

2012 NSGC Annual Business Meeting

October 26, 2012

**Brenda Finucane, MS, CGC
NSGC President**

Overview

- Welcome
- Strategic Plans for the Future
- NSGC Financial Update
- NSGC Publications & Communications
- Open Microphone Q & A
- Volunteer Recognition

Strategic Plans for the Future: 2013 Initiatives

Rolling Strategic Plan

- Differs from traditional strategic planning
 - > Annual review of landscape by Board and plan adjustment to ensure proactivity
 - > Full review of strategic initiatives every 3 years
 - > Align each 3-year strategic plan to support longer-term goals
 - > We need member support for this process – you are our best resource
 - **Engage** with committees, subcommittees and workgroups
 - **Participate** in SIGs
 - **Contact** your leaders with emerging information

Looking Ahead: NSGC's 2013 - 2015 Strategic Objectives



- Payer recognition
 - Cost effective
 - Cost saving
- Reimbursement
- Licensure
- Coalition-building
- Promoting value

- Evidence-based research
 - Outcome Measures
- Evidence-based recommendations
 - Publications
 - Position Statements
- Marketing & Branding

- Meet increasing demand
- Collaborations
- Service delivery models
- Specialization
- Collaborate with ABGC & AGCPD

Research: Demonstrating the Value of Genetic Counselors

- Evidence-based research is critical
 - > Payers, legislators requesting this data
- Identification of outcome measures is critical
 - > Demonstration of value
 - > Standard measures of effectiveness
 - > Specific to specialty
 - > May be applicable across practice settings
- Engage members, including students, in conducting research

Payer Outreach: Increasing reimbursement, enhancing access

- Build relationships with national, regional payers
 - > Collect data
 - > Develop supporting documentation for use with third-party payers and CMS
 - > In-person meetings attended by trained Payer Subcommittee members and local members with existing relationships
 - > Next steps:
 - Continue with meetings
 - Partner with payers on research
- Concurrent goals:
 - > Smaller wins - coverage of GC services by local payers
 - > Ongoing publication of data supporting reimbursement

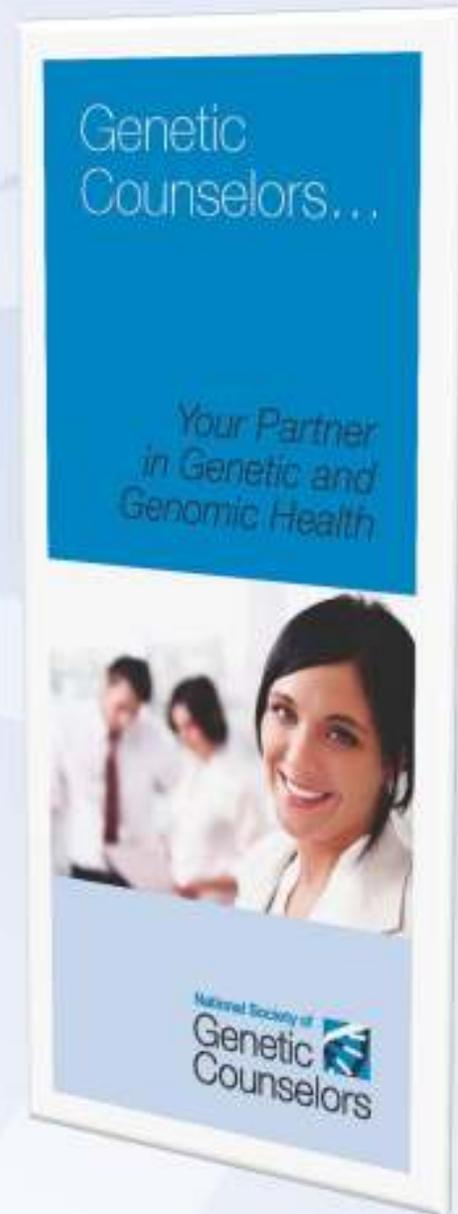
Service Delivery Models:

- Establishing a Baseline
 - > Two JOGC publications completed
 - Establish standard definitions for models
 - Identification of models currently in practice
 - > Next steps:
 - Third publication focusing on identifying new and emerging models

- Concurrent goals:
 - > Expanding access: new, innovative models provide greater access for patients
 - > Support for payer discussions

Self-Marketing Toolkits – YOU are our profession’s best marketing asset!

- Establish yourself as a knowledgeable resource & increase referrals
- Variety of tips and templates to market self to physicians, primary healthcare providers
 - > Educate physicians about benefits of partnering with a genetic counselor
 - > Specialty-specific inserts now available to customize for use in different settings
- Access toolkit online under NSGC “Member Center” using member login



Addressing Demand: Looking to the Future of the Profession

- NSGC hosted the Genetic Counseling Summit in November 2011
 - > Multidisciplinary participation focused on development of triage models for genetic services, where appropriate
 - > Concurrent paper to be presented at this meeting
 - > Work on models continues

- NSGC one of five genetic counseling organizations, plus members at large, involved in Genetic Counseling Advanced Degree Task Force (GCADTF)
 - > Explore whether genetic counseling as a profession should adopt a clinical doctorate at the current time.
 - > NSGC focusing on professional issues: reimbursement, licensure, access, workforce, relationship with other providers
 - > Need to ensure that any decision supports growth of the profession and advancement opportunities

Look for member survey coming soon!

NSGC Leadership: Nominations and Elections

- Changes made to Nominations and Elections process in 2012 in response to Membership Committee evaluation process, member feedback
 - > President Elect removed from Nominating Committee
 - > Additional at-large member added
 - > Option to vote “No”
 - > Option to decline to vote and provide feedback
- Highlights from 2012 process:
 - > Membership continues to identify strong pool of nominees
 - > Diverse slate presented (specialization, work setting, years of experience, gender)
 - > Ballot passed with a 16% voting rate
 - > 50 individuals declined to vote; reasons varied widely
- Continue to nominate yourself and others!

2012 Financial Report

**Becky Nagy, MS, CGC
NSGC President Elect**

Financial Objectives in 2012

- Fully funding operations and strategic initiatives through our operating revenue 
- Continuing to focus on new sources of revenue 
- Investing in tools and initiatives to help our members and association succeed – *in process*
 - > Advocacy support
 - > Self-Marketing Kit expansion
 - > Specialty specific web content
 - > Payer outreach
 - > Communications audit

NSGC Membership: 2,850 and Growing

NSGC Membership 2008 - 2012



Cash Assets as of September 30, 2012

- Cash Assets

- > NSGC: \$1,026,338
- > JEMF: \$31,339
- > Rollnick: \$75,640
- > AHSPA \$13,225

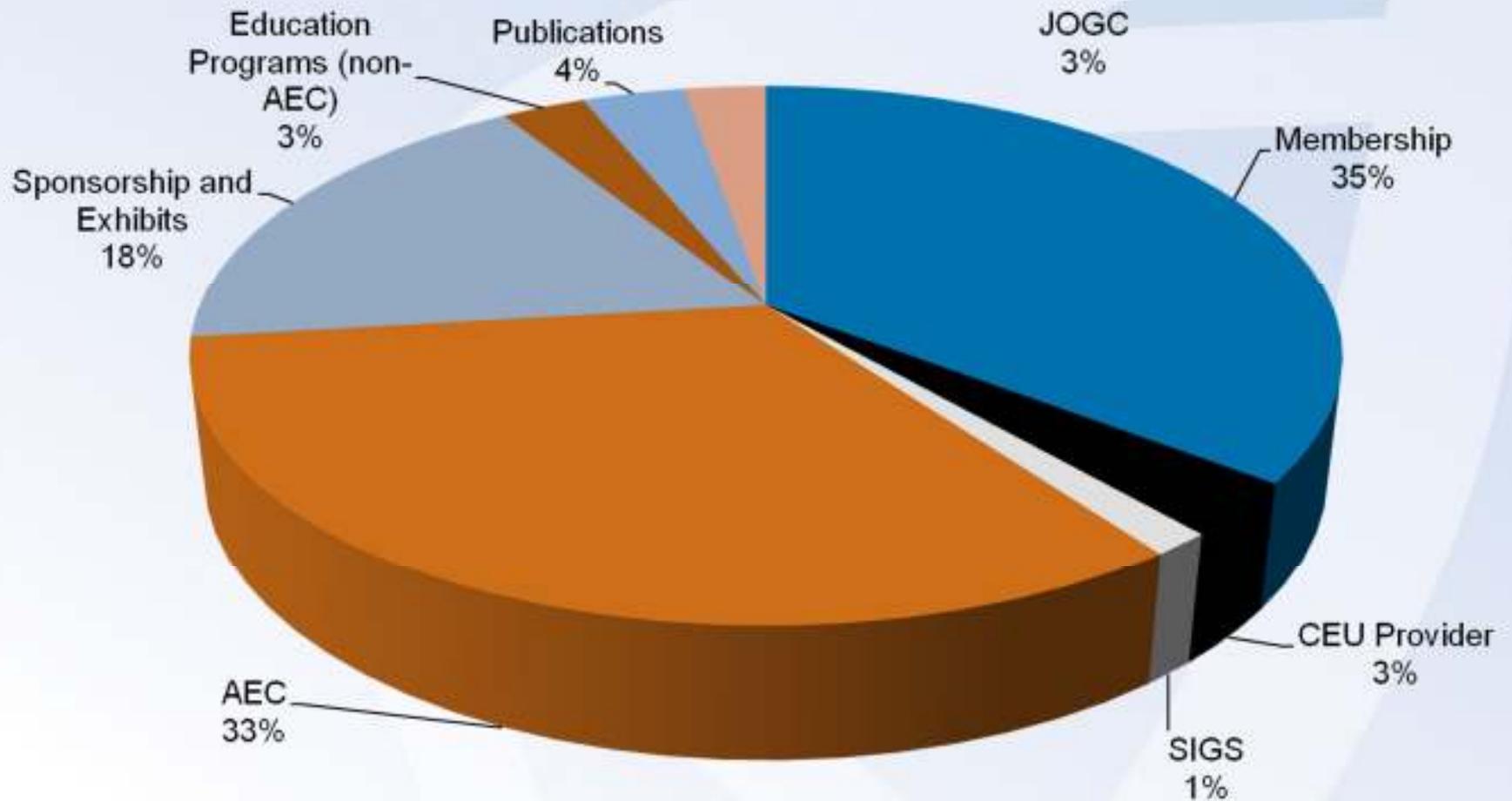
- Budgeted Revenue: \$1,658,023
- Forecasted Revenue: \$1,964,064

- Budgeted Expenses: \$1,646,528
- Forecasted Expenses: \$1,803,752

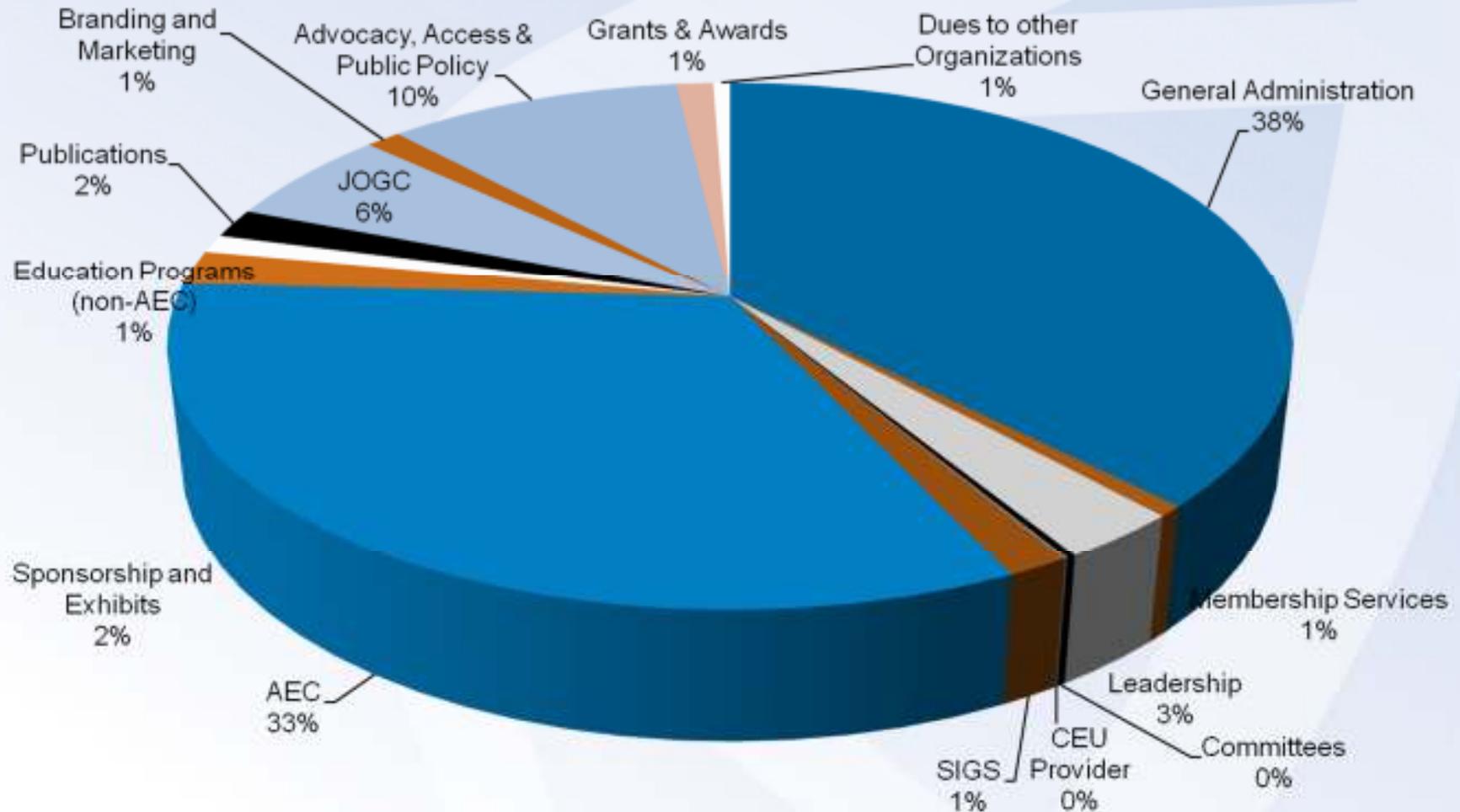
Investment Account Balances as of September 30, 2012

- Short Term Account: \$97,669
- Long Term Account: \$1,086,883
- Other Investments: \$2,280
- **TOTAL Investments: \$1,186,832**
- **Forecasting net assets of \$1.5M at the end of 2012**

Sources of Revenue: 2012 Forecast



Expense Distribution: 2012 Forecast



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

NSGC Continues to Grow...

Operating Revenue 2008 – 2013 (projected)



...And continues to invest in our society

NSGC Net Revenue 2008 – 2012 (projected)



Progress toward Financial Goals

- Ended 2011 with a surplus of **\$197,683**, despite a tough year for our investments.
- Funded both operations and strategic initiatives in 2012 through operating revenue, allowing us to preserve and grow our reserves.
 - > Forecasting net revenue of **\$175,164**
 - > We have not spent from reserves since 2006.
- Strategic decision to fund a structured, deliberate, need-driven process in 2013 focused on development of new products and services for members.
 - > Goal to enhance member engagement and ROI
 - > Planned investment of some assets now to increase downstream revenue

NSGC Publications & Communications

- > Journal of Genetic Counseling
- > Perspectives in Genetic Counseling
- > NSGC Communications

Journal of Genetic Counseling



Bonnie LeRoy, MS, CGC
Editor-in-Chief



Pat McCarthy Veach, PhD
Assistant Editor

Kristin Niendorf, MS, CGC
Action Editor, Special Issues

Christina Palmer, PhD, CGC
Action Editor, COI Manuscripts

Journal of Genetic Counseling Important Achievement

- Impact factor is important because some funding agencies and academic institutions require authors to publish in journals that have achieved an impact factor.
- To compare a little: Genetics in Medicine now has an impact factor of 4.76 (in 2008 it was 3.71) so 1.77 is respectable for a first impact factor.
- The Journal is currently indexed in CINAHL, Database, EMBASE, Family & Society Studies Worldwide, PsycINFO, PubMed/Medline, Psychological Abstracts and SCOPUS and abstracted in Science Citation Index Expanded (SciSearch), Journal Citation Reports/Science Edition, and Current Contents/Clinical Medicine.

The JOGC has received its first Impact Factor of 1.770 (Thomson Reuters Journal Citation Reports®) in 2011



Journal of Genetic Counseling Data *From October 1, 2011 through October 1, 2012*

- Manuscript submission and processing has increased
 - > Over the past 12 months, JOGC editorial office received:
 - 211 new submissions; ~18 per month average (original research and professional issue manuscripts)
 - 194 manuscripts were sent out for revision
 - 176 revised manuscripts were received
 - > Average # of days from submission to first decision is 42.5
(time to publication varies dependent upon time taken to revise)
 - > Total number of reviewers invited was 498
 - > The rejection rate for original submissions was 18.6%
 - > We have had about a **20%** increase in NEW manuscripts received over the same time period last year!!

Additional Journal of Genetic Counseling Highlights

- The abstracts from this meeting will be in the Dec 2012 issue.
- JOGC published a Special Issue on DTC Testing guest edited by Melanie Myers and Barbara Bernhardt (Volume 21, No 3) in June 2012.
- In addition, a Special Issue on Developmental Disabilities was guest edited by Brenda Finucane. This will be Volume 21, No 6, to be published in December 2012.
- Bev Yashar and Madelyn Peterson are in the process of guest editing a special issue on “Genetic Counseling: A Global Perspective.”

Journal of Genetic Counseling Future Plans

- In planning stages for special issues focusing on “Next Generation Sequencing” to be guest edited by Christina Palmer and Myra Roche and on “Public Health Genetic Counseling” to be guest edited by Amy Gaviglio and Kirsty McWalter.
- Ian MacFarlane will be joining the editorial board as a statistics consultant starting in January of 2013.

Perspectives in Genetic Counseling

Deepti Babu, MS, CGC, Editor

Kirsty McWalter, MS, CGC, Assoc Editor

- Continually seeking new content of interest to NSGC members
- Contact editors if you would like to contribute!

NSGC Communications

- Conducted comprehensive audit of NSGC's communication channels, including surveying you
- Recommendations have been evaluated by Board
- Changes to be implemented beginning in 2013 and over the next 12-18 months.
 - > Member emails
 - > Perspectives
 - > Social media
 - > And more.....

Question & Answer Session

Brenda Finucane, MS, CGC

NSGC President

Rebecca Nagy, MS, CGC

2012 President Elect

Jennifer Hoskovec, MS, CGC

2013 President Elect

Meghan Carey

Executive Director

Volunteer Recognition

2012 Committee Chairs and Vice Chairs

Communications Committee
Kimberly Barr, Chair
Sara Riordan, Vice Chair

Membership Committee
Bronson Riley, Chair
Kami Wolfe Schneider, Vice Chair

Education Committee
Leigha Senter, Chair
Kelly Jackson, Vice Chair

Public Policy Committee
Flavia Facio, Chair
Jill Stopfer, Vice Chair

Access and Service Delivery
Committee
Shanna Gustafson, Chair
Stephanie Cohen, Vice Chair

Practice Guidelines
Margo Grady, Co-Chair
Adam Buchanan, Co-Chair

2012 Board-appointed Task Forces

Leadership Development Task Force

Joy Larsen Haidle, Chair

Conflict of Interest Task Force

Cheryl Harper, Chair

2012 Board of Directors

Officers

- President: Brenda Finucane, MS, CGC
- President-Elect: Rebecca Nagy, MS, CGC
- Secretary/Treasurer: Caroline Lieber, MS, CGC
- Secretary/Treasurer-Elect: Cheryl Harper, MS, CGC
- Immediate Past President: Karin Dent, MS, LCGC

- Executive Director (ex officio): Meghan Carey



Brenda



Becky



Caroline



Cheryl



Karin



Meghan

2012 Board of Directors

Directors At Large

- Jehannine Austin, MS, CGC/CCGC
- Kimberly Banks, MS, CGC
- Shannan Dixon, MS, CGC
- Mary Freivogel, MS, CGC
- Jennifer Hoskovec, MS, CGC
- Sheetal Parmar, MS, CGC
- Janet Williams, MS, CGC



Jehannine



Kim



Shannan



Mary



Jen



Sheetal



Janet

Welcome New Members of the 2013 NSGC Board of Directors

- President-Elect: Jennifer Hoskovec, MS, CGC
- Secretary-Treasurer Elect: Bronson Riley, MS, CGC
- Director At Large: Carrie Atzinger, MS, CGC
- Director At Large: Samantha Baxter, MS, CGC
- Director At Large: Amy Cronister, MS, CGC
- Director At Large: Amy Sturm, MS, CGC



Jen



Bronson



Carrie



Sam



Amy C.



Amy S.

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*
- > Many individual contributors

Leading Voices Drawing Winners – Congratulations!

We had over 50 leading voices nominations submitted this year

- Adam Buchanan
- Amy Gaviglio
- Bronson Riley
- Heather Zierhut
- Kate Lynch
- Maureen Smith
- Lisa Madlensky
- Nancie Petrucelli
- Scott Weissman
- Willonie Mendonca