

Tyler Cymet, DO,
FACP, FACOFP
Chief of Clinical
Education
American
Association of
Colleges of
Osteopathic
Medicine

THE ROLE OF ORGANIZED MEDICINE IN HEALTHCARE LEADERSHIP

Why Care about Associations, Certifications, Credentials in Healthcare?

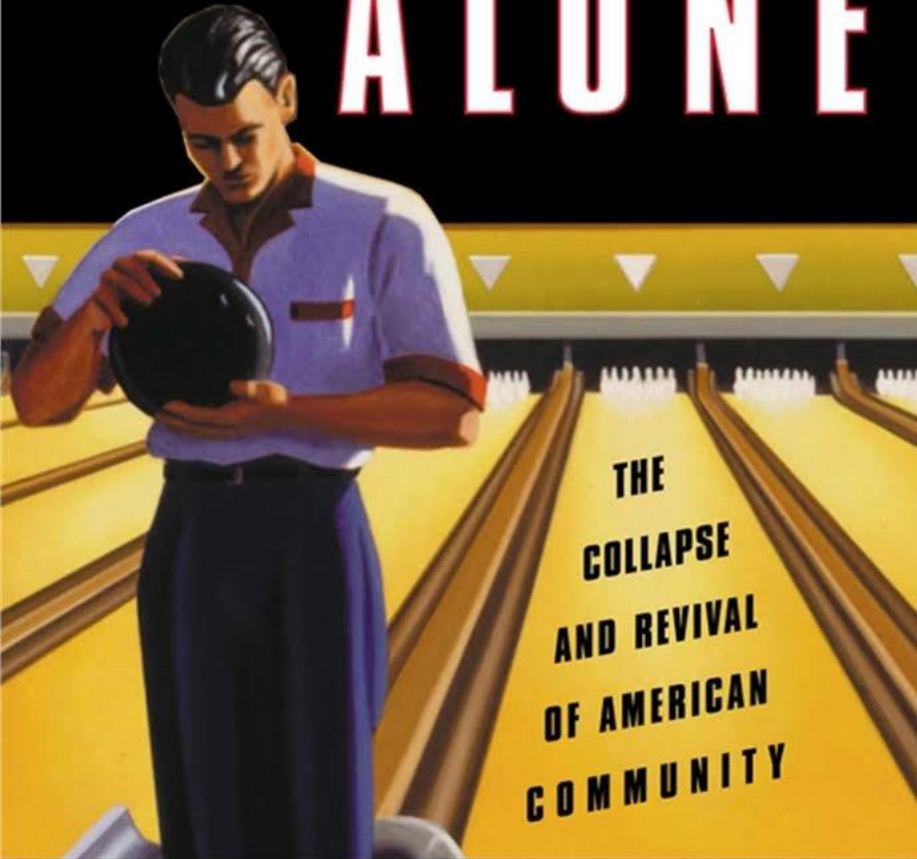
Peer Pressure and Adults

- Books, Journals and educational resources make people think things
- Other people make individuals behave the way that they do

Belonging vs Bowling Alone

- The IRS recognized 66,985 trade and professional associations in 2013
 - *That number is decreasing*
- 57 million adults in America take formal work-related courses or training each year, and more than 69 percent of those individuals receive those training programs from either a private business or a professional association
 - *This number is increasing*

BOWLING ALONE



Robert D. Putnam

Bowling Alone: *America's Declining Social Capital*

Robert Putnam

Social capital is a form of economic and cultural capital in which social networks are central, transactions are marked by reciprocity, trust, and cooperation. and market agents produce goods and services that have intrinsic and extrinsic value.

Working With People That You Have A Relationship With

- When in Need, are all plumbers, landscapers, caterers, restaurants, personal trainers, financial advisors, healthcare providers-all of equal value?
- Are expectations different when dealing with people you have worked with before?



- How do Associations influence a field and the members?
- For associations to be successful, they have to find ways to make their members more successful.
- Consolidation has been the biggest challenge for trade associations, the market change that is making this happen is specialization.
- The growing body of knowledge in the professions, and the demand for narrowly focused information and services

Badges and Micro Credentialing

- When a skill is defined in a discrete manner, it can change training and assessment for that skill.
 - *Are colonoscopies a technical skill or cognitive skill?*
 - *Can a person be trained to do colonoscopies in under 10 years?*

Team Formation


Psychologist
Bruce Tuckman

- *Forming*
- *Storming*
- *Norming*
- *Performing*
- *Adjourning*

Careers and Associations

- Why volunteer?
- What does an association give to its volunteers?
 - *Need to belong*
 - *Self definition*
 - *Access to information*
 - *A place in the system*
 - *Recruited by ...*
 - *Advocacy*
 - *Ego (people are people)*

Do your
professionals need
to belong to the
professional society
representing them?



- Is there truth to
“working together for a
greater good”
 - *Or is it protecting
“my way of doing
things”*
 - *ROI of
Membership*
 - Episodic vs
Long Term
- Unused services have
no value
- Defining the members
issues, needs and
problems
 - *Stating a
problem has
value*



Profession vs Trade

- Following an algorithm vs writing an algorithm
- When is it OK not to follow a pathway?
- What is the strength of a particular association?
 - *Being all things to all people never wins for long.*

Profession vs Trade vs Facebook Group

- Association vs Association (AMA vs AOA)-Competitors?
 - *Compete for meeting attendance, publication readership*
 - More competition from meetings unlinked to associations, or online information
 - Gatekeeper of Professional Information
 - *Doing a lousy job of having a standard for information sharing*

The Echo Chamber effect on Safety

- Social learning improves decision making only when individuals each have different information or skills
 - *Is there pressure to come to the same conclusion by all*
 - Another drug seeker to be seen
 - Status hystericus
 - Is there such a thing as systemic exertion intolerance syndrome (fibromyalgia)
 - *Dependence between people*

Echo Chamber

- Microstrategies

- *Decision making within a group*
- *Deciding between known/tried strategies*

- Macrostrategies

- *Social Exploration*

Social Learning

01

Deciding on a decision path is often part of a corporate or professional culture

02

Social learning is often the imitation of successful individual

03

Wisdom of the Crowd vs Individual Decisions

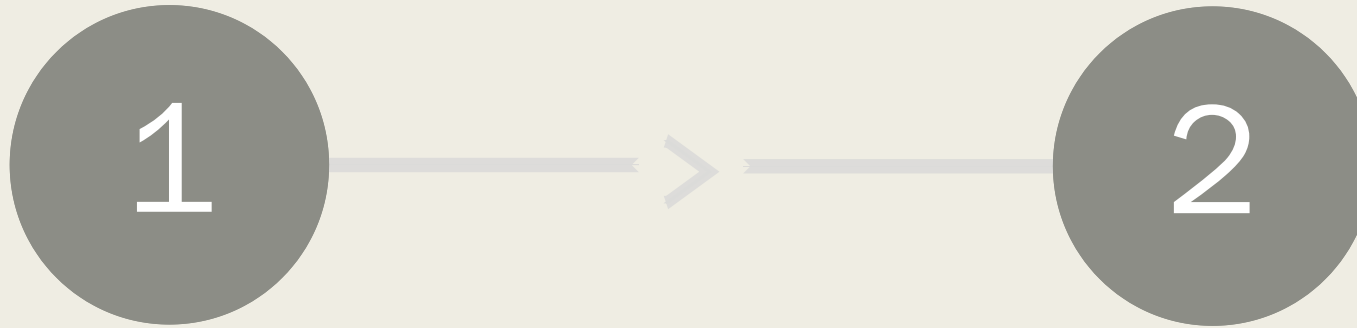
04

Group Decisions are dependent on social situations

05

What happens when a diversity of behaviors narrows?

Teamwork



Generation X version of
Teamwork

It sucks!!

Millennial version of
Teamwork

It's great!!

Career Development, Career Stage



- When there is no place to go, people can go somewhere else
 - *If you manage an employee's career, they are likely to stay with the company longer, and be happier.*

Interprofessional Practice

- Everyone should work together and respect their colleagues
- If a profession was included in an organization, they have shown themselves to have value, which may need to be discovered by those coming from another profession.

In an RVU/DRG Based Work Environment

Competency
Based Medical
Education



Entrustable
Professional
Activities

The Death of Expertise: The Campaign Against Established Knowledge and Why It Matters

Tom
Nichols

- Are Experts any better than everyone else?
 - *Experts Fail!*
 - *But experts fail less than non-experts*
 - Expertise in a system has an assessment mechanism to fail less and differently in the future.
 - The Wilderness of Ignorance has some beautiful flowers
 - Is there a difference between credentials and expertise
 - *Back to Associations matter*

What Does Organized Medicine Contribute to Health

- Consensus Opinions
- State of the Art
- Learning Communities that incorporate change into practice
- Belonging (to specialty specific groups) that
 - *inform and*
 - *focus attention of a group*

Flow of Ideas and Actions

- Preparatory Exploration
 - *Materials*
 - *Choice Architecture*
 - *Connections*
 - *Relationships*
- opportunities for social learning (which usually involve informal face-to-face interactions among employees) is often the largest single factor in company productivity.

What Does Organized Medicine Contribute to the Healthcare System

- Provides a system for advancement of health
 - *People want new, and aiming for better*
 - *Quality, Clinical Innovation, Payment Policy*
 - *Medical Education (will people go to school for 7 years if given an option of a 16 month pathway?)*

Clinical Culture and the Effect on Quality

- Do you need a sink for a healthcare office?

Code of Medical Ethics (CEJA)

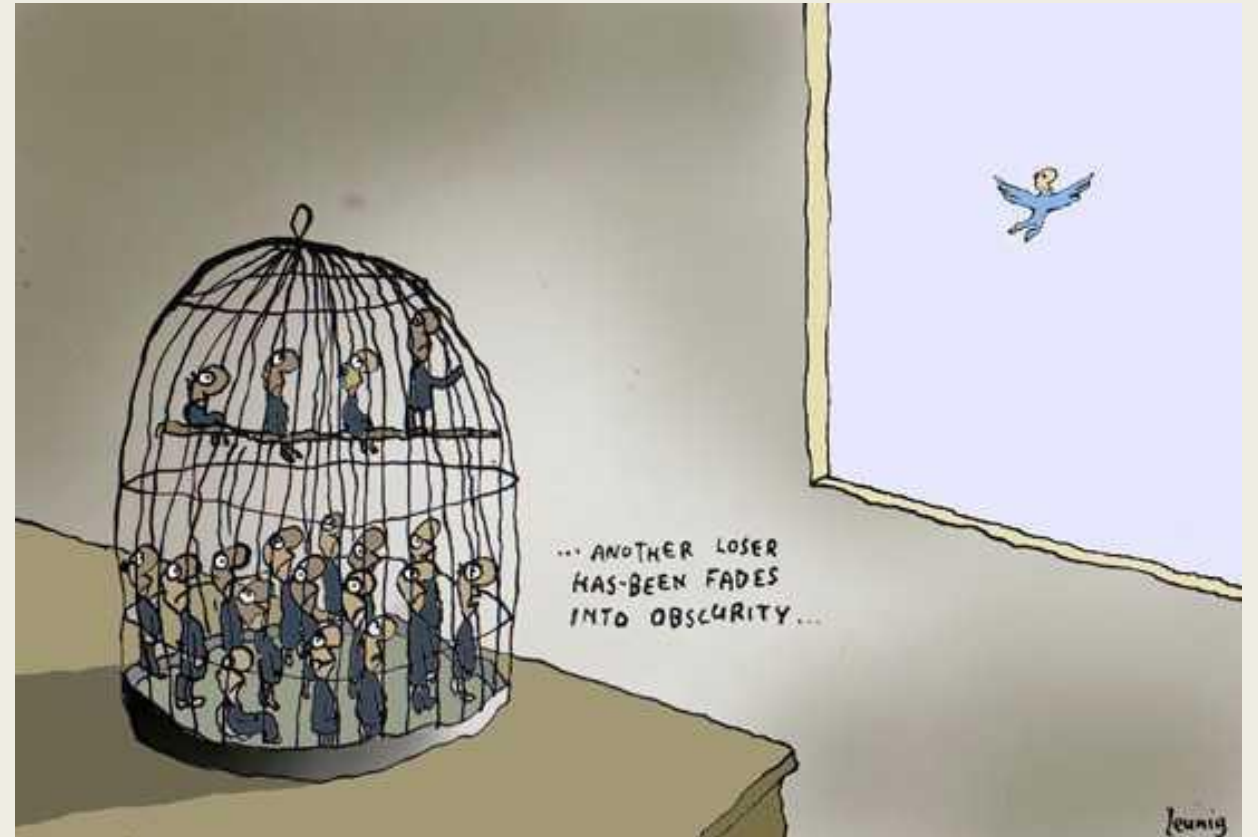
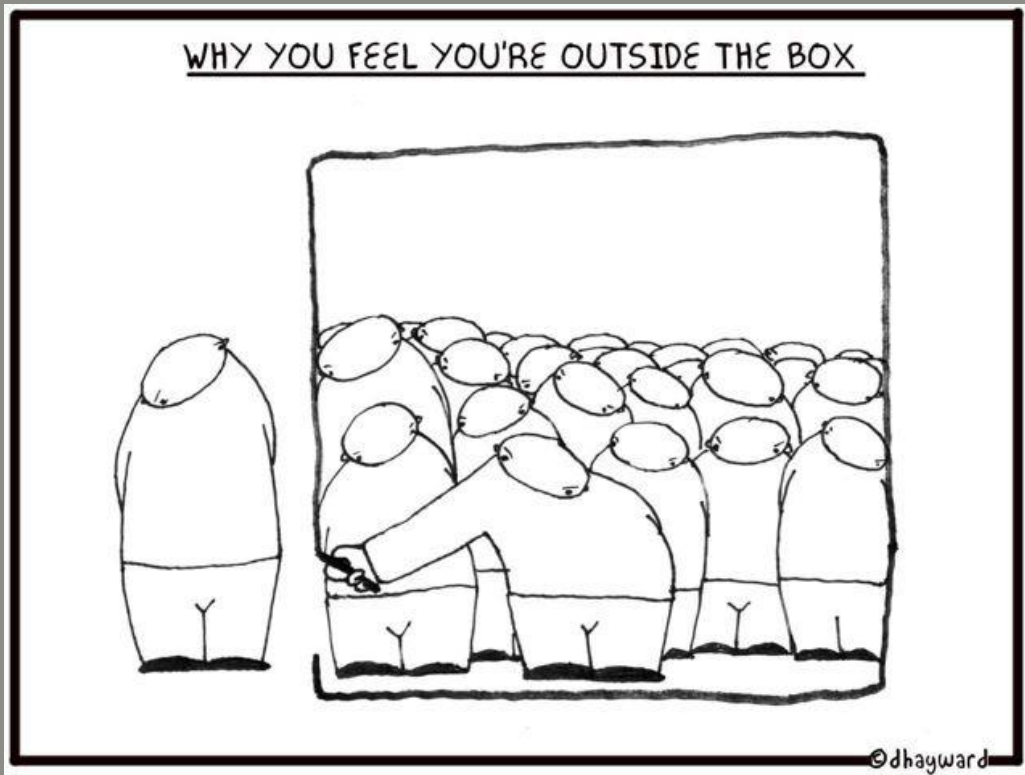
Fighting

Fighting Quackery

Setting

Setting boundaries of behavior and
practice

Building a Healthy Group





People need a sense of COMMUNITY, of BELONGING...and we've developed just the drug to give it to them!