

Challenges, Opportunities and Coalition Building

How might we identify the people and the organizations who support new collaborations?

Use initial point of contact at ACEP to collation build

Find those in your bubble working with speed, inclusion and with focus and connect them

Connect people we trust in our circles with one another

Titles - is their goal to partner or build?

Conference networking

Narrow your focus and identify the scope and size of your "tent" to solve your problem

Make sure it is bidirectional

ACEP identifies and creates a partner hook up

Answering this question starts with coalition building (stage door 2) and then we can move to advancing shared goals (stage door 3)

Work through sections/committees that already exist and form advisory groups with volunteer leadership OR create a new committee

Start with identifying the problems we need to solve

Work more with the disruptors and/or model our approach on what they are doing (Walmart/CVS/Amazon) and the entrepreneurial members

Ask people to self identify to bring together people with like interests

Create quick sound bites and leverage ACEP and others to help

How might we respect boundaries and create pathways for how to help patients? What are the real life challenges getting in the way?

Challenge: putting our personal interests before the patients

Openly acknowledge the difficulties and boundaries we face

Create better transparency on roles we all play - better communicate various roles in industry for physicians

Reset the boundaries

Lay out clear roles and responsibilities

Focus on open ended discussion forums on treatment on diagnosis vs. drug

Ask each other for boundaries up front and stay focused on patient care and problem solving

Coalition build on the Hill - it's okay if we stay broad in approach

How might we better share information to help advance our shared goals of improving patient care?

Harness data from EMDI

Build around a shared needs assessment to align on goals

Work to speak as a collective with simple, clear messaging

Have a better understanding of HIPAA

Podcasts and POC tools

The messaging and benefits have to be clearly stated

Create a platform for collaboration and an industry advisory committee

Ease restrictions

Create more resources in the ACEP app with push notifications

Reimagine the ACEP24 exhibit floor

Find more ways to work with EMR companies to aid th patient journey

Improve SEO for credible content

Personal conversations

Make ed panels more diverse, focus on peer to peer convos without industry pushing us

How might we create space for our emergency physicians to understand what challenges and opportunities are there to bring better patient care with industry?

Create a connected community. Create a platform for evolving conversations on education and clinical discussions

Set up a Fishbowl

Bring together a diversity of perspectives - generational, practice type

Challenges are different based on generational differences, Administrative differences in practice setting

Create collaboration outside of the APC - something that isn't pay to play

Have a more seamless solution for educating physicians and funding it from industry

Reimagine the exhibit floor

Build a KOL in Med Affairs POC tool

Access industry to support to do directed research grants through EMF on the topic

Identify and use the right messenger

Create case studies in disease management be leveraging EMDI

Medical Affairs Takeover

Use state chapters as a resource