ACP - Leading Internal Medicine, Improving Lives.

Benefits of ACP Membership

David Sgrignoli,
SVP, Membership Development & Marketing
Benefits of ACP Membership

Topics for today

1. ACP member demographic changes
2. Why members join the College
3. Flagship products and “Hidden Gems”
4. How you can support ACP membership growth
ACP Membership Continues to Grow

Total ACP membership of 141,000

52% IM specialists
34% subspecialists

40% private practices
20% AMCs
18% community hospitals
ACP Membership Continues to Grow

9,000 ACP members self-identify as hospitalists

5,000 self-identify as internal medicine specialists who are primarily hospital based.
Within ACP’s membership - specialty and subspecialty selection, and practice characteristics are changing quickly.

Physician migration to larger, integrated practices is changing the paradigm for physician membership organizations.
Today’s early-career internists represent a new paradigm

- Higher percentage of subspecialists and hospitalists
- More professional organizations to consider
- Employed physicians vs. practice owners
- Larger, more complex, resource-rich practices
Why do internists join the College?
Brief Description of ACP

ACP is a diverse community of internal medicine specialists and subspecialists united by a commitment to excellence. ACP members rely on ACP for world-class education, standard setting, and the sharing of knowledge to advance the science and practice of internal medicine.
Top 4 reasons for joining ACP vs. other medical associations

1. ACP understands the needs of internists, internal medicine and its subspecialties
2. ACP creates and disseminates evidenced-based clinical guidelines
3. ACP provides effective training/professional development to help advance my career
4. ACP influences policies and legislation that affects me and my concerns as an internist

Source: 2014 ACP Member Survey, n=1104
ACP’s Flagship Brands & Hidden Gems
ACP’s Clinical Information Resources
Annals of Internal Medicine
3 February 2015 • Volume 182 • Number 3
Established in 1927 by the American College of Physicians

One of the most highly cited and influential journals in the world.

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Download the App for Annals iPad edition

Nutritional Support and Pressure Ulcer Healing
A randomized trial.

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Annals’ Hidden Gems

- **In the Clinic slide sets**: educational tool that accompanies each *Annals' In the Clinic* issue – FREE to ACP members
- **CME** – 3 articles per issue carry CME
- **Annals for Educators**: tips from the Annals editors on ways to use selected articles from each Annals issue to help you in your teaching activities
**Earn CME/MOC**

It's part of your Virtual Patient experience!

Upon completion, each case is designated for up to 2 AMA PRA Category 1 Credits and 2 continuing medical knowledge self-assessment points which are accepted by ABIM for Maintenance of Certification (MOC).

![Certificate Image](image-url)

**Variable Outcomes**

No pathways are alike with Annals Virtual Patients.

**BRANCHING EXAMPLE**

- Clinical Data
  - Decision Point
    - Alternate Option
    - Pass Option
    - Alternate Outcome
  - Personalized Feedback
    - Ideal Option
    - Critical Path
  - Ideal Outcome

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### Your Virtual Patients

<table>
<thead>
<tr>
<th>Title</th>
<th>Play</th>
<th>Redeem CME/MOC</th>
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<tbody>
<tr>
<td>Annals Virtual Patient: Diabetic Ketoacidosis - Free Case</td>
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### Buy Virtual Patients

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<tr>
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<th>Member / Subscriber Price</th>
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<td>$99.00</td>
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<td>Buy Series</td>
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<td>A Patient with Joint Pain</td>
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<td>Vaginitis and Cervicitis</td>
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Most Recent Videos

- Too Close for Comfort? For How Long Must I Stop This Anticoagulant for an Epidural? (Running Time: 7 minutes)
  - Resources
    - PowerPoint Slides

- Balancing the Medication Portfolio 5 Years After a Heart Attack (Running Time: 11 minutes)
  - Resources
    - PowerPoint Slides

- Clearing the Air: When to Stop Smoking Before Surgery (Running Time: 11 minutes)
  - Resources
    - PowerPoint Slides

- Dressed to Kill? Can Neckties Spread Infection? (Running Time: 10 minutes)
  - Resources
    - PowerPoint Slides

- Clean Coronaries But a Broken Heart (Running Time: 6.75 minutes)

- Is that Hemoglobin High Enough? (Running Time: 8 minutes)
Most Read Articles in Your Disciplines

- Personalized, mobile-optimized updating service for clinical articles from more than 130 medical journals that is free to ACP members
- Customized alerts and summaries for articles categorized by specialty area, methods quality, and clinical importance
- Share articles and folders with colleagues
- Available on Smartphone, tablet, or desktop

Placebo-controlled RCT: Saxagliptin increased heart failure hospitalizations regardless of baseline eGFR level or previous heart failure.

Review: Vitamin B6, B9, or B12 (alone or combined) as homocysteine-lowering interventions do not reduce mortality, MI
The gold-standard of physician self-assessment for over 45 years

MKSAP Gems

- Submit for CME and MOC credits simultaneously
- Hospital medicine content
- MKSAP Complete – compatible print and digital formats
- 1,200 multiple-choice questions; answers and critiques
- Board Basics 3
ACP Clinical Guidelines and Guidance Statements

ACP’s Clinical Practice Guidelines, Guidance Statements and Best Practice Advice - rigorously reviewed and based on the best evidence available

Clinical Practice Guideline Gems

- **Comparative Guideline Tables** - succinct summaries from a variety of US and international organizations on controversial topics in screening, prevention, and management
- **High Value Care Recommendations**
- **Summaries for Patients**
- **ACP Guidelines App**
Join us for ACP’s Centennial Celebration
April 30 – May 2, 2015
Boston, MA

- Over 200 educational, interactive workshops
- Case-based sessions and feedback on challenging patient management problems
- National competitions for residents and medical students
- Centennial celebration events
- Special Address by the US Surgeon General, VADM Vivek Murthy
- Keynote Address by Senator Tom Daschle
- Spanish language interpretation for all Updates sessions
- Women physicians networking luncheon with the American Medical Women’s Association
- ACP Job Placement Center
- MOC Exam Prep pre-course
- MOC Med Knowledge modules in Hospital Medicine and Internal Medicine
A FREE Web-based clinical decision support tool that provides evidence-based recommendations at the point-of-care.

- Mobile-optimized access
- Links to *Annals of Internal Medicine*, ACP JournalWise, ACP High Value Care Recommendations, Clinical Guidelines
- Evidence-based recommendations
- Earn free point-of-care CME

Drug tables, images, and clinical content that is current, concise, and easy to search!
Additional Clinical Gems

**ACP Hospitalist** provides in-depth analysis of issues for inpatient internists

High Value Care Cases - online

*Use Emergency and Hospital Level Care Judiciously*

- Compare costs and outcomes of inpatient and outpatient diagnosis and treatment of deep venous thrombosis.
- Calculate "out-of-pocket" expenses depending on insurance status, type of plan, and setting of care.
- Understand the limitations of diagnostic testing.
- Estimate risk of radiation exposure from common imaging tests.
Resources for Educators

- Annals for Educators
- Internal Medicine In-Training Examination (IM-ITE) - developed in collaboration with AAIM
- **ACP Board Prep Curriculum** - enables physician educators to present a comprehensive board review course for residents
- **IM Essentials** - Clerkships
- High Value Care teaching curriculum
- Teaching Medicine 7-book series
- ACP Abstracts Competition
ACP Resources for Board Certification and Maintenance of Certification
ACP Resources for Board Certification

- **MKSAP 16**
  - Leading self-study program to prepare for the ABIM exams
  - Used by over 90% of residents

- **Board Basics 3**
  - Board-prep pearls
  - Dozens of classic images, core content and tips on how to take the exam

- **Live review course**

- **New Board Review curriculum**
Maintenance of Certification (MOC)

Perhaps ACP’s biggest advocacy win!

ABIM responded to concerns expressed by ACP on behalf of our members, and announced major changes to the MOC program earlier this month.
Career and Professional Development Gems
Career Connection

Discover ACP's Job Search Advantage

Search for jobs that suit your internal medicine and/or specialty career path from all ACP Publications and Online Only ads:

- General Internal Medicine - Hospitalists - Cardiology - Endocrinology - Gastroenterology - Geriatrics - Hematology - Infectious Diseases - Nephrology - Oncology - Pulmonary - Rheumatology - Other internal medicine specialties - Meetings/Conferences

**Job Category:**
Hold the Ctrl key to select more than one.

- Internal Medicine and Primary Care
- Locum Tenens
- Med/Peds
- Meetings/Conferences

**Location:**
Hold the Ctrl key to select more than one.

- All Locations
- Region - Great Lakes
- Region - Mountain
- Region - North East

**SEARCH**

View classified advertising pages from the current issue of Annals of Internal Medicine

Register as a Job Seeker for additional benefits:
Job Seeker Profile - Build, edit and store your Job Seeker Profile to submit to employers, including hospitals and medical centers, clinics, private practices, recruitment firms, government agencies, multi-specialty groups, and more. Your Job Seeker Profile is confidential and can only be accessed by you.

New Video: Navigating the Maze of a Job Search

This presentation helps you determine your professional and personal interests, write a CV and cover letter, and prepare for an interview.

**Watch Video**

**Other Resources**

- Non-ACP CME, Conferences & Meetings
- Non-ACP Physician Products & Services

**For Advertisers**

- Learn more about advertising with ACP

**More Career Resources**

- Leadership Enhancement and Development
- Volunteer Opportunities
- Residency Database (ACP Members Only)
- Resident Career Counseling
- Career Paths for Medical Students
- Physician Employment Contracts (ACP Members only)
ACP Leadership Academy

In partnership with
American Association for Physician Leadership

Formal leadership training combining self-directed online, faculty facilitated online, Webinars and live meetings
ACP Leadership Academy

ACP - Ethical Challenges of Physician Leaders
$238.00
Member Price: $238.00
Save: $0.00 (0%)

ACP - Physician in Management - Marketing
$136.00
Member Price: $136.00
Save: $0.00 (0%)

ACP - Physician in Management: Negotiation
$272.00
Member Price: $272.00
Save: $0.00 (0%)

ACP - Physician in Management: Quality

ACP - Strategic Decision Making
$93.75
Member Price: $93.75
Save: $0.00 (0%)

ACP - Strategic Planning
$93.75
Member Price: $93.75
Save: $0.00 (0%)

ACP - Strategic Thinking
Available Facilitated Courses

ACP - 2015 February-March
Managing Physician Performance

$1,232.50
Member Price: $1,232.50
Save: $0.00 (0%)

ACP - 2015 February-April
Techniques of Financial Decision Making

$1,232.50
Member Price: $1,232.50
Save: $0.00 (0%)

ACP - 2015 February-March
Three Faces of Quality

$1,232.50
Member Price: $1,232.50
Save: $0.00 (0%)

Certified Physician Executive is the certification of choice for physician leaders

A Certified Physician Executive is a licensed MD or DO with one year of leadership experience, 150 hours of tested management education or a graduate management degree and is board certified in a clinical specialty with three years’ experience after residency and fellowship. CPE candidates must pass the three-and-a-half day Certifying Commission in Medical Management Certification Program.
How you can help grow ACP membership...

...and benefit from your efforts
Recruit a Colleague

- Recruit one colleague – $100 credit toward your ACP dues
- Recruit two colleagues – $200 credit toward your ACP dues
- Recruit three colleagues – $300 credit toward your ACP dues
- Recruit four colleagues – enjoy FREE membership for 1-year

www.acponline.org/rac
Remember these elevator speech points

ACP and its members are committed to . . .

- Advancing the science of medicine
- Continuous education and professional development of internists
- Improving clinical practice
- Increasing internists’ professional satisfaction
- Ensuring a bright future for internal medicine in the evolving US healthcare system
ACP Ambassadors Program

Strengthen the ACP brand within academic institutions

- Identify committed ACP advocates within academic institutions
- Intelligence gathering – meet with institutional leaders to determine perceptions of ACP
- Collaborate on programming that address the unique needs of these organizations
Looking to Join ACP? Learn About Benefits for:

Internal Medicine Resident or Fellow

Internal Medicine Specialist or Subspecialist (Post-Training)

ACP: Leading Internal Medicine, Improving Lives

ACP is a diverse community of internal medicine specialists and subspecialists united by a commitment to excellence. ACP and its members lead the profession in education, standard-setting, and the sharing of knowledge to advance the science and practice of medicine. Join our network of 141,000 physicians today!

Thinking About Joining ACP?

Internal Medicine Specialist or Subspecialist (Post-Training)
Internal Medicine Resident or Fellow
Nurse, PA, or Other Health Professional

Already an ACP Member?

ACP Medical Student Member
ACP Resident/Fellow Member
ACP Members

joinacp.com
Thank You...for your continued support of ACP and your commitment to internal medicine.