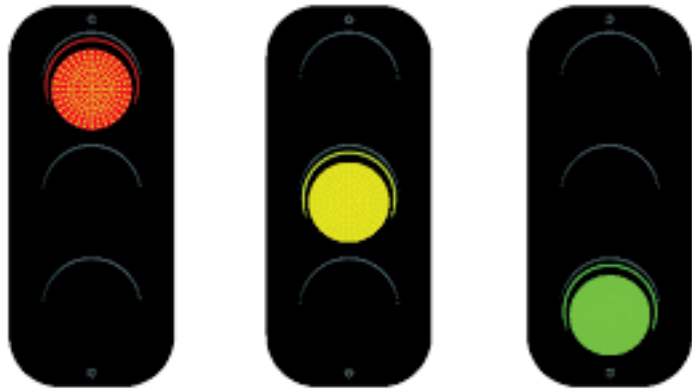
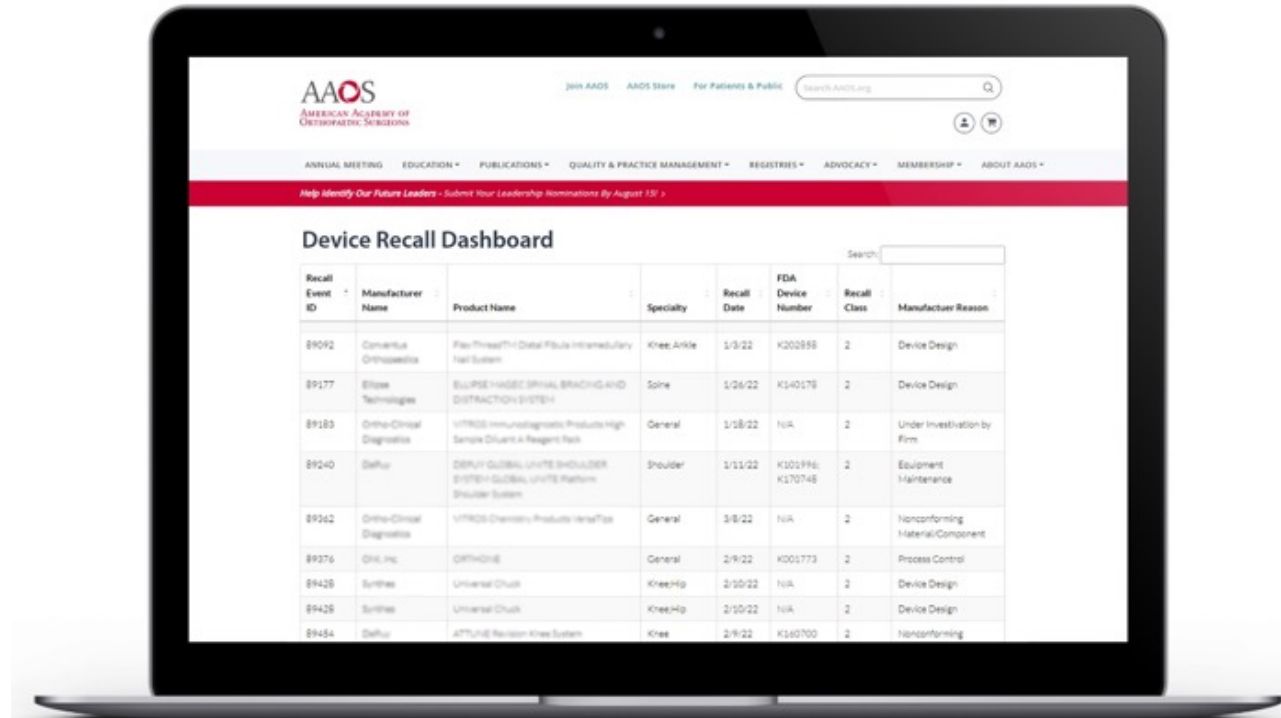
Learn More At [orthoguidelines.org](https://orthoguidelines.org)

Access AAOS Toolkits at [aaos.org/quality](https://aaos.org/quality)

# Biologics Initiative



# Device Recall Dashboard



# 2019-2023 Strategic Plan

Culture



**GOAL 3:** Evolve the culture and governance of AAOS to become more strategic, innovative, and diverse.

## METRICS

1. Increase in awareness and impact of new core values and associated behaviors
2. Advancement in AAOS's governance reflecting best practices
3. Identify a baseline and establish a goal for increasing diversity among AAOS's board and volunteer structure
4. Increase in amount of revenue generated from new investments in innovation

## STRATEGIC OBJECTIVES

- Measure AAOS's culture and define a refreshed set of core values and behaviors
- Develop and execute a rollout plan to embed new core values and associated behaviors in AAOS's culture
- Continue evolving AAOS's governance to reflect best practices
- Train new leaders of AAOS's board and volunteer structure on strategic focus and governance best practices
- Discuss, evaluate, and establish a goal to increase diversity among the leadership of AAOS's board and volunteer structure
- Establish an innovation process in AAOS with the goal of identifying future investments in projects

- To achieve the new vision and 1<sup>st</sup> two goals, AAOS must evolve our culture and governance
- Diversity and innovation will help find the best ideas and recognize member and patient needs

# Diversity is a Strategic Goal



## Recruitment

- Partnered with **RJOS, JRGOS, AALOS** and **SOMOS**



## Selection

- Published Governance Diversity Report
- 27.5% increase in females and 6.3% increase in URM on the AAOS Board of Directors



## Retention

- Ensured the DAB review and update of DEI content in the ALI



## Culture

- Diversity Town Hall Webinar
- Used social media to elevate diversity efforts of the DAB
- Published more than 30 articles related to DEI in *AAOS Now*



Inspiring **Diversity**, **Equity**, and **Access**

# Let us help fund your DEI Ideas

The new AAOS IDEA Grant Program™ will fund educational, community or outreach projects with a diversity focus that are related to the orthopaedics field

The first application cycle is quickly approaching – applications due on July 15, 2022

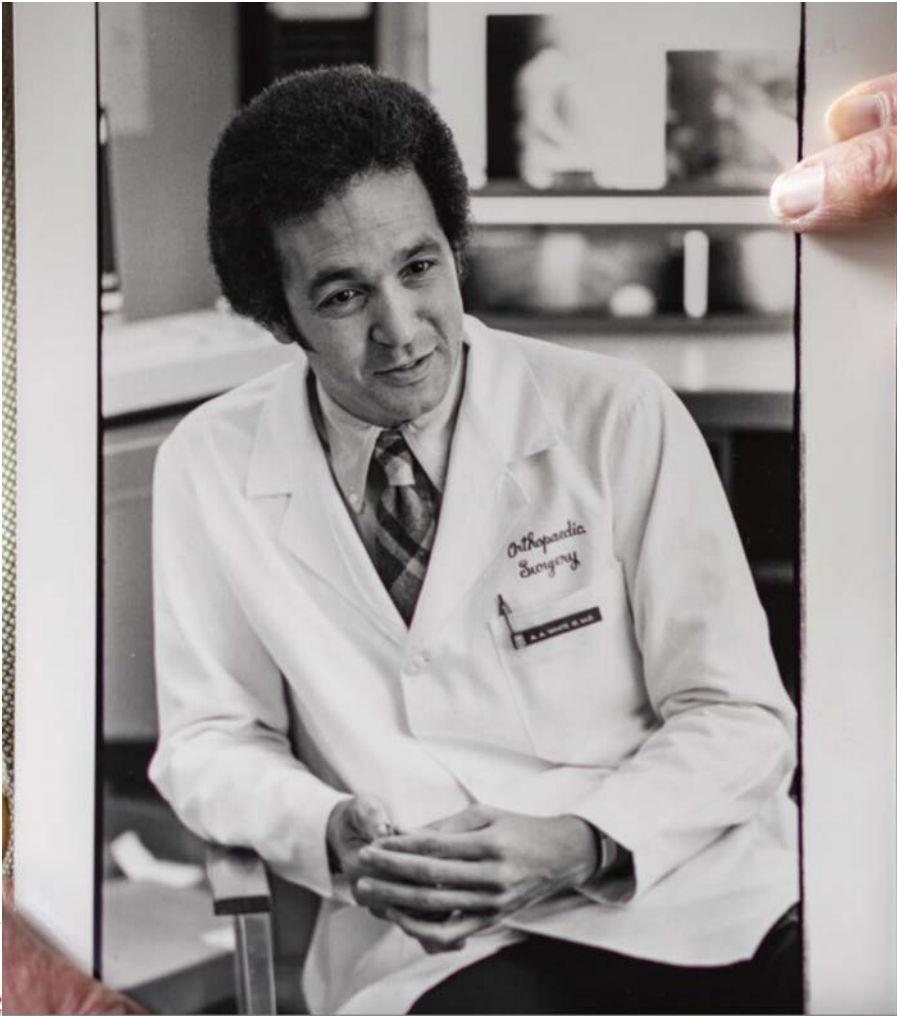
**Apply at [aaos.org/IDEA](https://aaos.org/IDEA)**

A STAT INVESTIGATION

# The whitest specialty: As medicine strives to close its diversity gaps, one field remains a stubborn outlier



By Usha Lee McFarling Dec. 13, 2021



← Tweet



Kevin Bozic  
@KevinBozic



Hey [#orthotwitter](#): I have a challenge for you. Let's change our vernacular from "trauma guys", "joint guys", "shoulder guys", to "trauma surgeons", etc. I know it will take time, but it could help us create a more inclusive culture in our specialty. Thoughts?



Dr. William Levine and 9 others

9:56 AM · May 6, 2022 · Twitter Web App

View Tweet analytics

34 Retweets 12 Quote Tweets 331 Likes

# 2024 - 2028 Strategic Plan

AAOS is developing next five-year Strategic Plan



## Partner Feedback & Open Communication

- Key topics we should consider?
- Messaging we should share with project team?





# AAOS 2024

## Plan Ahead With Us

Mark your calendar  
for the AAOS 2024  
Annual Meeting  
in San Francisco.

**February 12-16**  
(Monday - Friday)

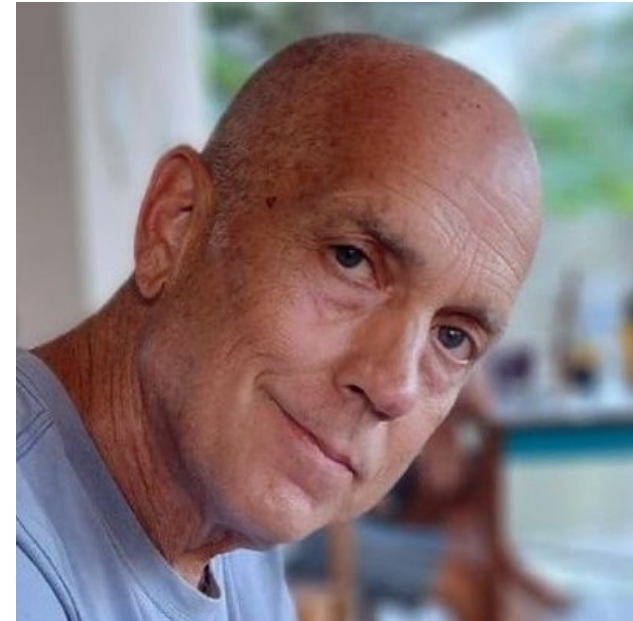
[aaos.org/annual](https://aaos.org/annual)  
**#AAOS2024**

**AAOS**  
AMERICAN ACADEMY OF  
ORTHOPAEDIC SURGEONS

**2024 Annual Meeting**  
February 12-16, San Francisco, California

***“Leadership is  
service, not  
position.”***

***-Tim Fargo***



***Thank You!***