



April 2019 – Here's What's Up!

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Message from FSA President

Dear fellow FSA members,

As you may or may not be aware, we are approximately halfway through the 2019 Florida House and Senate legislative sessions. Two weeks ago, a score and a half of your fellow FSA members took time out from their practice to travel to Tallahassee for a Monday and Tuesday to reinforce and educate our state senators and representatives on the benefits of physician-led anesthesia. The old adage concerning the relationship between planning and results certainly applies here – thanks to the year-long efforts of our Tallahassee lobby team at Johnson & Blanton, as well as our own **Jay Epstein, MD** who chairs the FSA Legislative Affairs Committee, the skids were already greased upon our arrival.



The key word to successful advocacy with our political class is RELATIONSHIPS. We encourage ALL of our members to take this to heart and get to know YOUR state senator and member of the House of Representatives. It is surprisingly effortless, particularly when the meeting is arranged during the summer months when the legislators are home and in their district offices. This kind of relationship-building between individual FSA members and their state legislators is ESSENTIAL if we are to be successful as an organization in our core mission of advancing and protecting our beloved specialty.

From Dr. Epstein, these are the top pieces of legislation that we've been focused on this session:
"Physician led-anesthesia is being challenged by two bills that the FSA has been working to amend or defeat. These scope of practice expansion proposals include the Innovation in APRN Practice Act (S972) and the APRN Practice Act (H821). Physicians directing the anesthesia care team is the national gold standard in 46 out of 50 states, encompassing 98% of all Americans, and there is no cost savings achieved by excluding physicians and allowing independent practice. Florida-based and national polling from 2013 and 2019 indicates that the public overwhelmingly demands physician anesthesiologists leading the care team.

Safety legislation of interest includes the FSA's support of the tightening anesthesia and sedation standards in dental and medical offices as well as mandatory reporting of all adverse incidents (S188 and H933).

The Florida House of Representatives is also focused on innovations and cost savings in the health care market. The delivery of anesthesia services could be affected by a number of proposals, including 24-hour ASCs (S434), Recovery Care Centers (H25), Advanced Birthing Centers (H383), Telehealth (H23), and the Physician Interstate Licensure Compact (H7078)."

Once the 2019 Legislative Session is over, expect to hear a wrap up of our take on these and other relevant pieces of legislation, and what they will mean for our specialty. And as always, thank you for your membership.

James "Knox" Kerr, III MD
FSA President

FSA in Pictures

On January 26 several members of the FSA and the FAAA traveled to Tallahassee to meet with state Senators and Representatives...



(left) Drs. Paul Anderson, Roger Duncan and Chris Giordano at the pre-visit breakfast/strategy session.

(below) Dr. Moeed Azam visits with Rep. Anna Eskamani (Dist. 47)

(below) Drs. Frank Rosemeier, Jared Weiner, Jonathan Hadaway and Moeed Azam with Sen. Linda Stewart (Dist. 13)



(right) Meeting with Sen. Travis Hutson (Dist. 7) are Dr. Sher-Lu Pai, Alex Gatalj (FAAA), Dr. Sherman Turnage, Dr. Knox Kerr, Dr. Leopoldo Rodriguez and Jamison Caldwell (FAAA)



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The FSA and FAAA group with Governor Ron DeSantis

Treasurer's Report

Greetings to everyone!

While news from Tallahassee frequently emphasizes our challenges and future goals, I can confirm that currently our Society remains in sound financial shape. This is in spite of the reality that our expenses have continued to rise in recent years. Our Board of Directors has anticipated these expenses and needs and has been diligent and prudent with our resources.

Based on advice from our management consultants, we continue to maintain a reserve of approximately 1.5 times our yearly operating expenses in order to cushion against possible economic downturns and meet these future unanticipated expenses. Two thirds of this reserve is maintained in cash and savings, while the remainder is invested in conservative accounts with Raymond James.

Details regarding our finances are available at our Annual Meeting or through your District Director.

Respectfully,

Brence A. Sell, M.D.
Treasurer

Chris Giordano, MD
Assistant Treasurer



*Thanks again to **Dr. Chuck Chase** and to our colleagues at **FOMA** for working with FSA to offer the "Prescribing Controlled Substances" course – over 465 of our members took advantage of the offer!*

IN THE BREAKROOM: 5 questions for Steve Vancore/Vancore Jones Communication

The FSA is without question an active and dynamic Society, and when you receive those important messages from your leadership – news, calls for action, PAC donation requests – you can be sure that VancoreJones had a significant hand in crafting that communication. We asked our long-time colleague Steve Vancore to answer a few questions and provide a little insight into the great work his company does for FSA.



ITB: Many people find politics and the legislative process in general confusing, shady, maybe dirty. How do you do what you do, and why should a practicing physician anesthesiologist care?

The proverbial sausage-making can be daunting, but it is vital to know and understand that as sloppy and cumbersome as our republic is – and it is – most of the people involved are engaged for the right reason. It is vital for practicing physician anesthesiologists to recognize this and be an active part of educating lawmakers and policymakers on the very good reasons our members are a vital part of safe and cost-effective anesthesia medical care. The “sausage-makers” genuinely want to do good things but without our direct advocacy and continuous education they simply won’t know the best facts and the best reasons to support physician-led care. That is our duty and our obligation.

ITB: What do you think is the biggest misconception about PR, communications and the work you do?

That’s easy. That there is some man-behind-the-curtain secret magic. Our job – indeed our toughest challenge – is keeping our team focused on repeating, reiterating and repeating our message over and over again. When you work with extremely smart people, they are complex thinkers who want to find new and innovative ways to solve problems. Our job is to stress that we have a winning message and need to keep pounding it endlessly.

ITB: What is your proudest moment/accomplishment professionally?

I conceived, drafted and helped pass legislation to increase minimum staffing requirements in Florida’s nursing homes and as a direct result of that legislation, we saw care increase, adverse incidents drop, lawsuits drop and unnecessary deaths drop as well. It’s not every day you get to do something that saves people’s lives – well, unless you are an anesthesiologist.

ITB: What was your most challenging “throw in the towel” moment?

I’m still mad we lost the balanced billing fight. It makes my blood boil because it was so unfair.

ITB: What was the strangest/funniest/weirdest campaign or PR initiative you’ve been involved in?

I helped pass a local ballot item in Monroe County to authorize the release of genetically modified mosquitos to combat the spread of the Zika virus. Everyone called them Franken-mosquitos! We had good science on our side and won countywide in a landslide except of course for the neighborhood where they were set to be released. That neighborhood overwhelmingly voted against it – go figure. ☺

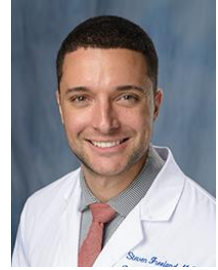


Click the banner to register for the 2019 annual meeting

RESIDENT'S CORNER – ASA Practice Management 2019

by Steven Morris Freeland, MD - PGY-2, Dept of Anesthesiology, University of Florida

ASA practice management was an excellent experience for me, especially as a younger resident. The bulk of the meeting was on Saturday. The start of the conference was a speech on resilience, the opposite of burnout. This speech covered the other side of the conversation that we do not hear about as often. It was motivational and well-received. After the Keynote address, I started with the resident track for the day. This was a lecture series tailored to residents and fellows. We first covered the different types of anesthesia practices. We then had a lawyer review the pitfalls of many employment contracts. Afterwards, billing and coding; and risk management and compliance lectures were given. This was the first time in my career that I learned about billing and coding; it was actually quite engrossing. We then covered employer's expectation of us and how we can bring value to our workplace. Later, we reviewed how to craft our CV and how to perfect our interview for future employers. We had a short lecture on operating room efficiency and how to be an efficient anesthesiologist. Finally, we went over personal finance and how to properly save our income, a subject that many of my colleagues have little education. The knowledge and wisdom gained from this evident will not just benefit me. I intend to help my fellow colleagues understand these aspects of our work. I thoroughly thank FSA for giving me the support to attend this conference as I would otherwise be unable. I intend on recruiting my fellow residents to attend the conference next year.



FSA - Upcoming Events

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| May 13-15, 2019 | ASA Legislative Conference | <i>Washington DC</i> |
| June 14-16, 2019 | FSA Annual Meeting | <i>West Palm Beach, FL</i> |
| October 19-23, 2019 | ASA Annual Meeting | <i>Orlando, FL</i> |

A calendar of national anesthesia-related events is located on the [ASA Website](#).