2021-2023 Strategic Pillar – Educational Resources

- Develop e-portfolio and create digital learning strategy and identify how to improve ASA’s current technology to support it (e.g. mobile consumption of content.)
- Develop stronger educational presence in residency programs.
2021-2023 Strategic Pillar – Leadership and Professional Development

- Broaden concept of leadership to incorporate diversity, equity, and inclusion principles, and to include all levels of leadership within the organization, specialty and externally (e.g. public service and political opportunities).
- Begin leadership education as a core component of resident education.
Key Drivers and Assumptions

ACCME Accreditation with Commendation 2020-2026

All current and new CME activities and processes are being adapted to incorporate the five key areas of Commendation Criteria. Joint accreditation participation is expected to increase:

• Promotes Team-based Education (Team Health, NAPA)
• Addresses Public Health Priorities (REMS)
• Enhances Skills (POCUS, New SimSTAT Modules, New AACLS Program)
• Demonstrates Educational Leadership (Leadership Academy, expanded training in residency)
• Achieves Outcomes (POCUS, New SimSTAT Modules)
Key Drivers and Assumptions

- Align product offerings to evolving physician lifecycle, learning preferences, licensing and certification requirements, and business opportunities.
- Identify products for high growth customer segments and sunset non-performing products.
- Personal Career Advocacy – Define broad concepts of “Personal Career Advocacy” (including principles of contract negotiation, practice management resources.)
- Navigation and Organization of Content – Customized dashboard and “just in time, just for me, just the way I want it” learning.
Key Drivers and Assumptions 2020-2026

- 60% of Healthcare Professionals Prefer Online CME – COVID pandemic increased e-learning in the CME market.
- The trend in CME is combining cognitive science with 3D gaming technology to help physicians learn through the virtual experience.
- Medical simulation segment is expected to grow at a 14.6% rate between 2020 and 2026. Driven by demand for pre-clinical simulations in residency and clinical practice.
- Introduction of Next Generation Simulation Technology for CME
  - Increase in Adoption of Digital Learning
  - Rising number of students enrolling in medical school
  - Increase in Adoption of CME Programs Due to Stringent Regulatory Mandates
Key Drivers and Assumptions

Digital Learning Technology: The Phase 2 and 3 upgrade of the LMS in 2022

Learning strategy enhancements continue in Q4 2021 and Q1 2022 with the LMS Phase 2 and 3 upgrades to incorporate new components to deliver optimal learner-centric experiences. Over 90% of ASA CME activities each year are delivered online via virtual live, blended, journal and enduring formats.

- Mobile application
- Artificial intelligence (AI)
- Machine learning (ML)
- Augmented and virtual reality (AR/VR)
- Asynchronous/Synchronous e-learning applications (webinars, podcasts, blended learning)
- Multi-tenancy to support customized and branded experience for disparate organizations within the LMS
Opportunities to Connect – Focus Groups

Custom Focus Groups

• ASA creates **custom focus groups** for organizations – to support the gathering of qualitative data from engaged member anesthesiologists and group practice leaders.

• Through these focus groups, organizations have received valuable feedback on existing/new products and services.

• Focus Groups take place in-person, at Annual Meeting, and/or virtually.
Opportunities to Learn – Customized Training

Customized training has allowed organizations to take a closer look at their audience's needs, interests and levers – to drive more rewarding interactions with clinicians, anesthesia practices and health systems.

We’ve incorporated a variety of formats including learning stations, role playing and the use of simulation centers.

Contact Debbie Greif at d.greif@asahq.org for more information.
Professional Development: The Practice of Anesthesiology Conference

- The Professional Development Conference is an education and training conference for non-clinical professionals.
- Lead by anesthesiologists and sharing insights into the specialty.
- Launched in 2017 and held bi-annually.
- Designed for sales, marketing, product development, and medical affairs professionals interested in building their knowledge in the field of anesthesiology.
- The next conference is planned for 2022.
- Contact Debbie Greif d.greif@asahq.org for more information.
Opportunities to Expand Practice and Reach

Grant Opportunities in Education – Thank you for the support!!

Support NEW Educational Initiatives in 2022

– Addresses key strategic goals for Educational Resource and Leadership and Professional Development
– With funding from organizations, ASA is able to accelerate innovation in medical education.
– Based on identified member needs
– Improve quality, patient safety and outcomes for our than 100,000 active learners in the specialty

NEW Ideas:
– Anesthesia Advanced Cardiac Life Support Training Program
– Patient Safety Modules (Pediatric Dental)
– Problem Based Learning Discussions – Regional Model – Blended Learning
– Anesthesiology Review Program – Regional Model – Blended Learning
– SimSTAT modules (5)
Educational Program - Overall

Managing Change, Leading Innovation

- Live Educational Program
  - Saturday Oct. 9 – Tuesday, Oct. 12
- Virtual Track Program
  - 14 Pre-recorded Sessions provided Friday, October 8
  - Available for viewing until October 27th
  - 10 live broadcasts streamed daily
  - 7 self-directed learning modules (formerly Self Study Stations) available to all attendees
- 2000+ faculty

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Educational Program – Plenary Lectures

Keynote – Opening Session
Leadership in Turbulent Times
Doris Kearns Goodwin

Rovenstine Lecture
Ever Eger: My Love Affair with Anesthesia
Steven Shafer, MD

Severinghaus Lecture
Gadgeteering for Pain Relief
James C. Eisenach, MD

Ellison Pierce APSF Lecture
Anesthesia Safety in an Asymmetrical World
Angela Enright, MB, FRCPC

Wood Library-Museum of Anesthesiology Lewis H. Wright Lecture
The Remarkable Story of Freeman Allen: A Pioneering Physician Anesthetist
Mark A. Rockoff, MD
Educational Program – Featured Sessions

Saturday, October 9th, 10:15am

Diversity in GME
William McDade, MD

Sunday, October 10th, 1:15pm

NIH Funded Clinical Trials in Anesthesiology: Current Studies, Networks and Innovations
Moderators: Marcus Vidal Melo, MD; Daniel Talmor, MD

Monday, 10/11, 1:15pm

ASA/IARS Panel: Anesthetic Neurotoxicity: Making Sense of the Clinical Studies
Caleb Ing, MD
### General Sessions

- Refresher Course Lectures (60)
- Panels (109)
- Hands On Workshops (35)
- Point/Counterpoint (19)
- Clinical Forum (27)
- Interactive Tutorials (12)
- PBLD (156)
- Snap Talks (74)
- Sub-Specialty Panels (10)
Educational Program Credit

Electronic Meeting Program: https://www.asahq.org/evals

Live meeting

57.5 AMA PRA Category 1 Credits™
30 + 27.5 Credits (Live and Virtual Track Combined)

Virtual track

27.5 AMA PRA Category 1 Credits™

American College of Healthcare Executives (ACHE)

15.75 hours of ACHE Face-to-Face Education Credit

NOTE: The virtual track will be available until October 27th for viewing. All credits reporting will need to be completed by December 31, 2021.
Scientific Community Outreach

- Research Track
  - 28 lectures/panels over 4 days of the meeting

- Research Lounge in the Sails Pavilion – Saturday, Sunday, Monday

- Paper poster format will be offered on Saturday in a central location close to the Research Lounge

- Emphasis on Journal Activities led by Dr. Evan Kharasch

- FAER Sessions led by Dr. James Eisenach

- Abstracts will be presented on all four days of the meeting at various times

- Moderated e-poster discussions and e-poster sessions will be offered
Research Program

The research track will be presented live. Some highlights are:

John W. Severinghaus Lecture on Translational Science
Gadgeteering for Pain Relief
James C. Eisenach, MD

FAER-Helrich Research Lecture
Crisis and Opportunity in Clinical Trials
Daniel I. Sessler, MD

Celebration of Research
Evan D. Kharasch, MD, PHD

Journal Symposium
SARS-CoV-2 and COVID19: New Paradigms and Challenges for Anesthesiologists
Jerrold H. Levy, MD, FCCM, and Martin J. London, MD
Industry Education Programs (Non-CME)

Corporate Satellite Symposia

- Industry Supporters
  - San Diego Convention Center
  - Nine lunchtime programs on Saturday, Sunday, Monday from 12:00 – 1:00 pm

- Annual Meeting Supporters
  - Omni Hotel
  - Three dinner events on Saturday evening
Exhibits Program: Destination Exhibit Hall

NEW in 2021

Early Riser Coffee – Saturday, 6:30 to 8:30am
Happy Hour – Sunday, 5:00 to 6:45pm

Center Stage
- FAER Presents Swimming with Sharks
- Jed Wolpaw MD, M.Ed, live podcast recording
- Various industry programs

Connection Lounge Meet-Ups
- Offered to subspecialties, affiliate organizations, common interest groups, alumni groups
- 10 Scheduled to date

Hands-On Learning Experience
- POCUS and Advanced Regional Anesthesiology Techniques for Residents and Fellows
  - Saturday, 3:30-5:00pm | Sunday, 10:30am-12:00pm
- Various industry programs

REMS Opioid Grant Course
- Pain Management Considerations for the Anesthesiologist by the Anesthesiologist
  - Sunday, October 10th, 2:30-5:00pm
Exhibits Hall: Continuing in 2021

Continuing in 2021
- Grand Opening Reception
  • Saturday, 11:30am-1:00pm
- Last Day Lunch
  • Monday, 11:30am-1:00pm
- ASA Resource Center
  • Meet the Editor Sessions (Anesthesiology, Monitor)
  • ASA Education Product Demos
  • ASA Advocacy / PAC

Virtual Opportunities
- Sunrise Sessions
- Roundtable Discussions

Mobile Meeting App
- Core Apps (Same as 2019)
- Schedules, sessions, maps, presenters, etc.
Special Events: ASA President's Reception

Monday, October 11 6:30-9:00 p.m. | Air & Space Museum, Balboa Park

- **NEW** – Open to all meeting attendees
- Purchase tickets during registration
- Extended time of the event to 2.5 hours
- Transportation provided between Convention Center and the Museum
Important Links

This year’s annual meeting is all about leveraging our collective strength and insight to move forward together. Here are some key links to share with your colleagues.

Registration
  • https://www.asahq.org/annualmeeting/attend/registration

Brochure
  • https://www.asahq.org/-/media/sites/annual-meeting/2021/anes21_regbrochure_final.pdf

Housing
  • https://www.asahq.org/annualmeeting/attend/housing

Health and Safety
  • https://www.asahq.org/annualmeeting/attend/health

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New and Enhanced Health & Safety Protocols

ASA is putting into place many precautions to ensure a safe meeting for everyone. We are following Center for Disease Control and California state guidelines, laws and ordinances, and mandates in San Diego while closely monitoring health developments.

The San Diego Convention Center (SDCC) will have the following measures in place including:

1) Scan-and-go badge pickup procedures
2) Touchless ticketing for sessions
3) Expanded use of outdoor terraces for food and beverage and additional seating
4) Overflow rooms for expanded social distancing
5) Stringent protocols for cleaning and disinfection

The Marriott Marquis, our HQ hotel will also have health and safety measures in place.

ASA will be contracting with a third-party vendor to manage the vaccine verification process. More detailed information will be available in coming weeks.
NEW Program Enhancements

- 1000 attendees
- New location – Hilton Anatole, Dallas, TX
- Program scheduled from Friday – Sunday, no pre-conference
- Expanded abstract submissions driven by the core curriculum of Anesthesiology and needs assessment data from PM20
  - New topics and New speakers focused on the “business side of anesthesiology”
  - Personal Career Advocacy focus – including principles of contract negotiation, practice management resources
- Expanded target audience including Group Practice Business Leaders, Practice Managers, Anesthesia Administrative Executives, Coding and Billing staff
- Essentials in Anesthesiology Practice – expanded two days of content (Fri/Sat)
- Unlimited access to all sessions, no pre-registration needed
- Addition of “Ask the Expert” panel at the end of each day to answer questions on hot topics, replacing the roundtable discussions
- \(\frac{1}{2}\) Day ACHE Masterclass designed for Residents
Exhibits Program: Destination Exhibit Hall

- Additional unopposed time for exhibitors
- Increased breaks for more engagement with vendors
  - 30-minute break in A.M.
  - 30-minute break in P.M.
  - 90-minute luncheon break
- Reception - Friday, Exhibit Hall
- Happy Hour Reception - Saturday, Exhibit Hall
- Non-CME programming on the Exhibit Floor
Leadership Development
It Starts with Creating a Strong Foundation
Individual Leadership Opportunities
Lead the Leader: Leadership Development Suite

ASA Collaborative Programs

American College of Healthcare Executives (ACHE)

- Masterclass at ANESTHESIOLOGY™ (October 8, 2021)
- ACHE Congress
- Practice Management 2022
- Offering Face 2 Face ACHE credit for FACHE designation
  - Practice Management Conference
  - ANESTHESIOLOGY™

Northwestern University’s Kellogg School of Management

- Executive Physician Leadership Program (September 9-12, 2021)
ASA Customized Collaborations **NEW**

**Somnia Anesthesia**
- Developing an assessment program for physicians re-entering the system due to a gap in practice or restrictive practice (narrow focus e.g., gastro center). This is an enhancement to their existing program.
- Utilizing ACE/SEE to identify gaps in knowledge
- Utilizing SimSTAT testing to address gaps in competency

**Premier Anesthesia**
- In process, working to develop assessment and leadership training program for all medical directors.
- Utilizing CPLE to provide individual assessment and identify gaps of group.
- Develop training program based on data analysis of assessments.
Lead the Leader: Leadership Development Suite

Resources

Center for Physician Leadership Excellence (CPLE)
- Online assessment highlighting leadership strengths, opportunities and developmental recommendations to create individual plan.
- Exploring the utilization of assessment in conjunction with other programs.
- Repurposing content into ASA educational customized offerings.

Library: Podcasts and Publications
- ACHE Podcasts
- ASA Podcasts
- Curated content (in development)
Lead the Leader: Leadership Development Suite

New Leadership Programming

**Leadership Academy – (Q4 2021)**

- Essential Skills Training – Resident to Executive Level
- Module 1 - Coaching and Mentoring Guide for Committees and Editorial Boards
- Module 2 - Recorded modules on Leadership (e.g., emotional intelligence, ethical decision-making)

**ANESTHESIOLOGY™ 2022 – Coaching for first time attendees**

- Training for interested members who serve as coaches
- Provide support for first time attendees to navigate the meeting
- Encourage networking and ongoing interaction ASA
- Encourage membership
Dealing with Adversity
Providing support in unprecedented times
Individual Support

Self-Care

Physical

Activity

Emotional

Mental

Rest

Healthy diet

Sleep

WELL-BEING

Improved mood

Reduce anxiety

Deliberate

Individual control

Activity

Mood

Well-being

Exercise

Self-Care
Individual Support

Self Care
The ultimate stress management strategy

Science
A foundation of brain-based research connecting the how and why

Heart
The intersection of all your work, driving connection and creating meaning

Leadership
Expanding on the traits and habits that move you forward
Supporting Individual Leadership

What we know:

Workplace culture is directly linked to leadership
- In particular, executive leadership

All Physicians assume leadership roles
- Opportunity to foster a culture of support

Culture of Support
- Lower rate of burnout
- Positive effect on patient safety

Anoushka M. Afonso, Joshua B. Cadwell, Steven J. Staffa, David Zurakowski, Amy E. Vinson; Burnout Rate and Risk Factors among Anesthesiologists in the United States. Anesthesiology 2021; 134:683–696

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Supporting Individual Leadership

What we know:

“Solutions focused on leadership skills, self-care, balance between demands and resources, and alignment in the working environment are likely to have downstream effects, multiplying investments made.”

Anoushka M. Afonso, Joshua B. Cadwell, Steven J. Staffa, David Zurakowski, Amy E. Vinson; Burnout Rate and Risk Factors among Anesthesiologists in the United States. Anesthesiology 2021; 134:683–696
Custom program for industry organizations

Continuing successful relationships

Working with individual industry partners to match goals

Finding similar interests to create a win/win

Focused on gaps and needs

Outcomes that improve member quality of life/practice and patient safety
Questions?

- Thank you!