

# BOARD OF GOVERNORS

## BOG "ENTRIs" a New Era

As I become Chair of the Board of Governors, I assume many important roles within the Academy, the Board of Directors, and the Executive and Finance Committee. I will play a vital role in determining the future of our Academy and our specialty, but the most important role is representing the BOG. Through it, we will render our opinions and continue to have a voice in Academy policy and activities.

Communication will play a major role during this next year and future years as we rely more and more on the Internet to communicate within the BOG, the Academy, and with our patients. Access to the Internet provides the ability to communicate at any time in the comfort of your office or home 24 hours a day should any issue arise. This is one of the most sweeping changes in the history of humanity, equal in importance to the creation of written language.

In response to the changes affecting the lives and practices of our members, the Academy has created ENT Resources, Incorporated, known as "ENTRI." This is a for-profit subsidiary of the Academy that will be the entity that oversees the ENTLink service. As a member of the ENTRI Board of Trustees, I am committed to making this work. I am also serving on the new Technology Infrastructure Committee, which will oversee the development of future online services and communications.

During this past year we have seen the importance of lobbying Capitol Hill and the backlash against managed care and the insurance industry. With the able assistance of **Aaron Castelo**, State Legislative Manager, and the Legislative Representative Committee, under **Dr. Dwight Lee**, we will continue to lobby on behalf of our patients, our members, and our specialty, especially in this crucial election year.

The Carrier Relations Committee under the fine leadership of **Dr. Richard Waguespack** will continue to play its vital role with respect to insurance-related problems, prompt payment, fair reimbursement, and medical necessity concerns. We have seen that we were able to assist in the claim check issue and will continue to address other issues as they arise. Through this committee we will strive for fair reimbursement at a time when the economy is booming for all except physicians.

The Public Relations Representatives Committee under the guidance of **Dr. Kathleen Yaremchuk** must continue to publicize our work and efforts, especially what we do and who we are.

**Dr. Rebecca Gaughan** and the Socioeconomic and Grassroots Committee will continue to identify issues of concern and propose solutions.

**Dr. George Kitchens** and the Rules and Regulations Committee will continue to update and revise the BOG Rules to better serve BOG members.

**Dr. James Hadley**, Chair of the Nominee Platform Committee, will work with the committee to prepare questions for the 2001 Academy election and Meet the Candidates Forum.

I would like to take the opportunity to thank my fellow officers, **Dr. Ron Cannon**, 2000 BOG Chair, **Dr. Jim Denny**, Immediate Past Chair, and **Dr. Joe Leonard**, Secretary, for making the past year successful.

We will continue to call upon the Director of the Board of Governors/Society Relations, for assistance and guidance on all important BOG-related matters.

We have been extremely productive over the past few years and plan to strive harder for our membership as the assault on medicine and our specialty heats up. The BOG represents grassroots otolaryngology, both academic and private practice, from a legislative and socioeconomic perspective. Please feel free to contact any member of the BOG Executive Committee, Aaron Castelo, or your local BOG representatives.

As Chair of the Board of Governors, it is my privilege and pleasure to assist the membership in whatever pressing issues may confront us as this year unfolds.

*Michael Setzen, MD, BOG Chair*

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