

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™



2008-2009 ANNUAL REPORT OF SECTIONS

Submission Deadline: August 15, 2009

Name of Section: Section for Senior Members
Section Founding Date: 1994

Chairperson: Lucy Crain, MD, MPH, FAAP
Staff Manager: Jackie Burke

Membership

Number of Full, Active Members (i.e., do not include members dropped for nonpayment of dues):	Number of Affiliate Members:	Increase/Decrease from Previous Year	Reported Market Share (for medical specialist or surgical subspecialist sections)	% of members who attend section business meetings	% of members who return election ballots	% of members who return surveys
2008-2009: 737 2007-2008: 712 2006-2007: 744 2005-2006: 786	2008-2009: 0 2007-2008: 1 2006-2007: 2005-2006:	2008-2009: + 25 2007-2008: - 32 2006-2007: - 42 2005-2006:	2008-2009: 2007-2008:NA 2006-2007: 2005-2006:	2008-2009: 2007-2008: 2006-2007: 2005-2006:	2008-2009: 49% 2007-2008: 51% 2006-2007: 56.4% 2005-2006: 45.1%	2008-2009: 35% 2007-2008:no survey 2006-2007:no survey 2005-2006: no survey

Recruitment activities undertaken this year:

The Section offered one free year of Senior Section membership to any AAP member turning 65 or 70 during the 2008 calendar year. The Section got 81 new members from this recruitment activity. The Section will track whether these members decide to pay when the section dues shows up on their invoices.

Section membership applications are available at the NCE.

An invitation to join is included in the *Bulletin* and on the web page.

Leadership

Please list the name, city, state, district, and term of each core Executive Committee Member.

Lucy S. Crain, MD MPH FAAP Chairperson	San Francisco, CA	District IX	11/01/2008 – 10/31/2010
George J. Cohen MD FAAP	Rockville, MD	District III	11/01/2004 – 10/31/2010
Allen Harlor Jr. MD FAAP	Eugene, OR	District VIII	11/01/2008 – 10/31/2011
Arthur Maron MD MPA FAAP	Verona, NJ	District X	11/01/2003 – 10/31/2009
Michael J. O'Halloran MD FAAP	Eau Claire, WI	District VI	11/01/2006 – 10/31/2012
Muriel D. Wolf MD FAAP	Washington, DC	District III	02/03/2009 – 10/31/2009
Avrum L Katcher MD FAAP	Flemington, NJ	District III	11/01/2008 – 10/31/2010

1st executive committee meeting this fiscal year	2nd executive committee meeting this fiscal year (if applicable)	Dates of newsletter publication	Was the Section represented at the Section Forum (SF) meeting? By whom?	Describe how the executive committee remained in touch with the membership on issues of importance.
Date: 10/13/08 Location: Boston, MA Quorum*? YES Staff present? YES Minutes filed? YES	Date: 4/4-5/09 Location: Phoenix, AZ Quorum*? YES Staff present? YES Minutes filed? YES	Summer 2008 Fall 2008 Winter 2009 Spring 2009	Yes, Chairperson Lucy Crain, MD	LISTSERV [®] ? YES (2) Business Meetings? YES Phone Calls? YES Other (please describe): Web page, newsletter

How were new executive committee members/officials oriented?

Staff orients new and existing members throughout the year.

Chair attended new chair orientation at ALF.

Describe strategies the Section Chairperson uses to:

(a)ensure the workload is evenly distributed to all Executive Committee members, and

(b) communicate effectively/share the workload with staff.

Each executive committee member is assigned a different responsibility (newsletter, educational programs, membership, web page). In addition two SFSM members who are not on executive committee are frequently consulted and incorporated into the planning and decision process. One has designed our new web site, which is serving as a prototype for other Sections, and serves as Webmaster; the other is senior co-editor of our Bulletin.

Conference calls are held as needed to discuss section business in between executive committee meetings. The section chairperson and staff communicate regularly and frequently via email and telephone.

Section-Sponsored Educational Programs

Accepted programs conducted during designated year (sessions proposed for the 2010 NCE should be held for the 2009-2010 report):

Year	Title	Venue (NCE, CME, PediaLink, etc)	Type of Session (plenary, small group, workshop, etc)	Attendance	Audience (section members, general pediatricians, other)
2008-2009	Section for Seniors Members Program - Crucial Considerations for Grand parenting	NCE	Section Program	60	General pediatricians and Section members
2007-2008	Promoting Longevity in the Era of Stem Cell Research	NCE	Section Program	55	General pediatricians and Section members
2006-2007	The Elephants in the Room	NCE	Section Program	57	General pediatricians and Section members
2005-2006	Planning for your Bonus Years	NCE	Section Program	33	General pediatricians and Section members

Programs proposed but not accepted for presentation during designated year (sessions proposed for the 2010 NCE should be held for the 2009-2010 report):

Year	Title	Venue (NCE, CME, PediaLink, etc)	Type of Session (plenary, small group, workshop, etc)	Audience (section members, general pediatrics, other)
2008-2009	None			
2007-2008	None			
2006-2007	None			
2005-2006	None			

If no programs were conducted in a given year, please explain:

Fundraising

Year	Outside funding obtained for:	Source of outside funding (sponsor):	Amount of funding obtained – Did this amount cover all expenses?	Were AAP Guidelines followed? (Yes/No)
2008-2009	Award	Mead Johnson	\$2,000 YES	YES
2007-2008	Award	Mead Johnson	\$2,000 YES	YES
2006-2007	Award	Mead Johnson	\$2,000 YES	YES
2005-	Award, Chapter Guide	Mead Johnson for	\$2,000, \$5,000 YES	YES

2006		both		
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Section-Sponsored Awards

Year Established	Name of Award	Award Eligibility Criteria	How does the Section seek award candidates?	How is the recipient chosen from the field of candidates?
2001	Senior Section Child Advocacy Award	The recipient must be a senior fellow (age 55 +) of the American Academy of Pediatrics (Senior Section membership is not required). The recipient will be selected based upon outstanding long term accomplishments as an advocate to enhance the well being of children	A letter is sent to all AAP Chapter Presidents, Vice Presidents, and Chapter Executive Directors asking for their nominations	The Executive Committee will choose the recipient.

Publishing

Year	Title	Type of Publication (Policy Statement, Brochure, Manual, etc)	Distribution
<u>2008-2009</u>	Establishing a Senior Member Committee for AAP Chapters	A Guide	Guide is available on-line and newsletter is mailed 4 times per year.
	Senior Bulletin Newsletter	Newsletter	
<u>2007-</u>	Establishing a Senior Member Committee for AAP	A Guide	AAP chapter presidents,

<u>2008</u>	Chapters Senior Bulletin Newsletter	Newsletter	chapter vice presidents, chapter executive directors, upon request. All section members
<u>2006-2007</u>	Establishing a Senior Member Committee for AAP Chapters Senior Bulletin Newsletter	A Guide	AAP chapter presidents, chapter vice presidents, chapter executive directors, upon request.
<u>2005-2006</u>	Establishing a Senior Member Committee for AAP Chapters Senior Bulletin Newsletter	A Guide (62 pages)	AAP chapter presidents, chapter vice presidents, chapter executive directors, upon request.

GOALS/OBJECTIVES

Status of Top 5 Goals/Objectives for 2008-2009

Goal is a brief, yet broad statement, that describes a desired endpoint or state e.g. Advance Child Health, Increase Member Satisfaction.

Objective is a clear, concise statement of a measurable outcome e.g. Increase Membership by 5%, Achieve 90% immunization rates in 50% of states.

Goal/Objective	Related Activities	Status	Comments/Issues
Increase the value of SFSM programs and services.	<ol style="list-style-type: none"> 1. Outline a developmental/transition model that highlights the key transition points in pediatric careers and the needs of members in those periods. 2. Create resources through the Section and through other entities in the AAP such as 	<ol style="list-style-type: none"> 1. In progress. 2. New resources include a Closing a Practice Handbook, Communicating the Change, Decreasing Responsibility and Options, Pre-retirement 	The Section is planning for additional

	<p>SOAPM to educate pediatricians on their choices related to transition points.</p> <ol style="list-style-type: none"> 3. Work to transform SFSM from dues paying to “all-in” for eligible members with a philanthropic approach (a donation to FOC encouraged or required). 4. Increase the number of women and younger seniors as defined as seniors age 55-65 by 25% by 2011. 5. Develop and implement an annual outreach strategy to reach 55+ year members. For example, explore campaign to offer 1-year free membership to all new 55 year olds. 6. Develop and maintain a list of available volunteer opportunities at local and national AAP that can be regularly communicated to seniors. 7. Request a representative of the Section on Young 	<p>Checklist and a template letter on retiring from practice.</p> <ol style="list-style-type: none"> 3. Discussions with the executive committee and AAP staff have occurred on this topic. As tax implications are involved, process is cautious. 4. The Section fielded a survey to AAP members age 55-59 to better understand younger senior needs. 5. The Section wants to enroll 10% of those eligible with 1 free year of membership to determine whether members would stay the following year. 6. Not ranked as high priority for this year. 7. Section is working with the Section on Young 	<p>resources on other elements related to personal and career change.</p>
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	Physicians (SOYP) and the Section on Administration and Practice Management (SOAPM) to attend the SFSM meeting in Boston.	Physicians on a newsletter article exchange to better understand each others' "worlds".	
Stimulate increased involvement and activity amongst seniors in the AAP chapters	<ol style="list-style-type: none"> 1. Solicit and publish "best practices" compendium of senior works in chapters 2. Create "chapter corner" in bulletin/website 	<ol style="list-style-type: none"> 1. A subcommittee will be developed to address this goal. 2. Subcommittee will address along with # 1 above. 	
Develop and implement at least two new technological innovations to reach Seniors in delivering education, information and networking.	<ol style="list-style-type: none"> 1. Explore development of a "Senor Connection" networking site 2. Develop and present joint program with SOAPM on "practice transition" by 2010 3. Explore streaming NCE SFSM program on website. 	<ol style="list-style-type: none"> 1. Not ranked as a high priority for this year. 2. A joint-program proposal on "practice transition" was submitted in April 2009 for the 2010 NCE. 3. The Section will audio tape the program for 2009. 	
Create a mechanism by which AAP senior section members have access to opportunities to advocate for	1. Create a scholarship opportunity in conjunction with the AAP Federal Government Department to send a member of the senior	1. Scholarship investigated but not approved.	

<p>children/youth, pediatricians and the profession of pediatrics.</p>	<p>section to the annual legislative conference.</p> <ol style="list-style-type: none"> 2. Connect seniors to training tools that will allow seniors to be effective educators of national and state politicians. 3. Get all senior section members enrolled as “Key Contacts”. 4. Explore the possibility of creating a “Hill” advocacy day with young physicians and residents to rally around a child health or pediatrician advocacy issue. 5. Better advertise the Senior Section Child Advocacy Award call and ceremony to highlight seniors for their advocacy work and to encourage others to do this work. 6. Review chapter annual reports yearly for senior advocacy opportunities. 7. Ask Chapters to report how seniors are utilized to 	<ol style="list-style-type: none"> 2. The Senior Web page includes several educational links for child advocacy on both a state and national level. 3. Summer Bulletin newsletter included information on how to join. 4. The 2009 NCE will include a joint- Hill day session for residents and senior members. 5. Increased marketing will occur this fall. 6. Staff has requested a report from Chapter Relations. 7. See # 6 	
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	accomplish child or pediatrician advocacy initiatives.		
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Top 5 Goals/Objectives for 2009-2010

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Goal/Objective	Related Activities Planned	Relationship to AAP Strategic Plan	Comments/Issues
same			

Budget/Administration

Year	Core Variance	Non-Core Profit/Loss (If the Section does not have a non-core fund, please state this.)	Reserve Fund Balance	Explain significant variances/loss (over \$1,000).	Describe status of plans for using reserve funds.
2008-2009	- \$4,567	- \$3,917	\$4,903	100% participation at exec. comm. meetings. Expenses are higher than what is allowed for budgeting in travel. Also, postage expenses exceeded budget.	The Section keeps funds in reserve for years when noncore expenses exceed income.
2007-2008	- \$3,010	- \$3,460	\$8,820	100% participation at exec. comm. meetings. Expenses are higher	The Section keeps funds in reserve for years when noncore

				than what is allowed for budgeting in travel. Also, postage expenses exceeded budget.	expenses exceed income.
2006-2007	- \$4,720.82	+ \$2,152.69	\$12,450.03	Had 100% participation at exec. meeting at NCE and travel expenses exceeded budgeted figures provided by accounting.	None at this time
2005-2006	- \$191.66	- \$2,373.76	\$10,297.34		None at this time

Miscellaneous

List other section activities:

The Bulletin has been an outstanding success. Almost all members find it the most rewarding benefit. Arthur Maron, MD edits the Bulletin. The Bulletin has received outstanding praise from the Membership.

The Senior Section hosts the NCE First-Timer's event, which usually draws over 400 people.

Section member Jerold Aronson, MD is responsible for the Section Web page content. The Web page is updated weekly and has been positioned as a gold standard among Section Web pages.

The Section has a Section Contributing Author to Grand Rounds.

Collaboration with other organizations:

Generations United Grand Parenting Collaborative
AMA Senior Section

Chairperson's Report

Please comment on the activities of your section for 2008-2009 to the extent they are not covered above. Listed below are some general guidelines for your report. Please limit comments and concerns to issues not satisfactorily addressed by your section manager or SFMC representative.

Strengths and weakness of your section and how you have addressed weaknesses identified

Strengths are readily evident in the appreciation of the Section Bulletin, the increasingly popular website, and the consistently outstanding education program at the NCE.

*Weakness is identified as lack of female members, who are disproportionately represented in our section. This will be addressed with a special presentation at the 2009 NCE Women's Breakfast and other recruiting measures at District Breakfasts. A second weakness of the Section is the potential of "aging out" of our membership, due to lack of attraction for the 55-70 year old age group. Birthday letters to 65 and 70 year old FAAP members in good standing were sent, as noted attracting more than 80 new section members this year.**

Membership Issues (ie, difficulties or successes in recruitment/retention)

**See above for strategy of attracting new members, which also includes a year of free (dues waived) section membership as a "birthday present" invitation to 65 and 70 year olds.*

Despite efforts to attract new members with targeted recruitment as above, our section experiences significant losses in membership with the annual drop of national members for non-payment of national dues. Section membership must be expanded beyond the current profile to include greater diversity, gender balance, and younger members. (Average age of Section members is now 65, with 81% males).

Accomplishments of your section/impediments to your activities

Accomplishments include prioritizing goals for the Section Strategic Plan, thus providing more succinct and feasible means of anticipating immediate and long-term objectives for the Section. Our efforts in planning a "Hill Day" for interested SFS members during the NCE in Washington this fall continue. Our efforts to accomplish Section status as a non-dues paying section in lieu of donation to established AAP philanthropic entities (such as Friends of Children, CATCH, Tomorrow's Children, etc.) are stalled due to ongoing exploration of legal and economic ramifications of this consideration. We strongly feel that this strategy can accomplish both increased member affiliation after retirement from practice and philanthropic gifting to the AAP.

Efforts to encourage collaborative relationships with local AAP chapters. Have these efforts been successful?

Several chapters now have Senior Committees. Efforts have been successful in educational endeavors and promotion of volunteerism. Their diverse activities are included in the annual chapter reports.

Child Health and Legislative Advocacy remain important topic areas to address with chapter committees, as do issues of retirement planning, volunteerism, part time work, and other related concerns of malpractice coverage, licensure, and maintenance of certification on limited incomes.

How can the AAP better support the needs of your section?

- A more prompt resolution of our proposal to effect status as a donation only (non-dues paying) section.*
- More attention to the needs of FAAPs who are no longer in fulltime clinical, academic, or administrative practice.*
- Increased attention to the aging out of the “Baby Boomer” generation who are turning 65 and will need increased incentives to remain actively affiliated with the AAP and with the SFSM. The aging out phenomenon will be an increasing concern for the AAP with inherent risk for attrition of membership.*

Other comments

Senior members of the AAP with lifetime certification by the American Board of Pediatrics are very concerned about the more demanding, more costly, and more intense demands of the ABP for Maintenance of Certification. Those FAAPs who are retired from practice, but maintain their medical licensure by fulfilling CME requirements in order to volunteer their services, either clinically or in teaching/academic/administrative settings, feel threatened by statements in the AAP News that the Lifetime Certification may soon not be worthy of its longstanding recognition. Dr. Brown’s and Dr. Tayloe’s comments thus far have not quelled those concerns. A strong request from the AAP to the ABP to delay for at least 2 more years the time frame for changing the MOC demands would be appreciated by our membership.

Prepared by: Jackie Burke, Section Manager

Posted: 8/31/2009