American College of Cardiology
Governors’ Toolkit

How to Involve ECPs in
Your Local ACC Chapter

ECP Council Outreach Workgroup:
Mazen Abu-Fadel, MD, FACC, University of Oklahoma Health Sciences Center, (Chair)
Arnold Seto, MD, FACC, University of California, Irvine, (Member)
Jeff Sparling, MD, Baptist Medical Center Oklahoma City, (Member)
Gautam Kumar MBBS, MRCP, FACC, Emory University, (Member)
Javier Banchs, MD, FACC, Texas A&M Health Science Center, (Member)
Beau Hawkins, MD, FACC, University of Oklahoma Health Sciences Center, (Member)

A Project of the Early Career Professionals Council and Section
Andrew M. Freeman, MD, FACC, National Jewish Health, Denver, CO (Chair)
Contents

I. Summary Checklist

II. Introduction

III. First Contact with ECPs
   Encourage membership and generate interest in the state ACC chapters

IV. The state ACC chapter meeting
   Increase involvement of ECPs in state ACC chapters

V. Engaging ECPs on legislative issues
   Increase involvement of ECPs in legislative and advocacy issues

VI. Summary

VII. Appendix
I. Summary Checklist

This is a summary of suggested activities for your chapter to help further engage early career members. Please reference the accompanying document for more details.

☐ Contact new ECPs each summer to welcome them to the local chapter, provide chapter contact information, and summarize the main upcoming chapter events.

☐ Develop "ECP-centric" chapter activities that increase attendance and participation (see Appendix Table 1 for suggestions)

☐ Create ECP positions within local chapter committees and task forces

☐ Increase ECP knowledge and participation in legislation and advocacy issues

II. Introduction

This document was created by the Early Career Professional Section, council outreach workgroup to share with Chapter Governors and Chapter Executives and will include suggestions on ways to increase early career involvement in local ACC chapters. As an organization, the national ACC recognizes that its leaders, foot soldiers and caregivers are the local cardiologists and cardiovascular care associates in every state. It seems that there may be a gap or lack of recognition with ECPs about the importance of this relation. In addition, the biggest disconnect in ACC membership seems to be at the level of the ECPs. All the FITs are by default members of the ACC, however, after graduation many do not keep up with their involvement and seem to get lost in the cracks.

This toolkit will serve as a guide for what can be done on a local level to decrease this gap and promote ECP involvement at a local and national level.

III. First Contact with ECPs

Perhaps the most important step for local chapters is to identify new ECP in their state and get them to register and get involved. The ECPs that move out of state to start a new employment or practice after graduation might not have a clear path laid out about the local chapter and the governor in that state. This barrier can keep individuals from getting involved with their local chapter, thus losing a connection with the College.
Goal:
Encourage membership and generate interest amongst ECPs in their state ACC chapters

Current Limitations:
- ECPs often feel overwhelmed when transitioning from training to practice; participation in organized medicine is often a low priority
- Practicing ACC members have little or no contact with ECPs when entering practice, unless they were involved in their training programs or are a member of the same group practice
- ECPs often have at their fingertips the most “up-to-date” cardiovascular knowledge but feel intimidated or otherwise unsure about sharing with their more senior colleagues
- ECPs have little or no information or instruction about advancing to F.A.C.C.

Recommendations:
- Hold state chapter meetings in the late summer, not long after most ECPs will have transitioned from fellowship to practice
- If it is not feasible to move state chapter meetings to the summer, social networking events for ECPs and existing F.A.C.C. members are critical to developing relationships and should be held frequently. Examples include:
  - Business Primer
  - State medical politics and challenges
  - Reimbursement
  - Billing and coding session
- Provide complimentary access to statewide meetings and lectures that would normally carry an additional fee as a means of encouraging involvement
- ACC members in each state chapter should mentor one or more ECPs. When an ECP joins a group practice or faculty, an existing state ACC member in that practice should be paired with that ECP to encourage involvement
- Chapter administrative staff should identify newly practicing cardiologists and initiate contact, offering assistance in advancement to F.A.C.C. Advancement to F.A.C.C. is seen as prestigious by ECPs, but the barrier to advancement often seems to be lack of knowledge and/or time. Contact with chapter administrative staff and ECPs should be early and often.
- ACC national staff will furnish a list of new FIT graduates to each governor at the end of each summer once ACC receives and collates this information.
IV. The State/Regional ACC meeting

The ACC state chapter meeting can be the best place for FITs, ECP and seasoned members to get together and be involved in educational, legislative, and leadership activities. We think that the local chapter meeting is one of the most important venues for ECPs to be involved with and get introduced to other members especially if they are joining from out of state training program.

Goal:
Increase involvement of ECPs in state ACC chapters

Current Limitations:
- Limited/no acquaintance or involvement with state ACC meetings

Recommendations:
- Pre-meeting
  - Send a personal invite to the ECP members (list available from ACC staff).
  - Facilitate ECP member attendance by providing free/reduced rates
  - Involve ECP members in organization of meeting by having one or two members in the planning committee
  - Invite one ECP to be a speaker during the meeting. This will give an opportunity to introduce one ECP per meeting and allow them to give a talk about their area of expertise. As an example: If a group hires a new cardiologist to do TAVRs they he or she may be invited to give a CME talk about patient selection for TAVRs.

- Meetings
  - During the meeting the governor should talk with graduating FIT about where they are going and give them contact info about ACC chapters in the state where they are going to practice
  - Provide opportunity for ECP members to give talks and present their research instead of every meeting being an "old boys'/girls’ club"
  - Offer CME points for state ACC meetings
  - Social networking through Facebook/Twitter and involve ECPs and FITs in managing these. This will help both the chapters and get younger members more involved
  - Encourage ECPs to talk to FITs and other members about the difficulties they are facing and give them advice on how to overcome them. This can be done during the chapters business meeting over lunch
  - Consider asking some ECPs to state ACC committee meetings as part of your "inner circle".
- Post-meeting
  o Reach out to ECP members (especially those who could not make it) to explore barriers and how they can come/involve themselves in the next session or other events.
  o Opportunity of mentorship locally/regionally (may be more feasible in large practices or academia)
  o Consider other social settings to meet up with ECP members specifically and get them involved in preparing evaluating the meeting and be involved in next years meeting

V. Engaging ECPs on Legislative Issues

Goal:
Increase involvement of ECPs in legislative and advocacy issues

Current Limitations:
- Most ECPs have no experience or training with policy issues
- Many ECPs are starting families or growing their practices and do not feel they are in a position to become involved
- ECPs have limited financial resources to contribute to ACC-PAC and thus the participation rate is <1%
- Current education/messaging from ACC-PAC limited to intermittent and reactive warnings on sustainable growth rate and other potential cutbacks.

Recommendations:
- General increase in Advocacy activity
  o State-level legislative meeting days, based on Legislative Conference model
  o Invite ECPs to Washington to meet with legislative staff whenever the local chapter plans a trip
  o State policy director/advocate addresses members regularly
  o Keep all the members informed of policy activities and implications by email, social media network or local ACC website.
  o Reduce suggested amounts of contribution for national ACC-PAC to as little as possible to increase participation rate

- ECP specific recommendations:
  o Reserve place at state-level Advocacy Committee for an ECP
  o Directly request that ECPs participate in legislator practice visit / Cardiologist for a Day program, which will advance ACC-PAC goals while increasing exposure for ECP’s practice.
  o Sponsor professional practice education on health policy topics including billing, ACOs, SGR, RUC process to fill in gap in knowledge.
Sample letter/email to new fellowship graduates or ECPs

Dear Dr. [ECP]:

We at the [State] Chapter of the American College of Cardiology congratulate you on completing your training and beginning your career in cardiology practice.

As you begin to build your practice in this time of great change in the health care system, you may wonder how the changes in the Affordable Care Act will impact upon you and your patients. The ACC stands ready to assist you, with educational material online [at www...] and with an educational seminar by [...].

Many of the detailed state and federal regulations that will put the Affordable Care Act into action have yet to be written. These will determine the effect of the Act on your patients and your practice. We invite you to help us shape the future of cardiology by participating in our legislative day on [...].

We also suggest you invite a local legislator to your practice in the ACC’s “Cardiologist-for-a-day” program, which can both increase the exposure of your practice and show how hard cardiology specialists work to provide excellent care for their patients. The ACC provides logistical support for these visits at: http://www.cardiosource.org/~media/Files/Advocacy/E11110_LegPracticeVisitsFlyer_print.ashx

VI. Summary

Every chapter is eager to increase membership through new members with new ideas. ECPs are the leaders in the areas of social networking, electronic medical records and all aspects of technology that the chapters need to employ to connect better with its members.

In addition, it seems there is a huge gap in many chapters between its members and the Fellows in Training. This gap can be easily filled by ECPs who are closer to the needs and concerns of all FITs. ECP involvement is an important investment for the future. Getting involved early at the chapter level will present each of the ECPs with the tools and skills to keep the future of the chapters bright.
## VII. Appendix

Table 1. "ECP-centric" chapter activities aimed at increasing participation

<table>
<thead>
<tr>
<th>Proposed Activity</th>
<th>Description</th>
<th>Setting</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcoming new Cardiologists</td>
<td>1. Social gathering hosted by the ACC local chapter inviting cardiology graduates to join the ACC and ECP section 2. Letter of invitation to graduates of cardiology fellowship programs</td>
<td>Local Chapter</td>
<td>June – once a year</td>
</tr>
<tr>
<td>Professional Development Talk</td>
<td>1. Guest lecturer on professional and business development topics 2. One lecture or session on career development for ECPs</td>
<td>Institution Based</td>
<td>Once a year</td>
</tr>
<tr>
<td>ECPs Help Line</td>
<td>1. Web based expert teleconference with a senior ACC leadership member for ECPs to present and discuss challenging clinical cases or work environment challenges</td>
<td>National or Local Chapter</td>
<td>Bi-Annual</td>
</tr>
<tr>
<td>Industry Talk</td>
<td>1. Gathering with Industry representatives in an open format/multiple industry representatives to discuss new products and direction of cardiovascular industry sponsored research</td>
<td>Local Chapter</td>
<td>Once a year</td>
</tr>
<tr>
<td>Legal support</td>
<td>1. Legal consultation to ECPs at a given time quota with ACC legal department to address</td>
<td>To be discussed – National or Local level</td>
<td>As needed for 1-2 years post training</td>
</tr>
<tr>
<td>Event Type</td>
<td>Event Description</td>
<td>Host</td>
<td>Frequency</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>------------------------------------------------------------------------------------</td>
<td>--------------</td>
<td>--------------------------------</td>
</tr>
<tr>
<td>Financial planning seminar</td>
<td>1. Conference on financial planning sponsored by one or more insurance/financial planning firms focused on Early career strategies</td>
<td>Local chapter</td>
<td>Once or twice a year</td>
</tr>
<tr>
<td>Challenging Cases in cardiology</td>
<td>1. Multispecialty discussion of challenging cases with or without resolution</td>
<td>Institution based or Local Chapter</td>
<td>Once or twice a year</td>
</tr>
<tr>
<td>Local ECP Section Sessions</td>
<td>1. Session organized by ECPs</td>
<td>Local Chapter Annual Sessions</td>
<td>Once a year</td>
</tr>
</tbody>
</table>