

AMERICAN ACADEMY OF PEDIATRICS
CHAPTER ANNUAL REPORT
January 1, 2010 – December 31, 2010

10/14/10

All AAP chapters should use this report format. The District Vice Chairpersons Committee will review all submitted reports to determine nominees for and winners of the **Outstanding Chapter Awards, Awards of Chapter Excellence** and the **Special Achievement Awards**. The template is a Word document and can be saved and shared between the chapter president, vice president, and executive director. The final report should be emailed to ahovde@aap.org, with copies to the respective district chairperson and vice chairperson.

Name of Person(s) Preparing Report: Jamie Calabrese, MD, FAAP and Suzanne Yunghans

Chapter: Pennsylvania

District: III

GOALS (30%)

Please briefly describe your goals (up to a maximum of 5), and include information on how they were developed (for example, part of your strategic plan). **See example below and describe your goals in the shaded template that follows.**

EXAMPLE GOAL: Promote optimal immunization of children (top priority in chapter strategic plan, adopted March 2007).

MEASURABLE OBJECTIVES:

- 1) Increase immunization rates of two-year olds in the state from 65% (2005 rate) to 85% by May 2010.
- 2) Increase pediatric practices' participation in the state immunization registry from 150 (number participating in 2006) to 300 by May 2010.
- 3) Support 100 of the state's pediatric practices in implementing a Quality Improvement (QI) initiative focused on immunizations between September 2007 and May 2010.

ACTIVITIES:

- 1) Track statewide immunization rates of two year olds.
- 2) Fulfill contract with state Department of Health and Human Services to carry out an "academic detailing" and technical assistance program for pediatric practices on immunization best practices (including training for participation in state registry).
- 3) Provide workshops on immunization practice at chapter annual meetings.
- 4) Discuss immunizations at Open Forums and in chapter newsletters, reporting on immunization rates and level of participation in immunization registry, as well as members' experience in addressing barriers and developing strategies to improve immunization practice.

5) Collaborate with state AHEC system to disseminate and support a QI module on improving immunization practice.

OUTCOMES/RESULTS:

- 1) Chapter provided: immunization workshops at annual meetings in 2007, 2008, and 2009; Open Forum discussion of immunizations in January, 2008 and 2009; 5 newsletter articles on immunizations, June 2007 & 2009 (2 in fiscal year 2009); 75 office technical assistance visits for immunization assistance, July 2007-May 2009 (32 in fiscal year 2009).
- 2) State immunization program chart audits in March 2009 revealed that 83% of children received the recommended immunizations by 30 months of age. Rates did not vary by race or ethnicity.
- 3) The chapter gets participation data from the registry and, as of May 2009, 205 pediatric practices reported that they are participating in the state immunization registry.
- 4) As of May 2009, the state AHEC program reported that 35 pediatric practices have completed an on-line program on immunization QI. The chapter responded to technical assistance requests from 20 of these practices.

GOAL A: Assure Access to Quality Health Care Services for all PA Children.
MEASURABLE OBJECTIVES (up to 3):
1) Monitor Medicaid and PA Cover All Kids (CHIP) to assure continuous funding and sustained children’s services.
2) Expand practice participation in the PA Medical Home program.
3) Work with PA Medicaid to improve oral health services by supporting payment to pediatricians for oral health education, fluoride varnish application and referral to a dental home.
ACTIVITIES:
1) Provide active pediatrician input to the PA Medical Assistance Advisory Committee (MAAC) and the PA Child Health Insurance Program Advisory Board (CHIP).
2) Offer 3-5 regional dinner meetings on medical home to attract new practice interest and participation.
3) Actively support PA Medicaid payment for oral health screening, fluoride varnish application and referral to a dental home.
OUTCOMES/RESULTS:
1) Drs. Eve Kimball and David Wysomierski, MD, FAAP were appointed and actively represent the PA AAP on the MAAC and CHIP Advisory Boards, respectively. Dr. Kimball attends monthly MAAC meetings, reports back regularly on developments and has successfully directed attention to pediatric issues. Also, Drs. Paul and Berlin serve on the State Medicaid Pharmacy & Therapeutics Committee and have protected first line access to key pediatric drugs/therapies. Chapter members sit on regional Medicaid Advisory Committees. Although

the CHIP Board meets less frequently, the success has been no cuts in funding despite state budget constraints. Continuous funding has been achieved to date.
2) Six regional dinners (average attendance 15 FAAPs) were held across PA focused on the PA Medical Home program. As a result, 36 new practices attended and 12 are interested in joining the network bringing the total number of trained practices in medical home principles to 114.
3) On April 1, 2010, PA Medicaid issued a Bulletin authorizing payment (\$18) to pediatricians for dental code D1206 (application of fluoride varnish).

GOAL B: Support members with effective practice education and management services.
MEASURABLE OBJECTIVES (up to 3):
1) Provide resources and tools on practice management to members.
2) Engage practices in chapter CME opportunities.
3) Provide technical assistance/advocacy with unresolved insurance billing problems.
ACTIVITIES:
1) Include coding tips in monthly e-Newsletter.
2) Offer a minimum of five CME opportunities to improve quality of care.
3) Promote the PA Chapter Practice Management Committee Chair and Executive Director as sources of practice technical assistance.
OUTCOMES/RESULTS:
1) Dr. Jamie Calabrese (Certified Professional Coder and member of the AAP COCN) published monthly pediatric coding tips in the PA Chapter e-News. Member feedback documents use of this information. Twelve “Coding Corners” were published in 2010.
2) Six CME teleconferences offered on teen driving, breastfeeding and return to work, mild traumatic brain injury/concussion, oral health/fluoride varnish, immunization ethics and new immunization administration codes. Average attendance: 175 physicians, nurses, office staff. 561 attendees on call regarding new imm administration coding.
3) PA Chapter received over 30 requests for technical assistance on insurer-related problems (e.g. unresolved patient billing, VFC flu vaccine delays, payment for 96110, Medicaid formulary concern). Direct communication with high level staff expedited problem resolution. Also partnered with the PA Health Law Project (advocates for Medicaid consumers) to advocate for mutual concerns based on case trends in Southeast PA that resulted in a study of the Special Needs Units, review of Medicaid managed care payment and formularies.

GOAL C: Proactively involve the PA Chapter in cutting edge health care initiatives such as NCQA-PCMH certification, HITECH/Meaningful Use roll-out, state CHIPRA grant, PPACA implementation at the state level.

MEASURABLE OBJECTIVES (up to 3):

1) Provide pediatric expertise to state decision makers involved in CHIPRA grant and PPACA implementation.

2) Engage practices in Southeast PA in NCQA-PCMH certification.

3) Provide information to/from state on HITECH/REC/MU and promote pediatric practice participation.

ACTIVITIES:

1) PA Chapter propose pediatricians for advisory committees. PA Chapter meet with State Medicaid Director re CHIPRA scope of work.

2) Seek funding support to offer education for practices on the NCQA-PCMH application. Recruit pediatricians who are Level 3 credentialed to provide the expertise.

3) Seek partnership with Regional Extension Center (REC) grantee. Provide input to state Medicaid on meaningful use criteria.

OUTCOMES/RESULTS:

1) Dr. Susan Kressly and Suzanne Yunghans were asked to serve on the CHIPRA Advisory Committee. Dr. Renee Turchi is directly involved in one aspect of the CHIPRA grant. Dr. Eve Kimball was asked to serve on the PA (PPACA) Health Care Reform Advisory Council. Pediatric input in the CHIPRA advisory committee has resulted in favorable opportunities for pediatric practices. Outcomes of the Health Care Reform Advisory Council have not been realized yet.

2) Conducted NCQA-PCMH dinner meeting and 3-part teleconference series by pediatricians for pediatricians providing a walkthrough of the 9 standards and practical tips for completing the application. 65 pediatricians participated resulting in 20+ who are in the process of applying for certification. Independence Blue Cross (IBC) is paying \$3.00 PMPM for Level 3 certification. Funding provided by IBC for dinner meeting. Received \$3000 support from liability insurance carrier for teleconference series.

3) Established excellent relationship with REC. PA Chapter employee hired to do outreach to pediatric practices. PA Chapter provided pediatric expertise at a public hearing and in subsequent meetings to state Medicaid on meaningful use which were incorporated into the state plan.

GOAL D: Improve payment for pediatric services.

MEASURABLE OBJECTIVES (up to 3):
1) Sustain and improve relationships with payer medical directors.
2) Improve the Pediatric Council dialogue and follow up.
3) Secure payment for Bright Futures services.
ACTIVITIES:
1) Increase contact with payers beyond the twice yearly Pediatric Council meetings to follow-up on specific concerns with each payer and to assure that practices were kept whole with the PPACA zero co-pay for well child care.
2) Develop at least 6 issue briefs for each Pediatric Council meeting to focus the discussion and enable specific follow up.
3) Focus communications on Bright Futures recommendations and the business case/value.
OUTCOMES/RESULTS:
1) Dr. Susan Kressly (Pediatric Council Chair), Dr. Jamie Calabrese (President since 7/1/10) and PA Chapter Practice Management Committee members have called each of the payer medical directors and/or met in person with each outside of the Pediatric Council meetings. Major changes affecting pediatric practice have been communicated via email to each medical director for follow up (e.g. vaccine pricing changes, 96110 payment, fluoride varnish/oral health screening recognition and payment, vaccine administration code changes, PPACA zero co-pay for well care). Communication has prompted quicker turnaround and payment. Six of seven major commercial PA insurers are making practices whole in new plans with zero co-pay for well care.
2) Nine issue briefs have been prepared on Bright Futures developmental screening, autism screening, 30 month visit; appropriate payment for vaccines, payment for mental health/ADD, payment for telephone care, payment for chronic disease management/care coordination, obesity management, PCMH recognition.
3) Specific follow-up meetings and email communications with payers have been focused on payment for Bright Futures services. All seven major commercial plans are now paying for the 30 month visit and six of the seven are paying for developmental/autism screening. PA Chapter advocacy resulted in the state Medicaid EPSDT schedule being matched to the Bright Futures schedule including RVU-based payment which increased EPSDT payment from 24-93% visit.

GOAL E:
MEASURABLE OBJECTIVES (up to 3):

1)
2)
3)
ACTIVITIES:
1)
2)
3)
OUTCOMES/RESULTS:
1)
2)
3)

OTHER CHAPTER ACTIVITIES (30%)

PLEASE DO NOT EXCEED 50 WORDS PER TOPIC AREA. We realize that chapters often expend resources, both time and money, on initiatives that are important to the success of the chapter, but may not be specifically spelled out in the goals. The following are topic areas that have been noted in previous years’ chapter annual reports. Please indicate whether your chapter is involved in activities focused on any of these areas, and briefly describe the activity.

Immunizations: See Goal (specify) No Activity Activity (describe)
 Continued Immunization Education Program CME/QI in 100 practices in 2010. 48 pediatricians are educators, 4 are pediatric advisors. Supported practices by providing imm skills training to 344 medical assistants. Conducted 2 CME teleconferences on imm ethics and new vaccine admin codes. Supported revised state imm regulations for school entry. PA continues with imm rates ranked in top 10 states in USA.

Mental Health: See Goal (specify) No Activity Activity (describe)
 Began Task Force on Mental Health in collaboration with PA Community Providers Assoc. Held Leadership Summit with 37 key stakeholders invested in improving integration of physical and behavioral health. Involved in leadership team for PA Garrett Lee Smith Suicide Prevention grant resulting in CME on adolescent depression and 3 pediatric practices piloting depression screening in their offices. Worked with PA Psych Assoc to pass resolution at PA Med Society House of Delegates on access to MH services. Work in progress.

Oral Health: See Goal (specify) No Activity Activity (describe)
Extensive work in this area. See Goal A. Dr. Eve Kimball is PA Oral Health Champion. Worked with Medicaid to extend coverage for fluoride varnish (FV) to pediatrician at \$18/application. Conducted CME teleconference for practices on implementation of FV (121 participants). As a result, Dr. Kimball is working on FV implementation with 11 practices.

Children With Special Health Care

Needs/Foster Care: See Goal (specify) No Activity Activity (describe)
See Goal A. PA Medical Home Initiative (MHI) is national leader per MCHB. Dr. Renee Turchi is physician leader. See Goal A regarding recruitment. MHI's 57 current active practices participated in 2 QI conferences: Traumatic Brain Injury and, for first time, in health track at state Community on Transition conference. Dr. Jodi Cohen leads PA Foster Care initiative culminating in Foster Care Roundtable engaging 39 key govt, court, health, social work stakeholders addressing state implementation of Fostering Connections Act.

Early Brain

Development: See Goal (specify) No Activity Activity (describe)
Dr. Beth DelConte represents Chapter on state PA Early Learning Council and state Early Childhood Mental Health Workgroup. Extensive work resulting in successful payment for developmental/autism screening by the major commercial payers. Used chapter communications to encourage use validated tools for screening. Collaborated on state Medicaid Bulletin re screening tools. Active involvement in Healthy Tomorrows grant at Einstein Med Center focused on NICU follow up.

Access: See Goal (specify) No Activity Activity (describe)
See Goal A. Extensive work in this area.

Quality: See Goal (specify) No Activity Activity (describe)
14 pediatric practices involved in Governor's Chronic Care Initiative focused on improved management of asthma (learning collaborative, run charts, care coordination) and NCQA-PCMH certification. 5 of 14 are Level 3 and mentoring other practices. The Chapter conducted a 3-part series on the application for NCQA-PCMH to help practices in SE PA where one payer is providing an additional \$1.20, \$2.00, \$3.00 PMPM for Level 1,2,3. See Goal C.

Child Care Health

and Safety: See Goal (specify) No Activity Activity (describe)
Extensive work led by Drs. Sue Aronson and Beth DelConte. Through an AAP grant, the Health Futures Medication Administration in Early Education & Child Care curriculum was taught to 65 child care health consultants/Head Start coordinators/pharmacists who in turn educate child care (CC) providers. Curriculum used, in collaboration with PA Child Care Assoc, for webinar training CC providers statewide. Funded program (ECELS) managed distribution/review of 6000 self learning modules by CC providers to meet state credentialing requirements.

Child Health Finance: See Goal (specify) No Activity Activity (describe)
See Goal A and D. Chapter is vigilant in watching for potential budget cuts to children's programs due to state deficit and none have been impacted to date.

Health Care Equity: See Goal (specify) No Activity Activity (describe)
Thanks to advocacy efforts, all children in PA are eligible for health insurance through Medicaid or CHIP. Chapter continues to monitor the effectiveness of "one application" process to both programs. Currently, 1.2 million PA children are insured through Medicaid and CHIP.

Medical Home: See Goal (specify) No Activity Activity (describe)
See Goal A and information listed above under children with special health care needs.
Presentations on PA Medical Home initiatives at 2010 ALF and 2010 PAS Plenary Session.

Profession of Pediatrics: See Goal (specify) No Activity Activity (describe)
Chapter Board actively discussing supports to members re MOC. Successful in getting PA to include MOC Part IV credit for CHIPRA use of Ped Core Measure Set outcome data which will bring added QI benefit to participating practices.

Adolescent Health: See Goal (specify) No Activity Activity (describe)
Partnered with PA Dept of Health to distribute information to 650 ped practices on chlamydia screening. Chapter actively worked on two bills - deterrents to adolescent use of tanning salons and strengthening of PA Graduated Driver Licensing requirements - both stalled in Senate. Advocates will re-introduce in 2011-12 legislative session.

Breastfeeding: See Goal (specify) No Activity Activity (describe)
Drs. Penny Soppas, Esther Chung and Debra Bogen serve as leaders and participate in the PA Breastfeeding Coalition. Continue to disseminate breastfeeding curriculum developed in 2009 for pediatric practice QI. Conducted CME teleconference on breastfeeding and return to work using the business case for breastfeeding tenets.

Community Outreach: See Goal (specify) No Activity Activity (describe)
Chapter developed a vaccine safety curriculum - two pediatricians currently piloting at community meetings. Partnered with state Imm Coalition to highlight vaccine value at Phillies game (scoreboard video animation) seen by 44,000 fans and featured by national Imm Action Coalition. Developed new adolescent immunization posters that were distributed to 29,000 hair salons, 2,400 barbershops and 5,500 other locations.

Disaster Preparedness: See Goal (specify) No Activity Activity (describe)
Chapter participated in state H1N1 After Action report providing valuable practice feedback to state on vaccine distribution. Executive Director met with state director of Emergency Planning, state EMS-C Coordinator and state Director of EMS to explore collaboration aimed at improving pediatric emergency response. State will provide \$275,000 of H1N1 emergency funds to Chapter in 2011 to conduct immunization education and skills training.

Early Hearing Detection & Intervention: See Goal (specify) No Activity Activity (describe)
Extensive activity led by Dr. Robert Cicco. State funds Chapter to conduct education sessions, provide technical assistance to hospitals, collaborate with audiologists to improve diagnosis & services and participate on state EHDI Advisory Committee.

Health Care Organization

Collaboration: See Goal (specify) No Activity Activity (describe)

Dr. Richard Baltz represented pediatrics on PA Medical Society Executive Board; Dr. Robert Cicco represented us on PA Medical Society Specialty Board. Continued longstanding Primary Care Coalition with family & internal medicine - 2010 partnered on Improving Performance in Practice quality initiative with Governor's Office (14 peds practices involved) which resulted in improvements in asthma management.

Increase Chapter Visibility

Expert Recognition: See Goal (specify) No Activity Activity (describe)

Chapter leadership on AAP appointed committees: Dr. Cindy Christian -Chair, COCAN, Dr. Kathy Shaw -Chair, COPEM and 7 other chapter members serve as appointed members to AAP committees. Drs. Heitlinger, Dias and Selbst serve as Chairs of their respective AAP sections and 19 other chapter members serve on section Exec Committees. Three chapter members serve on Council Exec Committees. Dr. Robert Cicco is Chair of the NCE Planning Committee. Dr. David Turkewitz was elected District III rep to ALF Planning Committee.

Managed Care

Medicaid: See Goal (specify) No Activity Activity (describe)

Extensive involvement in this area. See Goal A

Obesity: See Goal (specify) No Activity Activity (describe)

Active work with early care & education community through self learning module on nutrition and physical activity. In negotiations with PA Dept of Health to begin an EPIC program on childhood obesity for pediatric and FP practices in 2011.

Pediatric Councils: See Goal (specify) No Activity Activity (describe)

Significantly expanded work in this area in 2010 through Dr. Sue Kressly's meeting individually with each of 14 insurers in PA and conducting two Council meetings. Practice Management Committee prepared background business case briefs on 7 specific topics affecting practices for Pediatric Council meetings. Accomplishments include payment for Bright Futures 30 mo visit, payment for 96110, timely increases in vaccine reimbursement, attention to 2011 vaccine administration code changes and individual help for practices with specific concerns.

Practice Management: See Goal (specify) No Activity Activity (describe)

As mentioned above, Dr. Sue Kressly has actively engaged 15 pediatricians from across PA to participate in a Practice Management Committee and serve as sounding board for issues to come to Pediatric Council. Several of these members attended meetings with their local insurer with Dr. Kressly. Offered a CME teleconference on the new vaccine admin codes (561 participants).

Professional

Education/CME: See Goal (specify) No Activity Activity (describe)

Significant work in this area. Through Chapter EPIC programs (provides on-site CME) and 6 CME teleconferences, the Chapter (in collaboration with Univ of Pittsburgh School of Medicine) provided 3,991 hours of CME (for physicians) and CEUs (for practice nurses) in 2010.

Public Education: See Goal (specify) No Activity Activity (describe)

Dr. David Turkewitz featured in statewide H1N1 vaccine media campaign, Drs. Maria McColgan & David Turkewitz in key media market OpEd during Governor's election campaign. Chapter website front page focuses (10,179 unique visitors in 2010) on peds as child health experts. Chapter-sponsored pediatric phone-in with CBS 3 TV in Phila - 18 pediatricians participating including 4 residents.

Public Health: See Goal (specify) No Activity Activity (describe)
Chapter actively engaged via pediatricians appointed to all state task forces/advisory committees impacting children (e.g. Governor's Commission on Children & Families, Metabolic Screening, Newborn Hearing, Injury Prevention, Suicide Prevention, Sec'ty of Health Advisory Board, State Imm Coalition, etc). New 2010 initiative: Chapter partnership with PA Dept of Health on traumatic brain injury (TBI) education to child care programs, medical home practices and to ped practices through CME teleconference (344 participants total).

Reach Out and Read

Literacy: See Goal (specify) No Activity Activity (describe)
There are 98 Reach Out and Read partner sites in PA. The majority are led by member pediatricians. In addition, the Chapter continued its collaboration with the PA Library Association to offer the "one state, one children's book" program to practices for the 4th year.

Smoking Cessation: See Goal (specify) No Activity Activity (describe)
Dr. Denise Salerno testified before Phila City Council on increasing penalties to merchants selling tobacco to teens. Bill passed and signed by mayor. Phila is recipient of a Federal PCPTW grant. Met with director of Phila grant to collaborative on activities, share resources and plan for a leadership summit on adolescent cessation in 2011. Chapter partnership with Geisinger Medical Center on HP 2010 grant - focus is post-partum relapse.

Other(s). See two additional areas of effort below.

Please specify. Prevent Child Abuse - PA: Board decision to sponsor this new organization - achieved chapter charter status in 2010. Led by Dr. Maria McColgan (YP) with 2 other pediatricians on statewide Advisory Board. Successfully raised \$30,000 in first 18 months. Activities focused on primary prevention of child abuse.

Passage of infant safe sleep legislation: After 3 years of chapter advocacy, PA passed legislation mandating infant safe sleep education in the newborn nursery which will affect 120,000 babies born in PA each year.

CHAPTER FINANCES (10%)

Please describe your budget process and how it relates to your defined goals (eg. allocation of your resources based on identified priorities).

Chapter priorities are discussed by the Board and allocated funds based on cost and available resources. Additional programs (8 statewide programs in 2010) are funded by grants and are carried out in accordance with the contract deliverables. The annual budget is prepared by the Secretary/Treasurer, Executive Director and the Chapter Controller and presented to the Board for review and approval. Chapter has a specific set of internal controls that are followed and a fund accounting software program to assure correct allocation of revenue/expenses. A CPA

prepares an annual independent audit.

Operating Budget: \$3,507,583 Reserves: \$254,681
Total Full Time Staff: 22 Part Time Staff: 15

Which of the following tactics does your chapter employ to generate non-dues revenue? Check **all** that apply.

- Grants
- National and/or state agency contracts to carry out projects and initiatives
- Chapter Continuing Medical Education opportunities
- Advertising space sold in the chapter newsletter and/or on chapter Web site
- Exhibit fees at chapter meetings
- Pharmaceutical/corporate contributions
- Personal/individual donations
- Private foundation donations
- Other(s): Royalties, software subscriptions, fundraising events, video sales

Please specify: See above.

MEMBERSHIP DEVELOPMENT (20%)

Please indicate what recruitment and retention strategies your chapter employs. Check **all** that apply.

- Mailings/letters to members and non-members
- CME opportunities
- General communications (eg, E-mails, Web site, general correspondence)
- Personal contact by chapter officers and/or staff
- Chapter newsletter
- New member information packets
- Resident outreach
- Membership recruitment campaigns
- Participation in advocacy efforts
- Chapter membership committee
- Recruitment of affiliate members
- Member surveys
- Other(s): Personal Contacts

Please specify: Regional Board representatives make personal contact with members in their areas. Recruitment through participation in PA Chapter statewide programs.

If you have a successful recruitment or retention strategy that you would like to share, please briefly describe it below. Specify how your chapter demonstrates value to your members. Please be sure to indicate, if at all, how that strategy addresses diversity. *Diversity may reflect values, beliefs, attitudes, principles and other attributes that define our culture. These may be personal attributes (e.g. gender, race, ethnicity, language spoken, age, sexual orientation, religion, family composition, etc.) or professional (e.g. type of community, site of practice, types of practice, administrative, practice owner or employee, or research interests, etc.)*

PLEASE DO NOT EXCEED 50 WORDS PER CATEGORY. Please briefly describe your chapter's recruitment activities, if any, related to the following member types in the space provided below.

Medical students

Through Dr. Esther Chung, Jefferson Univ medical students and Jefferson/Nemours residents (24 participants in 2010) rotated through the Chapter office spending a day learning about advocacy. Student Presidents of Medical School Pediatric Interest Groups are invited to attend 2x/year Chapter Leadership meetings.

Residents

24th Resident Career Day held for 90 residents. Residents from each of 8 residency programs are invited to attend 2x/year Chapter Leadership meetings (3 attended in 2010)

Young Physicians

The Chapter has two Board positions specifically represented by YPs. Drs. Ed Everett and Trina Peduzzi currently hold those seats. These two Board members and other YPs plan and execute Resident Career Day each year. YPs are also planning a second Resident Advocacy Day for Spring, 2011.

Medical subspecialists

AAP Section Executive Committee members (some representing Medical subspecialists) are invited and attend the 2x/year Chapter Leadership meetings. In 2010, 5 attended.

Surgical specialists

AAP Section Executive Committee members (some representing Surgical subspecialists) are invited and attend the 2x/year Chapter Leadership meetings. In 2010, 1 attended.

Academicians

The Academic Chairs of the eight pediatric training programs are invited and either attend in person or send representatives to the 2x/year Leadership meetings. In 2010, 7 attended.

Seniors

A number of senior members are involved in chapter programs, for example Dr. Jerry Aronson is a pediatric advisor to our Immunization Education Program, Dr. Susan Aronson is a pediatric advisor to our ECELS/Healthy Child Care PA program and Dr. Richard Baltz is our liaison to the PA Medical Society Executive Board.

Underrepresented and Minority Physicians

The Chapter has sought diversity in its leadership, grant programs and special events. Chapter has age and gender diversity on Executive Board. Racial and ethnic minorities are represented as EPIC educators and in diverse medical home practice participation.

Other

Community Hospital Chairs: Regional community hospital chairs of peds depts are invited to our 2x/year Leadership Meeting. In 2010, 7 attended.

CHAPTER ADMINISTRATION/STRUCTURE/GOVERNANCE (10%)

Do you have a strategic plan? Yes No

If yes, when was it last reviewed? 2010

Do you use the balanced scorecard? Yes No

Date your bylaws were last reviewed: 2010

PLEASE DO NOT EXCEED 50 WORDS PER ACTIVITY. Of the following choices, please describe what activities, if any, your chapter engages in to support the continued growth and development of its leadership and staff.

Implementation of Pediatric Leadership Alliance principles

Our past VP serves as an educator for AAP on PLA and brought those principles to our Board discussions. Specific PLA principles in use: Inspire a shared vision (2x/yr Leadership meetings with broad, diverse participation), Enable others to act (Chapter supports and empowers member interests (e.g. pediatricians working on specific legislative interests).

Mentor program

All Board members, committee chairs and program advisors identify potential leaders and encourage their involvement. Several Board members have been recruited based on leadership qualities identified in them by Chapter program staff and other Chapter leaders. Dr. Maria McColgan was mentored by a medical and a surgical subspecialist and recommended to the Chapter as a potential leader. She is now a shining star as Chair of our Prevent Child Abuse PA.

Succession plan

The VP works closely with the President to prepare for their term (2 year terms). In 2010, the VP who was to move up to President moved out of state. Because of successful planning and willing

leaders on our Board, the experienced Sec/Treasurer took the President role and another veteran Board member was elected VP. Due to the depth and breadth of the Chapter's engagement of members in our statewide programs, the Nominating Committee has many leaders to select from.

Professional education seminars/teleconferences

The Chapter sponsored 10 members to attend the District III leadership training in Nov 2010 (2 residents, 3 YPs, 2 seniors). Chapter sponsored 6 pediatricians to attend full day media training including on camera time with national expert and practice interviews with Phila Inquirer Health Section Editor.

Sponsor attendance at AAP national leadership conferences

Chapter sponsors member attendance at AAP Legislative Conference and Chapter Advocacy Summit when held. Chapter actively recruits state chapter champion (e.g. oral health, foster care, child care) whenever AAP asks.

Support membership in professional organizations

Chapter supports Executive Director membership in American Society of Association Executives. Chapter staff also participate in appropriate professional organizations pertinent to their programs.

Other(s)

Member Engagement in New State Initiatives: See Goal C above. Involved members in leadership roles with PA implementation of HITECH, PPACA, NCQA-PCMH, CHIPRA grant.

SUMMARY

In 250 words or less, please summarize why your chapter should be chosen as an outstanding chapter (include specifics, such as accomplishments and challenges that you faced).

1. **Professional Education:** Provided 3,991 hours of quality/pediatric-specific CME/CEU through in-office EPIC programs, teleconferences, and full day learning sessions. Provided innovative 3-part series for pediatricians by pediatricians on NCQA-Patient Centered Medical Home standards and application process – 65 pediatricians participated.
2. **Improve payment for pediatric services:** Secured payment for oral health screening/ fluoride varnish application for children covered by PA Medicaid. Through Pediatric Council meetings and individual follow up with 14 insurers in PA, achieved payment for Bright Futures services; 30 month visit & developmental/autism screening. Received assurance from 7 commercial plans that practices will not bear the cost of the zero co-pay on well visits.
3. **Public education:** Distributed new adolescent posters (English/Spanish) to 29,000 hair salons, 2,400 barbershops and 5,500 other locations encouraging awareness of vaccines important to teen health. Developed and aired vaccine promotion video at Phillies game (44,000 attendees).
4. **Involvement in PPACA, HITECH/REC/MU, CHIPRA work in PA:** Achieved pediatric involvement in each of these new initiatives. Pediatricians are appointed to each

key leadership and advisory committee bringing a focus on children's needs.

5. **Legislative efforts:** Passage of an infant safe sleep education/SIDS prevention law in PA in 2010 and a Philadelphia City Council ordinance increasing penalties to merchants selling tobacco to teens.

Through member involvement, on-going pediatric leadership at the state level, implementation of national AAP and PA Chapter goals and supportive staff, the PA Chapter continues to diligently serve pediatricians and children in our state. We believe this annual report reflects our accomplishments in 2010.

SPECIAL ACHIEVEMENT AWARDS

After reviewing all the reports, the District Vice Chairpersons (DVC) Committee identifies individual member achievements, as well as successful chapter projects, that they believe are innovative and worthy of consideration for a Special Achievement Award. Special Achievement Awards recognize outstanding AAP work of individuals or chapter achievements.

To assist the DVCs in their efforts, please briefly highlight chapter and individual projects below that you consider to be bright and innovative. Please indicate whether these are chapter projects, or projects spearheaded by an individual member. If it is a member project, please identify the member so that he or she can be considered for a Special Achievement Award.

Chapter Projects:

Immunization Education Program for resurrecting itself under ARRA funding and continuing to provide nationally recognized professional education and an excellent resource to pediatric practices in PA (recipients: Amy Wishner RN, MSN (staff) and Pediatric Advisors - Sharon Cowden MD, Mike Harkness MD, Cynthia DeMuth MD and Jerold Aronson MD)

Individual Projects:

Richard Baltz, MD, FAAP for a lifetime of advocacy - speaking out for children and pediatrics.