The Cambridge Dictionary defines the term “give me five” as “something you say when you want someone to open a hand so you can hit it with your open hand in greeting or celebration.” I am going to take liberty with the term and ask you to *give me five* but in this case, I am asking for five minutes of advocacy from you each week. Now before you say you are too busy, think about what I’m asking: **Only five minutes a week** for any activity that would be described as professional advocacy. *Give me five!*

So what qualifies as professional advocacy? Merriam-Webster defines advocacy as, “The act or process of supporting a cause or proposal.” Our cause is the medical practice of anesthesiology and the patients we care for every day. Anesthesiology is a very misunderstood field, even by some of our physician colleagues. However, as we all know, when someone needs us, they know they need us. The general public thinks of physician anesthesiologists as the people that put you to sleep for surgery, but very few realize the scope of our practice, and many don’t even realize that we are physicians! I would sometimes get asked, “With all that school, why didn’t you become a doctor?” Thankfully, several years ago I began to use the term “physician anesthesiologist,” which has worked to establish that yes, I did go to medical school. In the often chaotic healthcare political challenges, we will find that the patients themselves are our best advocates, but they need to know who we are, what we do, and the significant impact we as physician anesthesiologists have on their health care.

What can you do to give your five minutes each week? Read the LSA e-mails and newsletters, including this one. Read the ASAP, our weekly ASA e-publication and click on some of the links. Discuss the articles with one of your partners or other physicians, spending five minutes to educate them on our issues. Go to the LSA or ASA website and spend some time looking around and continuing your education. The more educated you are about our issues, the better prepared you’ll be to interact with colleagues, patients and their families.

Do you want to get involved in political advocacy? Spend your five minutes each week keeping up with the Louisiana Legislature when they are in session and learn how to search for and follow bills that affect our practices and our patients. Once up to speed, reach out to LSA and see what opportunities we have for you to engage your legislator. Bank some time and reach out to your state legislator back at home, just to introduce yourself and explain who physician anesthesiologists are and what we do. We can get you all the information you’ll need to make these meetings more meaningful, including tips for speaking to legislators.

Spend five minutes using social media to highlight an aspect of our field, an interesting article, or tips that you could give patients who are concerned about anesthesia. LSA and ASA can serve as a resource for this information but you need to get connected with LSA and ASA on our many social media outlets. Just share our posts or produce your own. This area of public interaction is...
TOP 10 REASONS TO COME TO THE LSA ANNUAL MEETING!

NUMBER 10: A Diversified Program

Our one-day meeting format includes both lectures and hands-on workshops. Review the 2017 LSA Agenda, [click here](#).

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NUMBER 9: Our Outstanding Faculty

Sonja A. Gennuso, MD specializes in treating critically ill neonates and children in the peri and intraoperative period at LSU Health Shreveport. She is board certified in anesthesiology and pediatric anesthesiology. Dr. Gennuso presentation is to review, compare/contrast, and discuss differences in the pediatric patient and adult patient. The title of her talk is “Pediatric Anesthesia for the Non-Pediatric Anesthesiologist”.

Marjorie Stiegler, MD is an Adjunct Associate Professor of Anesthesiology at the University of North Carolina at Chapel Hill. Dr. Stiegler first presentation is on Difficult Communication Up and Down the Hierarchy Ladder. The session will provide specific tools to address the top barriers to effective speaking, particularly when there is a real or perceived hierarchy (trainee to attending, nurse to surgeon, etc). This is critical not only for safety but also for learning and for optimal teamwork.

Dr. Stiegler is also presenting a Workshop on Social Media for the Healthcare Professionals. Physicians are often afraid of disseminating content online for a variety of liability concerns or unfamiliarity with the rapidly changing technology. These workshops will explore the professional reasons why physicians should indeed be visible online, and describe some of the basic top 5 pitfalls to avoid.

Zeev Kain, MD is a Chancellor’s Professor, a senior healthcare executive, an anesthesiologist and pediatrician who has an extensive background in transformational operations management in hospitals and operating rooms. Dr. Kain is well known for his seminal work on transforming surgical care through Enhanced recovery and the Perioperative Surgical Home, which improves clinical care, increases patient and provider satisfaction and decreases healthcare costs.

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NUMBER 8: Continuing Medical Education

Our meeting was approved for a maximum of 7.25 AMA PRA Category 1 Credits™.
NUMBER 6: Kick-Off Party at Lucy's Retired Surfer's Club

Join us Friday, March 24, 2017 at the LSA Kick-Off Party at Lucy’s. We will have an open bar and food to enjoy. The event is casual.

To purchase tickets, [click here](#) or when you register for the meeting.

NUMBER 5: Anesthesia Resident Jeopardy Competition

Come and cheer on your favorite Residency Program to victory at the 3rd Annual Anesthesia Resident Jeopardy Competition. See which team leaves the meeting with the Louisiana Pelican Cup!

NUMBER 4: ASA President - Jeffrey Plagenhoef, MD

Jeffrey Plagenhoef, MD, ASA President, will deliver the ASA Update. It’s your chance to ask questions and see the benefits of your ASA/LSA Membership.

NUMBER 3: Spring in NOLA

Bring your spouse and children to NOLA to explore the city while you attend the LSA Meeting. NOLA has plenty to offer! [Click here](#) for some great ideas!

NUMBER 2: Networking

The LSA Meeting is a great time for you to network, connect, and reconnect with colleagues from around the state.

NUMBER 1: Apple Watch Give-Away

We are excited to announce that we are going to have an Apple Watch raffle for one lucky attendee at the meeting. Drawing is March 25, 2017 after Jeopardy. Winner must be present to win!

TOP 10 REASONS TO COME TO THE LSA ANNUAL MEETING! Continued.
FROM OUR PRESIDENT – Give Me Five! Continued.

so important that we’ll have a workshop on social media for physicians at our 2017 Louisiana Anesthesiology Meeting this weekend on March 25, 2017.

What can only five minutes of professional advocacy a week accomplish? We have over 300 active members of the LSA and about 400 members total. If each active member gave an average of five minutes a week to professional advocacy, that would equate to a combined 25 hours a week dedicated to improving our specialty and heightening awareness!

In closing, there are so many activities available to accomplish that five minutes of professional advocacy each week. Make it a habit. Exceed five minutes here and there. Together, we can make a significant positive change in the public’s awareness of physician anesthesiologists, and hopefully, our patients will be our strongest advocates.

Give me five!

CAPITOL VIEW: from Haynie and Associates

2017 is shaping up to be another long and difficult year around the State Capitol. A special session is likely to be requested by the Governor beginning around February 13th and ending before Mardi Gras, which falls on February 28th this year. The purpose of the special session is to close the current mid-year budget shortfall of $300 million. Cuts and a possible use of rainy day funds will be needed to reduce the budget between now and July 1st, which will not be a pleasant or easy task. The 2017 regular session is a fiscal session which begins April 10th and runs through June 8th. That session will also be very trying, as the legislature will need to address structural budget problems through either tax reform, extensions of current taxes, or budget cuts. A combination of all three may end up being a likely solution, with many of the cuts traditionally landing on higher education and healthcare. Rate reductions and any proposed provider fees or taxes are something we, as LSA, will stay strongly and vocally opposed to.

On the policy front, the 2016 session saw scope of practice battles such as the chiropractors winning direct access legislation and the Advanced Practice Registered Nurses losing their efforts to expand their practice scope. The APRNs will be back with a similar effort, if not in 2017 then in 2018. Since 2017 is a fiscal session, most of the legislature’s attention will be focused on the budget and the proposed tax changes, leaving less time for health policy legislation. Each legislator is allowed a limited number of general subject matter bills during the 2017 session, but there is always the possibility that policy debates impacting LSA’s members will surface, and we will be ready if it does. While there is no reason to believe a direct confrontation over physician lead anesthesia will arise in 2017, our goal as LSA is to better our legislative relationships through outreach and PAC giving. This will allow us to be prepared for the future.

If you are not already coordinating with your LSA leadership and giving some of your time on our “Doctor – to - Legislator Outreach Program”, now is the time to get involved. This can be as simple as introducing yourself to your local legislators, explaining where you work and what you do, so that when you need to call them in the future on a policy issue you have already formed a relationship.

New in 2017, LSA has reserved a table at the State Capitol on April 11th for “LSA Day at the Capitol” from 1 pm until 5 pm. We are building off of an unofficial visit LSA members made to the Capitol last year, where we spent time with key legislators and state officials, forming relationships and educating on physician lead anesthesia. Contact Kraig de Lanzac (kdelanzac@gmail.com) to get more involved in our “Doctor – to - Legislator Outreach Program” or to RSVP to the April 11th “LSA Day at the Capitol”.

Ryan Haynie - Ryan@haynie.com
Randy Haynie - Randy@haynie.com
225.336.4143
www.haynieandassociates.com
Join us at the Kick-Off Party
Lucy’s Retired Surfer’s Bar
New Orleans, LA
March 24, 2017
7:00pm-10:00pm
(Directions)

LSA Kick-Off Party
FRIDAY, MARCH 24, 2017 • 7:00PM-10:00PM

About the Meeting
Review the agenda, click here
- Invited Guest Speakers
- Hands on Workshops
- PBLDs: Trauma, Regional, Pediatric, and Pulmonary HTN/Right Heart Failure
- Risk Management Presentation
- 3rd Annual Anesthesia Bowl

CME Provided
This meeting was approved for a maximum of 7.25 AMA PRA Category 1 Credits™.

Registration
- To register for the meeting and/or kick-off party, click here
- To register for the kick-off party only, click here

Questions
Contact Janna Pecquet at janna@lsa-online.org

Louisiana Society of Anesthesiologists Newsletter
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