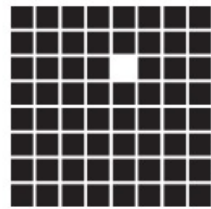


# Ready, Set, Engage – Three Effective Member Outreach Strategies



NEW JERSEY CHAPTER

AMERICAN COLLEGE OF  
EMERGENCY PHYSICIANS





# Emergency Department Meeting Visits

# Emergency Department Meeting Visits

## Membership Outreach Co-Chairs



Jessica Maye, DO, FACEP



Svetlana Zakharchenko, DO



# Emergency Department Meeting Visits

## STEP 1

Update Emergency Department Director spreadsheet with help from leadership

## STEP 2

Identify hospitals that lack engagement

## STEP 3

Identify leadership contacts that can assist with connection to ED Director and send visit letter request



# Emergency Department Meeting Visits

Dear Emergency Department Chair,

New Jersey ACEP is the voice of emergency physicians throughout the state. We would like to present our mission and describe what we do to your attending physicians. Can you provide a 10 minute block during one of your departmental staff meetings to allow us to outline the scope of our work and get a sense of what more we can do?

Below is a brief list of projects we can discuss in further detail during our presentation:

- **Advocacy via NJ/STATPAC**
  - o Electronic medical record sharing
  - o Boarding immunity for physicians during the COVID19 pandemic
  - o EM's voice on out-of-network billing, scope of practice, malpractice etc
- **Networking**
  - o EngagED email listserv, which instantly provides discussion among NJ-ACEP members to share ideas and knowledge
  - o Annual membership dinner and reception
- **Professional development**
  - o NJ-ACEP Scientific Assembly that provides up to eight hours of CME
  - o Leadership and professional development webinars
  - o Group LLSA sessions
- **Research grants through ACEP**
  - o New Jersey Emergency Medicine compensation analysis
  - o Women Leadership in Emergency Medicine
- **Resident opportunities**
  - o Scholarships to Leadership & Advocacy Conference & ACEP Scientific Assembly
  - o Achievement awards
  - o Resident-specific education and speaking opportunities

We look forward to hearing back from you regarding your department's availability for this presentation.

Thank you,

#### **NJ ACEP Executive Officers**

President: Steven Hochman, MD, FACEP  
President-Elect: Jenice Baker, MD, FACEP  
Past President: Thomas Brabson, DO, FACEP  
Treasurer: Michael Ruzek, DO FACEP  
Secretary: Patrick Hinfey, MD, FACEP

#### **NJ-ACEP Membership Outreach Co-Chairs**

Jessica Maye, DO, FACEP  
Svetlana Zakharchenko, DO



# Emergency Department Meeting Visits

## ED Visit

- 10-minute presentation
- High level overview of the chapter including outline of objectives, initiatives and events



## Emergency Department Meeting Visits

### Successes

- Very effective when department meetings held virtually
- Over 6 emergency departments were visited in 6 months
- Increased member engagement





# EMIG and Residency Program Visits



# EMIG and Residency Program Visits

## Membership Chair and Secretary



Shelley Greenman, MD, FACEP



Mike Ruzek, DO, FACEP



# EMIG and Residency Program Visits

## Initiating EMIG Visits



Leader contact through EMIG  
Coordinator at medical school



Five medical schools in NJ, reached goal  
of visiting each yearly



# EMIG and Residency Program Visits

## EMIG Visits

- Food provided (when in-person)
- Informal dialogue with NJ-ACEP panel of leaders
- Focus on Q&A



# EMIG and Residency Program Visits

## EMIG Visits



# EMIG and Residency Program Visits

## Initiating Residency visits



Leader contact to Program Director



Eleven Residency Programs in NJ,  
reached goal of 3-4 per year



# EMIG and Residency Program Visits

## RESIDENCY VISITS



Food provided  
(when in-person)



Formal  
Presentation



Leader  
panel



Q&A following  
presentation



# EMIG and Residency Program Visits

## Residency Visits



# EMIG and Residency Program Visits





## Emergency Department Meeting Visits

### Successes

- Significant membership increase with many members continuing post-residency
- Increased engagement with several members holding chapter leadership roles post-residency





# Leadership Development Series

# Leadership & Professional Development Webinars

President and Immediate Past President



Steven Hochman, MD, FACEP



Jenice Baker, MD, FACEP



## LEADERSHIP DEVELOPMENT SERIES

Quarterly webinars

Topics include:

- **Motivational** – with Dr. James Pruden, MD, FACEP
- **Informational** – with Dr. Al Sacchetti, MD, FACEP
- **Clinical** – with Dr. Marc A. Milano, MD, FACEP
- **Professional Development** – Pathways to Career: Beyond an EM Physician with panel

# Leadership & Professional Development Webinars



# Leadership & Professional Development Webinars



NJ-ACEP IS PROUD TO PRESENT  
THE FIRST INSTALLMENT OF THE  
**LEADERSHIP DEVELOPMENT SERIES**

“

## **HOPE: Resilience in the Time of COVID**

*with Dr. James Pruden*

- Emergency Attending St. Joseph's University Hospital 38 years
- Director of the Hospital Based Violence Intervention Program
- ...but has also have served as
- Director of Preparedness St. Joseph's Healthcare System 20 years
- Medical Manager for the Urban Search and Rescue Team 20 years
- Medical Director for the Passaic County Board of Health 2 years
- Chairman of the NJ EMS Council 6 years
- Chairman of the Mobile ICU Medical Advisory Board 6 years
- Boy Scout 4 years
- 1st Trombone Fairmont Heights High School 2 years

**February 25, 2021**

**4-5 pm**

**REGISTER at [www.njacep.org](http://www.njacep.org)**

\*Pre-registration required for link to the virtual event



# Leadership & Professional Development Webinars

NJ-ACEP IS PROUD TO PRESENT  
THE SECOND INSTALLMENT OF THE  
**LEADERSHIP DEVELOPMENT SERIES**

“

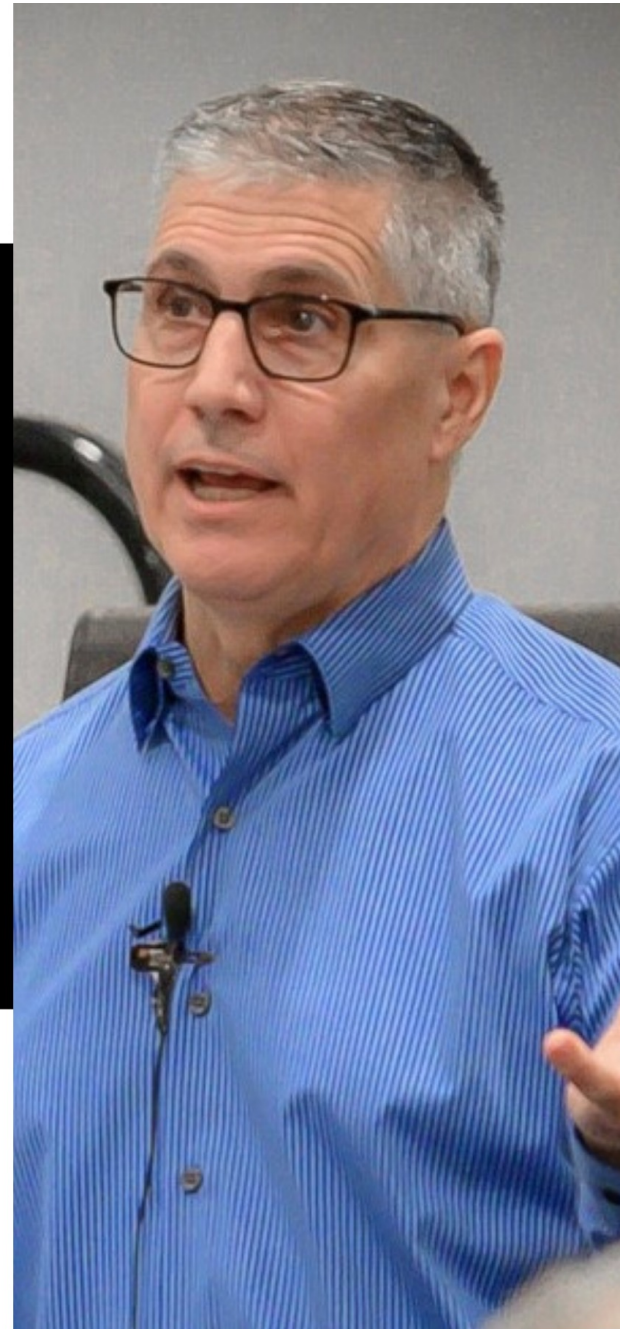
**Community ED Research: A Simple  
Path to Administrative Prestige  
and Medical Staff Intimidation**

*with Dr. Alfred Sacchetti*

Dr. Alfred Sacchetti is the Director of Clinical Services in the Department of Emergency Medicine at Virtua Our Lady of Lourdes Hospital in Camden, NJ and an Assistant Clinical Professor at Thomas Jefferson University in Philadelphia, PA. A full time clinician, he is also an award winning researcher, educator and author. Widely regarded as an imaginative babysitter by his 4 grandchildren, other members of his family have less complimentary descriptions for his behavior.

**April 28, 2021  
10-11 am**

**REGISTER at [NJACEP.org](https://www.njacep.org)**



# Leadership & Professional Development Webinars



NJ-ACEP IS PROUD TO PRESENT  
THE THIRD INSTALLMENT OF THE  
**LEADERSHIP DEVELOPMENT SERIES**

“

**Enhancing the ED Experience –  
for Patients, Providers, and  
Families**

*with Dr. Marc A. Milano, MD, FACEP*

Chair, Department of Emergency Medicine, RWJUH Somerset  
Chief Innovation Officer, RWJBH EHM Service Line  
Former NJ-ACEP Board Member

**September 1, 2021**  
**12-1 pm**

**REGISTER AT NJACEP.ORG**

\*Pre-registration required for link to the virtual event



## LEADERSHIP DEVELOPMENT SERIES

# Leadership & Professional Development Webinars



All webinars recorded and  
available on NJ-ACEP  
website



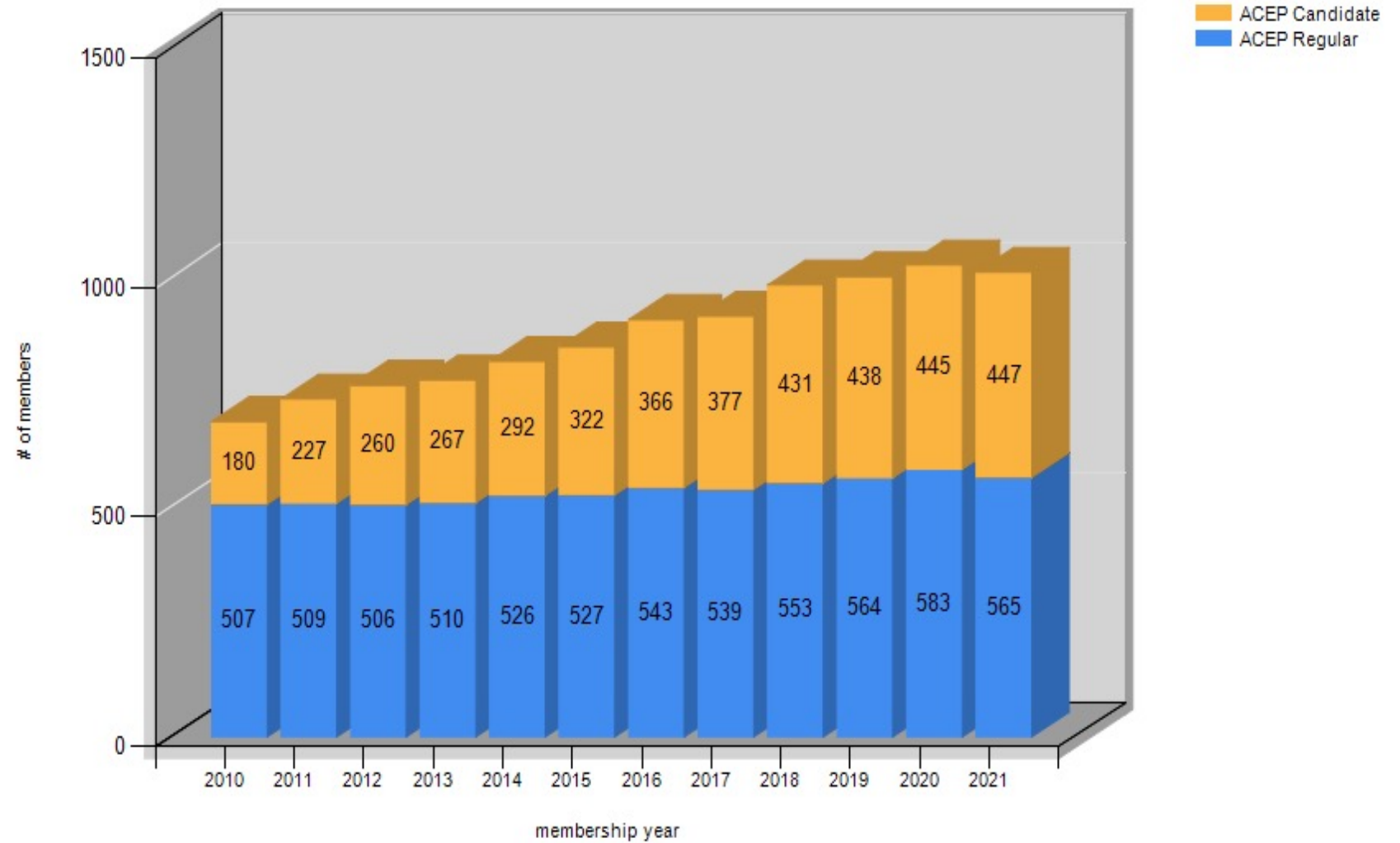
Virtual aspect captured  
many members not  
otherwise engaged





# Membership Growth

NJ Chapter Members by Type Over time





**President**  
Jenice Baker



**President-Elect**  
Patrick Hinfey



**Secretary**  
Michael Ruzek



**Treasurer**  
Jessica Maye



**Immediate Past President**  
Steve Hochman



Navin Ariyaprakai



Tanisha Arora



Kim Baldino



Greg Corcoran



Joe Dib



Marianna Karounos



Nicole Maguire



Valerie McLaughlin



Gregg Mojares



Chinwe Ogedegbe



Amy Ondeyka



Nilesh Patel



Marco Propersi



Renee Riggs-  
Fiessler



Svetlana  
Zakharchenko

# NJ-ACEP 2021-2022 Leadership



Questions??