



Volume 7 • Issue 1 • Fall 2017

No Bones About it

Presidential Reflection

by **Brett Whitfield, MD**
President, WVOS

As my tenure as President of the West Virginia Orthopedic Society draws to a close, I would like to thank the members for allowing me to serve in the leadership of this great organization. Being on the board has shown me that our organization makes a real difference, not only on a state level, but can also fight for change on a national level. In the past two years we have seen changes that have positively affected our profession at the state and national level. Many of these changes were made possible by the support and effort of our society. Some of these accomplishments have been the successful blockade of potentially damaging legislation and changes to other pieces of legislation that negatively affects our profession. The greatest recent change has been the repeal of the Sustainable Growth Rate (SGR) formula. Through counseling of our U.S. congressional representatives and senators,

we were able to rally support for the repeal of the flawed SGR formula and replacement of it with new legislation.

As the state society, we present a united voice of the orthopedic surgeons of West Virginia. Through this voice, the society is able to fight for the changes that allow our profession to continue to progress forward. But the only way we can continue to have a voice that is taken seriously is to increase the participation in our society. The more we are able to expand our numbers, the stronger our voice becomes. The stronger our voice, the greater the positive changes we are able to accomplish.

The West Virginia Orthopedic Society welcomes all orthopedic surgeons in the state to become active members. If there is a colleague in your area that has not joined, invite them to the spring meeting at Stonewall Jackson Resort. The meeting provides practical orthopedic information from well-

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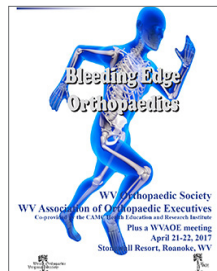
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Register Now for 2017 Meeting

Register now
for
WVOS
“Bleeding Edge
Orthopaedics”
-or-
WVAOE
“Planning for
Patient Safety
and Practice
Health.”

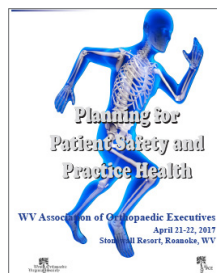
Our program coordinators from Huntington, Felix Cheung, MD and Adam Dann, DO, are preparing a great schedule for our Spring Break Meeting next month at Stonewall Jackson Resort. The 2017 Spring Break Meeting for both WVAOE and WVOS will take place April 21-22.



The WVOS meeting theme is “Bleeding Edge Orthopaedics.” The point/counterpoint/discussion

will focus on: Avascular Necrosis About the Knee; Platelet-rich Plasma, Stem Cells, Visco-supplementation; Knee Arthroplasty; Proximal Humerus Fractures; Femoral Neck Fractures; Spine: Graft Choices; Local Anesthesia in Multiple Surgical Settings; Bone Infections; Resident Presentations; and case presentations from members.

We will also have the annual MU/WVU Resident Research presentations with audience-selected awards for best research.



The WVAOE meeting theme is “Planning for Patient Safety and Practice Health.” Topics include:

Seconds Count: Are You Prepared for an Active Shooter Event?; How

Wise Leaders Engage their Employees; Staff Performance Is Key; and Navigating Through the Generational Differences.

You will see some familiar activities throughout the weekend, including golf on Friday, a group trip on the excursion boat to tour the lake and evening of fun with a Texas Hold 'em Tournament to benefit the Orthopaedic Research and Education Foundation (OREF).



We will have a large group of industry representatives present for us to peruse their latest advancements. All in all, this meeting should be our best ever and a great way to interact with colleagues from around the state while obtaining CME credit.

Be sure to make your hotel and golf reservations directly with Stonewall Resort by **March 21** by calling (888) 278-8150. Be sure to tell them you're with WVOS to get our special room rate.

Conference information and registration are available at www.wvos.org.

Bring the family; join us for a great weekend of education, networking, food and fun!

The View From K2

Recently, I had the pleasure of attending a Studer Leadership Conference on Engagement. This commitment to engagement needs to be shared by leaders, clinicians, employees and patients. To survive the oncoming paradigm shift in healthcare, it is going to be necessary to be fully engaged. Several studies have shown that when patients are engaged in their own healthcare, patient's outcomes are quantifiably improved. One tool discussed at the conference was a measure designed by Insignia Health. The Patient Activation Measure (PAM) is a behavioral tool that is used to accurately predict healthcare outcomes. It measures peoples' willingness and capacity to take on the role of managing their own health and healthcare. This ten-question scale has been peer reviewed to forecast outcomes. This could be a game-changer in how we as orthopaedists evaluate and treat patients. I refer you to www.InsigniaHealth.com for further information.

With the advent of bundled payments, patient engagement by the orthopaedic surgeon will be mandatory. Other necessary talents to become a successful health care provider include the need to deal with cost-management, patient care processes and provider alignment strategies. In West Virginia, at present, we are not

affected by the CJR. Now is the time for orthopods to learn how to control this payment bundle that will, in all likelihood, be an event that we may have to encounter on a daily basis. Beginning June 1, fractured hips will become part of the CJR. Even with Congressman Price as head of HHS, CJR may be derailed, but don't count on it. Remember the 8 P's, prior proper planning prevents piss poor performance, period.

For physicians to be engaged, they have to buy-in to this concept. Quality, efficiency, input, appreciation by administration and transparency are essential to this buy-in. If this does not happen, doctors may become indifferent and uninvolved in this process. Even more likely, they will protest and resist efforts in order to disrupt this effort. If successful, rewarding and recognizing physician engagement will improve the organization, reinforce positive behavior, promote loyalty and create a positive model.

In closing, we must lead the way in being fully engaged. We must be aware of all aspects, including the financial implication, in treating our patients. Being a good steward of the patient's, and the payors', healthcare dollar is paramount. Up to 84% of Medicare claims are spent on chronic conditions. Using the PAM score, we can, and will, deliver the best health outcomes to our communities.

**The distinction
between past,
present and
future is only a
stubbornly
persistent
illusion.
- Albert Einstein**

WVOS Advocacy Online for 2017

**WVOS
advocacy efforts
have been
revolutionized
in time for the
2017 legislative
session!**

A 2016 membership survey showed WVOS see legislative advocacy as providing the most value to your membership. We listened! Thanks to a grant from the American Academy of Orthopaedic Surgeons, we have added "VoterVoice" to our web site in time for the 2017 legislative session.

VoterVoice helps make your participation in the legislative process EASY and EFFECTIVE! Connecting with your elected officials plays an important role in building relationships between decision makers and your practice and your patients, helping us to stay relevant and in the forefront of an elected official's mind and showing our power in numbers.

Our new LEGISLATIVE ACTION CENTER houses important calls to action when your voice is needed to express your support or opposition to laws affecting your practice and your patients. Please check this section often.

The action alerts give you a snapshot of our issue, and in ONE CLICK connects you to a sample letter or talking points to help you craft your personalized story. Not sure to whom you should write? No problem! The tools will automatically match you to your legislators. Research shows that constituent perspectives and stories inform a legislator of our issue and influences how the legislator feels, acts and VOTES!

Be sure to relay your important perspective or story while making your argument or plea. Elected officials get thousands of messages each week; adding your personal story will make your message stand out.

Or, if time is tight, use the provided pre-written message to weigh in on the issue. Numbers matter, too!

The tools are mobile-optimized for your convenience, and there's even a companion MOBILE APP to keep the tools in your pocket and accessible.

Sometime our issues will benefit from a higher volume of voices. In those cases, we hope you'll share the alert with your family, patients, friends and colleagues who have similar concerns. Built-in sharing tools let you share via email, or popular social media sites in seconds.

If you are a social media user, tools are offered to allow you to reach out to elected officials using Facebook, Twitter or by phone. Options will be shown to you on the 'compose your message' page. It is good that our voice be delivered in stereo, via multiple channels.

Reports of the messages sent let us know which legislators are being reached and which need to hear from us in other ways.

We hope this new tool will allow you to become more involved on our issues, using

the power at your fingertips **MO News** Continued on page 8

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respected leaders in the various subspecialties, as well as the opportunity to network with colleagues and gain valuable CMEs. The society has also opened associate membership to other specialties such as physical therapy, mid-level practitioners and podiatric doctors. These allied health professionals have become very important to our practices and therefore can help further the success of musculoskeletal healthcare.

In closing, I would like to applaud all of our members

that have taken the time to become part of this society. I would also like to extend my personal invitation to all of you to not only stay involved, but also get others involved. In addition, consider taking your involvement to the next level by becoming part of the leadership board during the election at the Spring Break Meeting so that you also can have the satisfaction of knowing that you have been an active part of the process that drives positive changes in your profession.

**“I invite you to
get involved,
stay involved,
step up.”**

**Consider contributing to
Ortho PAC
to help make your voice
heard on issues of
importance to
orthopaedic medicine and
your patients!**

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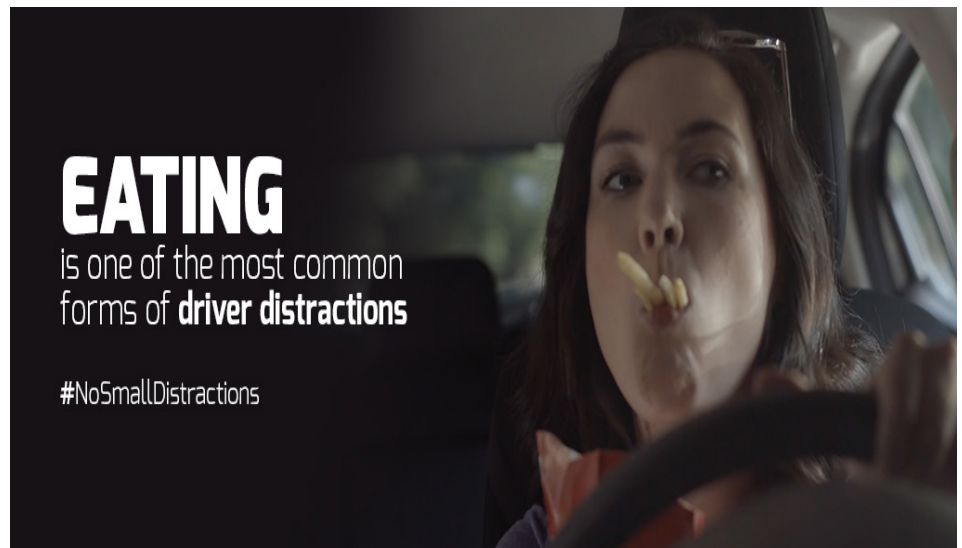
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