

# **2010 NSGC Annual Business Meeting**

**October 16, 2010**

**Elizabeth Kearney, MS, CGC, MBA  
NSGC President**

# Overview

- Welcome
- Strategic Plans for the Future
- NSGC Website Update
- Journal of Genetic Counseling Update
- NSGC Financial Update
- 2010 Professional Status Survey
- Genetic Counseling Foundation Update
- Open Microphone Q & A
- Volunteer Recognition

# **Strategic Plans for the Future: 2011 Initiatives**

**Liz Kearney, MS, CGC, MBA  
NSGC President**

## NSGC's strategic objectives

### Access

- Reimbursement
  - Federal & state
  - Insurance companies
- Service delivery
- Marketing/branding

### Thought Leadership

- Outreach
- Publications
- Educating members

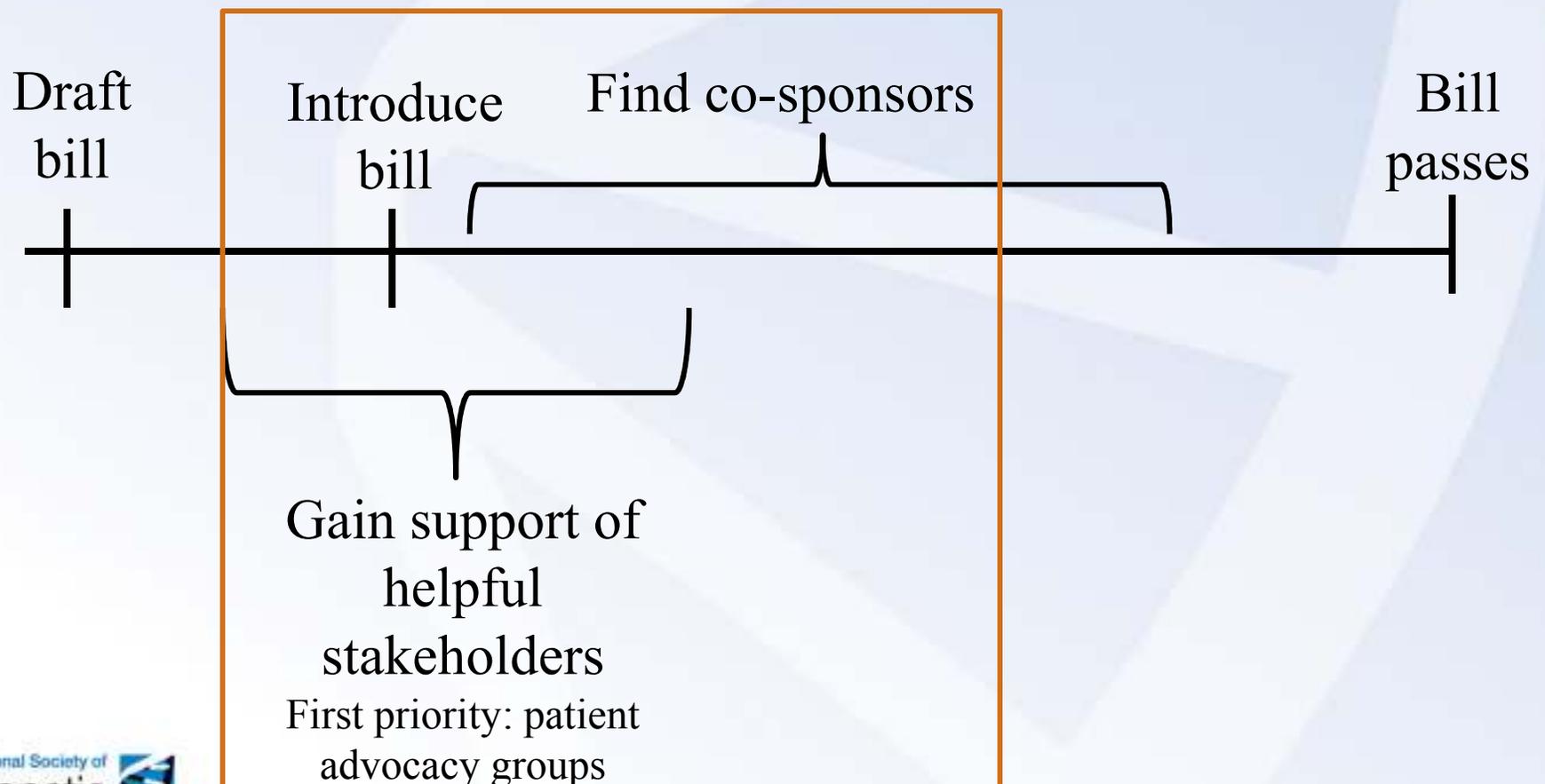
### Growth

- Increase revenue

## Access – Federal Bill

- Purpose: amend CMS regulations to recognize genetic counselors as providers

### Goals for 2010 & for 2011



## Service Delivery Models Task Force

### ■ Phase I

- > Collect survey data from members (*completed*)
- > Analyze data

### ■ Phase II

- > Qualitative interviews
- > Draw conclusions about existing and novel models

## Physician marketing toolkits

- Next step of NSGC branding effort
- Marketing to physicians is a LOCAL effort
- Create self-marketing toolkits that members can print
  - > NSGC-designed materials
  - > Print on your own
- Train members on how to use tools
  - > Webinar
  - > AEC session

National Society of  
**Genetic  
Counselors**



**“Genetic counselors have  
the expertise I am looking  
for”- Oncology PA**



## SIGs in 2011

- Process for change
  - > 2010 SIG Task Force
  - > Large, small, new, established SIG representation
  - > Led by President-Elect Karin Dent
- Goals for SIGs
  - > Provide education to the general NSGC membership
  - > Contribute to the NSGC Strategic Plan
  - > Demonstrate value of SIG membership as a member benefit
  - > Create volunteer opportunities for SIG members to engage with NSGC
- Changes
  - > Size: minimum 15 to establish; grow to 25 within 2 years
  - > Annual evaluation and self-evaluation
  - > Leadership: Chair and Vice-Chair (Staggered)

## Long-term strategic planning: Early 2011

- Differs from traditional strategic planning
  - > ~5-year time frame
  - > Identify longer-term goals
  - > Align 3-year strategic plan to support longer-term goals
- Preparation: environmental scanning
  - > Task Force led by Elissa Levin, Beth Balkite
  - > Conducting interviews with key opinion leaders in:
    - Payers
    - Industry
    - Government
    - Hospitals
    - Academia
    - Non-genetics providers
    - Blogs

# **NSGC Website Update**

**Elissa Levin, MS, CGC  
Website Task Force Chair**

## We asked and you told us!

- Top member issues with previous website:
  1. Look and feel
    - “It’s so outdated”
    - “I can’t find what I’m looking for”
  2. Find A Genetic Counselor
    - “It just doesn’t work”
    - “I can’t even find myself”
  3. Tools for your Practice
    - “I know there are tools available, but I can’t find them”

# New Find A Genetic Counselor Tool

## Search Tips

- You can input or select fields in one or many section
- To view more results, input fewer information and select fewer fields
- The more fields you enter data or select from, the fewer results will return
- You can select multiple options that apply to your needs simply by holding down the "ctrl" key on your computer and clicking on the options of your choice. Please note that this will limit the options of genetic counselors provided, so you may wish to begin with a more broad search.

Please contact the NSGC Executive Office with any additional questions at [nsoc@nsgc.org](mailto:nsoc@nsgc.org)

## Find a Genetic Counselor

+ Expand Search

Name	Company/Institution	Work Address	Professional Email	Work Phone
<a href="#">Levin, Elissa</a>	Navigenics	1001 E Hillside Blvd Ste 550 Foster City, CA 94404-1642 USA	<a href="#">Email Elissa Levin</a>	650-585-7714
<a href="#">LEVINE, Kara</a>	University of Pittsburgh	A300 Crabtree Hall Gsph Dept Human Genetics Pittsburgh, PA 15261-0001 USA	<a href="#">Email Kara LEVINE</a>	(412) 624-4659
Ready				



## New options for finding NSGC members

- New fields added
  - > Full integration of member tools
    - Volunteer Database
    - Speakers Bureau
  - > Additional options
    - Personal email
    - Type of specialty
    - Work setting
- Easier to use
  - > Smart Search
  - > Email directly from member profile
- Remember, contact NSGC Executive office for assistance if you have any issues with your member profile!



The screenshot shows a web interface titled "Update My Profile". Below the title are four tabs: "Personal", "Address", "Professional", and "Login Information". The "Personal" tab is currently selected and highlighted with an orange underline. Below the tabs is a grey button labeled "Save Information".

# New Member Center!



Member Center

## Welcome to the NSGC Member Center!

**What's New:**

- NSGC is proud to announce our **NEW** Website! To learn more about the website please:
  - View a brief [webinar](#) outlining the website development process, how this ties in with NS
  - Review a few helpful "How To" documents
    - [How to Log In](#)
    - [How to Reset My Password](#)
    - [How to Update Your Profile](#)
    - [How to Find a Genetic Counselor](#)
    - [How to Use the Leadership Center \(Document Repository\)](#)

- Your first stop to stay current on NSGC member news!
  - > What's New
  - > Member Resources
  - > NSGC Announcements

# Tools for your Practice

- Organized in one place
- Resources for establishing and enhancing your practice
- Information to use with patients
- We will continue to expand as SIGs, Committees and NSGC develops new tools!

## Tools for Your Practice

Enhance your knowledge and utilize shared resources developed

### Professional Status Survey

- [2010 Professional Status Survey \(PSS\)](#)
- [Past Professional Status Surveys \(PSS\)](#)

### Practice Guidelines

- [Current NSGC Practice Guidelines](#)

Members, subcommittees or SIGs interested in developing Practice Guidelines for generation and approval of these documents. List

- [Practice Guidelines Proposal Form](#)
- [NSGC Practice Guidelines Criteria](#)
- [NSGC Policy on Practice Guidelines](#)
- [NSGC Policy of Endorsement of Outside Documents](#)
- [NSGC Policy on Joint Practice Guidelines](#)

### Establishing & Enhancing Your Practice

- [A Guide to Private Practice Genetic Counseling](#)
- [Cancer Research Directory \(coming soon\)](#)
- [Virtual Slide Swap](#)
- [Coding Corner](#)

### Patient Forms & Resources

- [Patient Satisfaction Surveys](#)
- [Consent Forms](#)
- [DNA Banking Brochure](#)
- [Genetic Counseling Spanish Resource List](#)
- [Family History Forms Compilations](#)
- [Genetic Discrimination Resources](#)

## Questions, Comments, Suggestions?

- We encourage you to use the site!
  - > Helpful “How To” documents in the Member Center homepage
  - > New search function
  
- Having trouble or have questions?
  - > Call or email the Executive Office
  - > Most “bugs” have been resolved quickly, but if you find something that isn’t working let us know
  
- Always room for improvement!
  - > Let us know your constructive thoughts and suggestions

# Thank you!

- Communications Committee
- Website Task Force
- Executive Office
- Members who took the time to guide us

# **Journal of Genetic Counseling**

Bonnie LeRoy, MS, CGC  
Editor

# Journal of Genetic Counseling

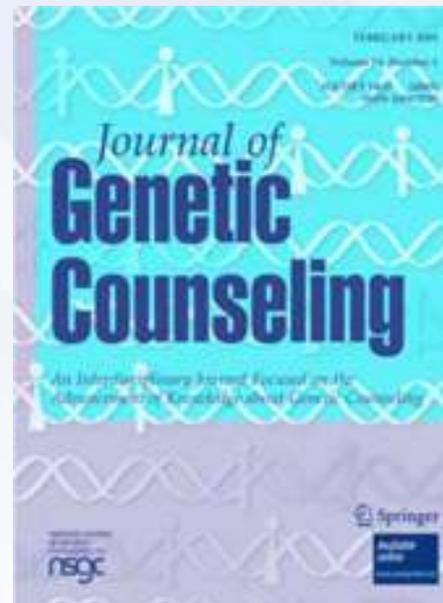
**Editor-in-Chief**

**Bonnie LeRoy, MS, CGC**



**Assistant Editor**

**Pat McCarthy Veach, PhD**



## Journal of Genetic Counseling Important Achievement

- The JOGC was accepted for coverage by Thomson Reuters, effective 18:1 (Feb 09)!!
- The Journal is currently indexed in CINAHL, Database, EMBASE, Family & Society Studies Worldwide, PsycINFO, PubMed/Medline, Psychological Abstracts and SCOPUS
- Since Volume 18 (1) (2009), JOGC has been indexed and abstracted in Science Citation Index Expanded (SciSearch), Journal Citation Reports/Science Edition, and Current Contents/Clinical Medicine.
- **This means that JOGC will receive a 2011 Impact Factor in 2012.**
- Impact factor is important because some funding agencies and academic institutions require authors to publish in journals that have achieved an impact factor.

## **Journal of Genetic Counseling Data *From October 1, 2009 and October 1 2010***

- Manuscript submission and processing has increased
  - > Over the past 12 months, JOGC editorial office received:
    - 144 new submissions; 12 per month average (original research and professional issue manuscripts)
    - 167 manuscripts were sent out for revision
    - 135 revised manuscripts were received and sent out for a second review
  - > Average # of days from submission to first decision is 32.6 (*time to publication varies dependent upon time taken to revise*)
  - > Total number of reviewers invited was 316

## Additional Journal of Genetic Counseling Highlights

- The abstracts from this meeting will be in the December issue
- The most cited article for 2009 was: Robert Pilarski, Cowden Syndrome: A Critical Review of the Clinical Literature
- Special Issues are planned for Minority Issues in Genetic Counseling (Betsy Gettig) and DTC (Melanie Myers)

## Electronic PDF Downloads

- Currently there are 1,247 people signed up to receive table of contents (ToC) alerts. This a 26% increase from last year (when 876 were signed up).

- **2007**      **32,652**

- **2008**      **45,993**

- **2009**      **62,115**

- **2010**      **35,373**

(Jan-July)

## PubMed Linkouts

- These figures are an indicator of internet traffic coming from the PubMed website to *Journal of Genetic Counseling on SpringerLink.*

■ 2007	7,714
■ 2008	8,837
■ 2009	10,818

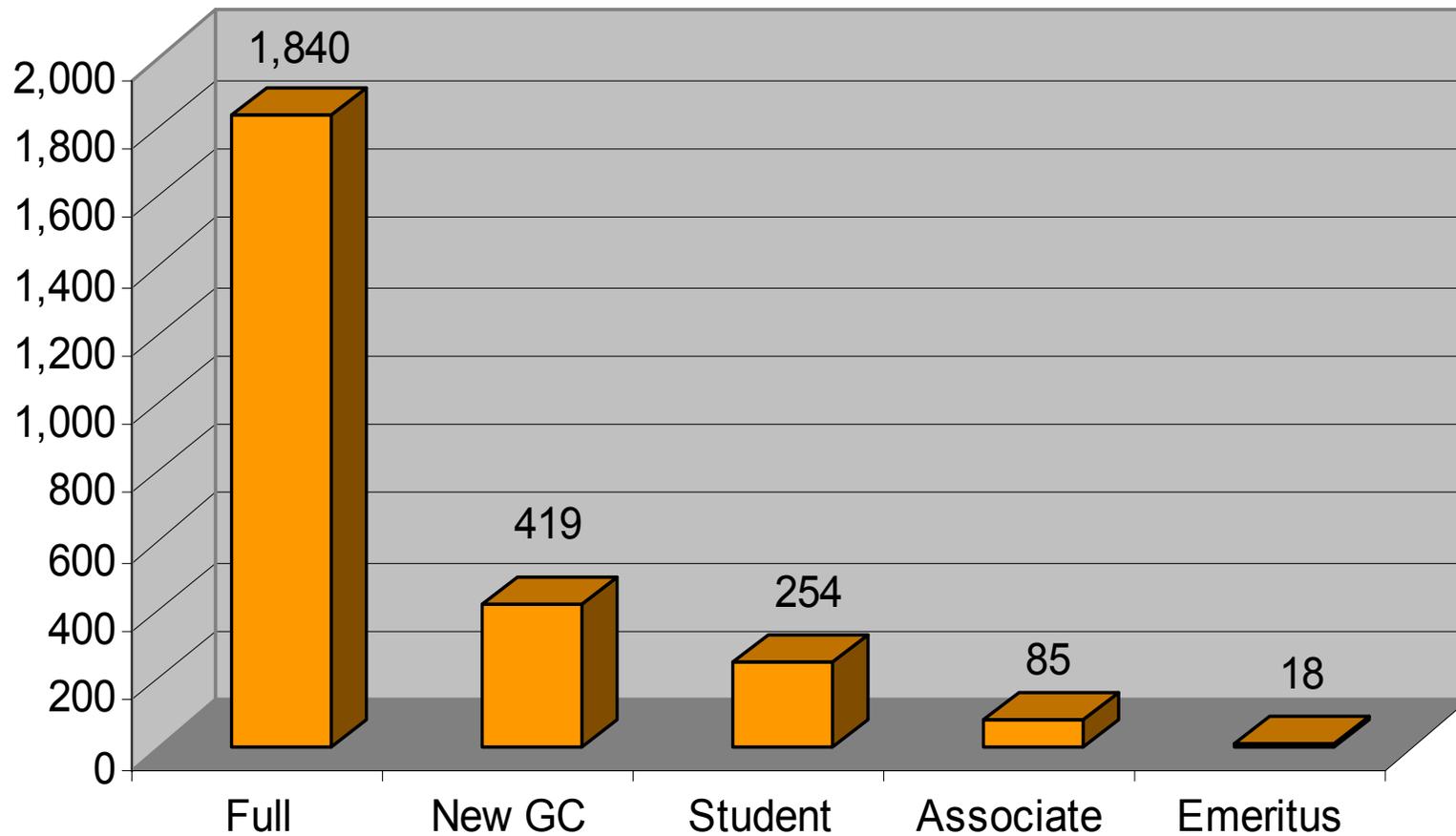
# **2010 Financial Report**

**Elizabeth Leeth, MS, CGC  
NSGC Secretary/Treasurer**

## Financial Objectives in 2010

- Fully funding operations and strategic initiatives through our operating revenue
- Continuing to focus on new sources of revenue
- Investing in tools to help our members and association succeed
  - > New website
  - > Branding
  - > New PSS reports
  - > Advocacy

## NSGC Membership: 2,616 Members and Growing!



## Cash Assets as of August 31, 2010

- Cash Assets
  - > NSGC: \$393,360
  - > JEMF: \$20,830
  - > Rollnick: \$67,198
  - > AHSPA (*now under GCF*): \$17,105

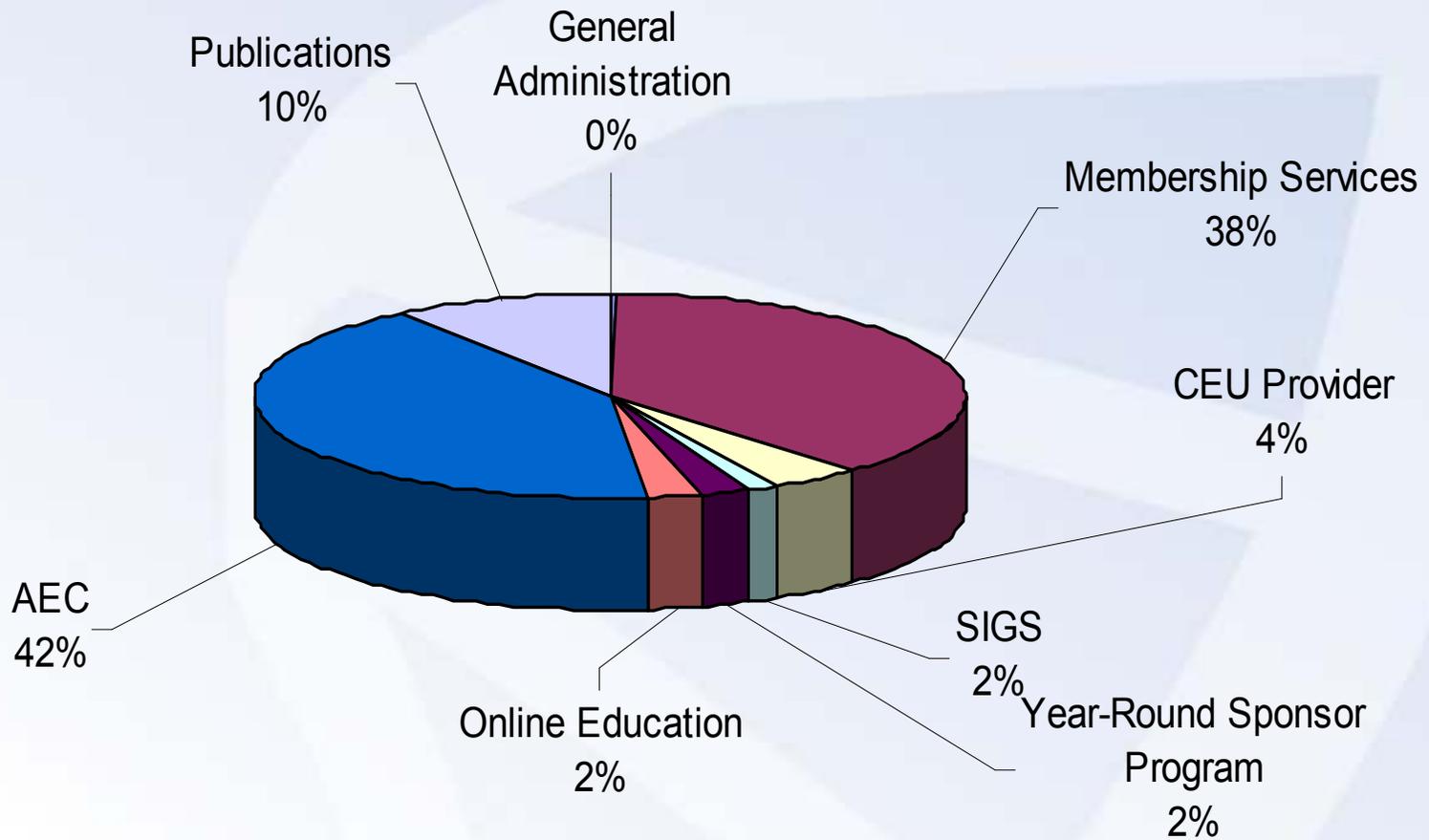
## Budget vs. Forecast as of August 31, 2010

- Budgeted Revenue: \$1,396,379
- Forecasted Revenue: \$1,402,597
  
- Budgeted Expenses: \$1,389,053
- Forecasted Expenses: \$1,412,411

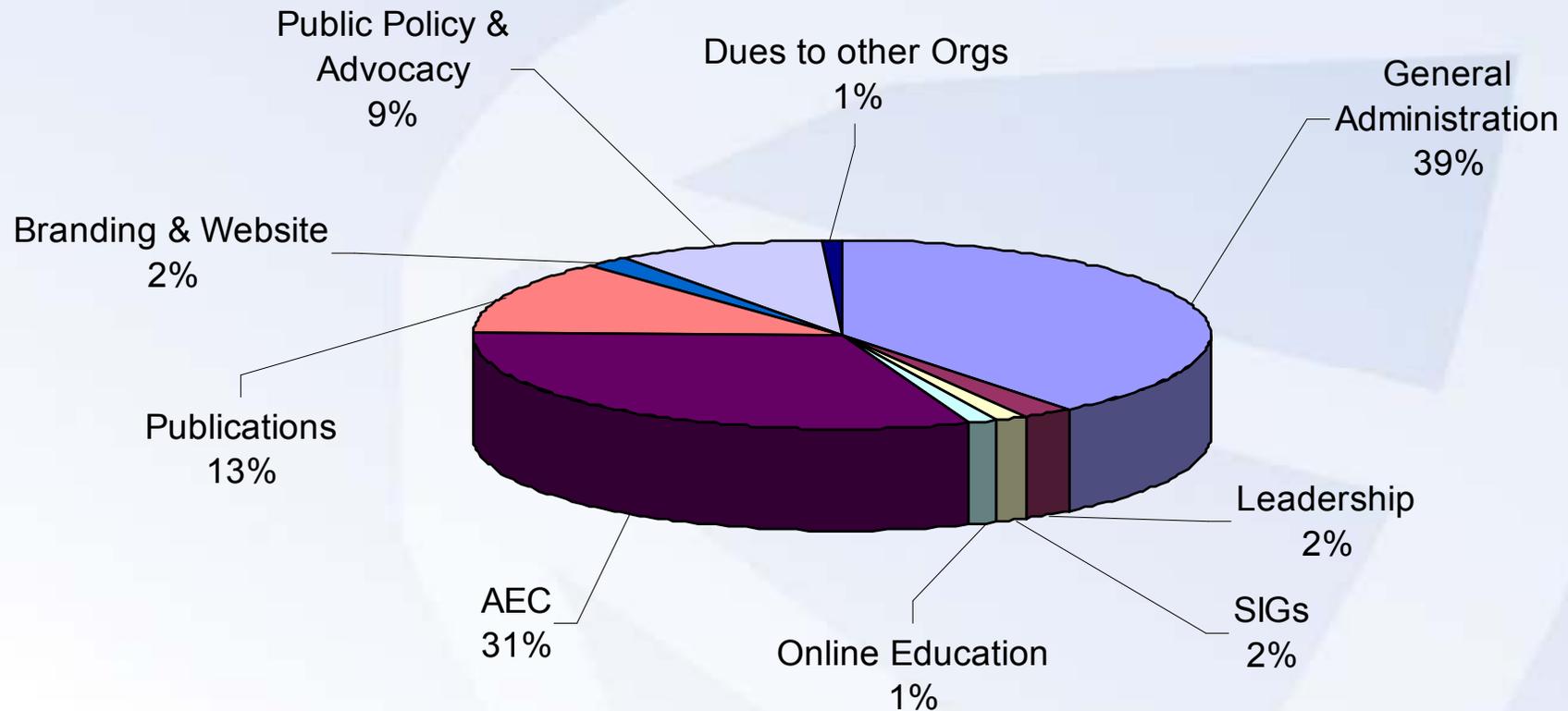
## Investment Account Balances as of August 31, 2010

- Short Term Account: \$87,247
- Long Term Account: \$914,926
- Other Investments: \$1,787
- **TOTAL Investments: \$1,003,861**

# Sources of Revenue



# Expense Distribution



\*Note that general administration includes staff, legal fees, IT, website, public relations, accounting, insurance, bank and credit card fees, office services and postage

## Progress toward Financial Goals

- Ended 2009 with a surplus of \$33,930 from operating and strategic combined.
- Continuing to work to fully fund both operations and strategic initiatives from operating revenue
- Will require continued non-dues revenue growth and prioritization of initiatives

# **NSGC Professional Status Survey 2010**

***Mary E. Freivogel, MS, CGC***

***Kami Wolfe Schneider, MS,  
CGC***

***Samantha Baxter, MS, CGC***

***2010 PSS Subcommittee Co-  
Chairs***

# PSS Background

- Biannual survey of full members of NSGC
- First completed in 1980
- Questions obtain comprehensive data in 8 primary areas:
  - Background Information
  - Work Environment
  - Professional Status/Job Description
  - Faculty Appointments
  - Board Certification/Licensure/Credentialing
  - Salary and Benefits
  - Professional Activities
  - Job Satisfaction

# The Next Generation PSS

- Change in timing of survey administration
  - > Moved from summer months to first quarter of calendar year:
    - To make data available for new grads seeking jobs in the spring
    - To coincide with tax filing/receipt of W-2's
- Improved online question formatting/skip logic
- Greater differentiation between clinical and non-clinical roles
- Gather information about licensure and billing

# The Next Generation PSS Report

- Available to NSGC members at no charge:
  - > Three separate reports
    - Salary & Benefits (with expanded salary reporting format)
    - Work Environment
    - Professional Satisfaction
  - > Each report has an appendix with general demographic data
  - > Specialty-specific reports available to members of Cancer and Prenatal SIGs (coming soon!)
- Available non-NSGC members:
  - > Full reports available for purchase
  - > Executive Summary document available at no cost @ NSGC website (coming soon!)

# 2010 PSS Overview

- 1,142 respondents (49% of full NSGC members)
  - > 200 members new to the PSS
  - > Large decrease compared to 2008 (71% response rate)
- 80% provided salary information (916/1,142) – *New Record!*
  - > 76% gave salary information in 2008
- 31% used a previous PSS to negotiate a pay increase
  - > Of those, 56% were successful!
- 20% used a previous PSS to gauge starting salary

# Work Environment: 2010 PSS

- 83% of respondents are “clinical” genetic counselors
  - Over 1/3 of them work in a University Medical Center
  - Information about patient volume, office staffing, MD supervision, reimbursement for services
- 17% are “non-clinical” genetic counselors
  - Over 1/3 work in a Diagnostic Laboratory – Commercial
- 19% have faculty appointment

# Professional Satisfaction: 2010 PSS

Scientific content  95%

**NO CORRELATION WITH SPECIALTY,  
YEARS OF EXPERIENCE, OR  
SALARY...**

Opportunity for advancement  38%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

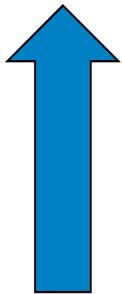
# Salary & Benefits: 2010 PSS

- Various types of compensation (salaried, hourly, per patient, per diem, as well as bonus/commission)
- Overtime hours and compensation
- Raises
- Specific section detailing information from respondents who are employed part-time
- Also: Other sources of income; benefits; vacation time; conference funding; board exam-related expenses

# Salary by Region

(Fulltime GCs with Grad Degrees)

**AVERAGE SALARY IS \$63,057**



**7% INCREASE VERSUS 2006**

# Additional Salary Data Available

- All divided into clinical and non-clinical:
  - Degree
  - Region
  - State/territory
  - Major metro area
  - Full/part-time
  - Years of experience
  - Region
    - Overall and by years of experience
  - Specialty area
    - Overall and by years of experience
  - Work setting
  - Job classification
  - Degree
  - Faculty Title
  - Certification
  - Licensure

# What Next?

- Individual reports at [www.nsgc.org](http://www.nsgc.org) (available to NSGC members at no charge)
- Coming soon
  - > Executive Summary
  - > Specialty-specific reports (Cancer and Prenatal – available to SIG members at no charge)
- Contact us with any questions regarding survey administration and results
  - > [psscomments@nsgc.org](mailto:psscomments@nsgc.org)

***Thank you to everyone who completed the survey!***

# Acknowledgements

- The PSS workgroup
  - > MaryAnn W. Campion
  - > Karen Powell
  - > Thereasa Rich
  - > Courtney Sebold
  - > Holly H. Zimmerman
  - > Bronson D. Riley
- Amy Sturm
- Leslie Cohen and John Richardson
- Steve Keiles
- Liz Kearney
- Meghan Carey
- Sarah Parrot, PhD (Boston Information Solutions)
- Survey & Ballot Systems

# **Genetic Counseling Foundation Update**

**Vivian Weinblatt, MS, CGC  
GCF President**

## GCF Mission Statement

- To serve as the catalyst for the integration of genomic information and genetic counseling services into healthcare through philanthropic support of education, research, and public policy.

## 2010 GCF Board of Directors

Vivian Weinblatt, MS, CGC, President  
*Genzyme*

Angela Trepanier, MS, CGC,  
Secretary/Treasurer  
*Wayne State University*

C. Thomas Caskey, MD  
*The Brown Foundation Institute of  
Molecular Medicine and Genetics*

Jim Evans, MD, PhD  
*University of North Carolina Chapel Hill*

Joan Marks, MS

Theresa Natalicchio  
*PTC Therapeutics*

Ryan Phelan  
*DNA Direct*

William Rusconi  
*Myriad*

Steven Keiles, MS, CGC  
*NSGC Board Liaison*

## GCF Accomplishments 2010

- We have an engaged, committed Board which is committed to the success of GCF!
- Fundraising goals established for 2010
- Funding priorities/cases for support developed by NSGC in collaboration with GCF and reflect NSGC's strategic priorities
- Received major gift for collaborative genetic services summit to be used as a base for securing additional support

## Donations to GCF are investments in your future!

- GCF was founded to raise funds to support NSGC's strategic initiatives
  - > Engaging other health care providers to participate as part of a team providing genetics services
  - > Supporting outcomes-based research to demonstrate the value of genetic counseling
  - > Supporting education for the genomics revolution
- Progress to date: During our most recent fundraising push before and during the AEC, we have raised \$1,560!

# **Question & Answer Session**

**Elizabeth Kearney, MS, CGC, MBA  
NSGC President**

# **Volunteer Recognition**

**Elizabeth Kearney, MS, CGC, MBA  
NSGC President**

## 2010 Committee Chairs and Vice Chairs

Communications Committee  
Amy Sturm, Chair

Education Committee  
Jennifer Hoskovec, Chair  
Julianne O'Daniel, Vice Chair

Access and Service Delivery  
Committee  
Janet Williams, Chair  
Monica Marvin, Vice Chair

Membership Committee  
Sheetal Parmar, Chair  
Samantha Baxter, Vice Chair

Public Policy Committee  
Cheryl Harper, Chair  
Susan Hahn, Vice Chair

## **2010 Task Force Chairs**

Service Delivery Models Task Force

Stephanie Cohen, Chair

Payer Task Force

Elena Ashkinadze, Chair

Organizational Cultural Competency Task Force

Patrick Wilson, Chair

## 2010 Board of Directors

### Officers

- President: Elizabeth Kearney, MS, CGC
- President-Elect: Karin Dent, MS, CGC
- Secretary/Treasurer: Elizabeth Leeth, MS, CGC
- Secretary/Treasurer-Elect: Rebecca Nagy, MS, CGC
- Immediate Past President: Steven Keiles, MS, CGC
  
- Executive Director (ex officio): Meghan Carey



Liz



Karin



Beth



Becky



Steve



Meghan



## 2010 Board of Directors (Cont.)

### Directors At Large

- Trisha Brown, MS, CGC
- Joy Larsen Haidle, MS, CGC
- Caroline Lieber, MS, CGC
- Linda Robinson, MS, CGC
- Cindy Soliday, MS, CGC
- Jennifer Sullivan, MS, CGC
- Deborah Wham, MS, CGC



Trish



Joy



Caroline



Linda



Jennifer



Cindy



Deb

# Welcome Incoming NSGC Board of Directors Members!

- President-Elect: Brenda Finucane, MS, CGC
- Secretary-Treasurer Elect: Caroline Lieber, MS, CGC
- Director At Large: Shannan DeLany Dixon, MS, CGC
- Director At Large: Mary Freivogel, MS, CGC
- Director At Large: Jennifer Hoskovec, MS, CGC
- Director At Large: Sheetal Parmar, MS, CGC



**Brenda**



**Caroline**



**Shannan**



**Mary**



**Jen**



**Sheetal**

# Thank you to all of NSGC's dedicated volunteers!

We could not do it without you!

- > Committees
- > Task Forces
- > SIGs
- > Workgroups
- > Subcommittees
- > AEC
- > Projects
- > *Journal of Genetic Counseling*
- > *Perspectives*
- > All individual contributors

## Leading Voices Drawing Winners – Congratulations!

We had over 120 leading voices nominations submitted this year!

- Emily Edelman
- Kristi Zonno
- Pia Banerji
- Kaylene Ready
- Jessica Everett
- Shar Kumaravel
- Stephanie Cohen
- Sharon Aufox
- Sara Pirzadeh
- Deepti Babu

**Thank You!**