

2013 NSGC Annual Business Meeting

October 11, 2013

**Rebecca Nagy MS, LGC
NSGC President**

Overview

- Welcome
- Strategic Plans for the Future
- Nominations Process
- 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 and relevance
 - > 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 2014 - 2016 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

- Workforce growth
- Collaborations
- Specialization
- Collaborate with ABGC, ACGC & AGCPD

Payer Sub-committee

- Data collected by subcommittee is directly supporting our Federal effort
 - > NSGC hired an external firm to conduct cost study and results were highly favorable
 - > Cost study currently being used in Hill visits
- Member resource
 - > Establishing an evidence base that can be used with various stakeholders
 - > Bibliography

Payers recognizing value of GCs

- Cigna and InformedDNA
- Requires genetic counseling by a certified GC or medical geneticist for several conditions
- Allows GC (in-person and telephone) to bill and be reimbursed for services using 96040
- Not a perfect policy
 - Cigna has been made aware of our concerns; dialog ongoing
 - Experiences with Cigna program will be used in future payer discussions

State Licensure

■ State Licensure Progress

- > 11 currently issuing licenses: CA, DE, IL, IN, MA, NE, NM, OH, OK, PA, SD, TN, UT, WA
- > 4 in rulemaking: HI, ND, NH, NJ
- > 21 with bills introduced or in preparation: CO, CT, DC, FL, GA, ID, IA, KS, KY, MD, MI, MN, MO, MS, NY, OR, RI, SC, TX, VA, WI

Federal efforts - background

- A bill that would recognize genetic counselors as independent healthcare practitioners under Medicare
 - > Private payers tend to follow Medicare policy
- Allow GCs to be reimbursed for services
- Bill would not prevent other practitioners from providing genetic services within their scope of practice

Federal efforts - background

- Current financial climate provides opportunity to introduce bill
- Evidence that genetic counselors are cost effective and save healthcare dollars
- Genetic counselors also provide value and high quality healthcare services

Federal efforts - Progress

- Cost study showing significant savings to Medicare if GCs were recognized providers
- Attach bill to the SGR fix
 - > Have to wait for this to be opened up for adjustment
- Numerous hill visits over the past 6 months
- Senator Carper (D-DE) current champion
 - > Bill language has been drafted
 - > Co-sponsors
- Attach bill to the SGR fix
 - > Have to wait for this to be opened up for adjustment

Federal efforts – what can you do?

- Licensure is critical
 - > Licensure sub-committee within ASD committee
 - Contact John Richardson jrichardson@nsgc.org
- Discussions with local payers
- Data on GC value and cost-savings
- Payer sub-committee can help
 - > Contact Joy Larsen Haidle joy.larsen.haidle@northmemorial.com or
Monica Marvin monicama@med.umich.edu

What value do genetic counselors provide?

Value

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

Access and Service Delivery Committee

- Outcome measures
 - > Working to identify patient-centered outcomes measures in genetic counseling
 - > Identify and prioritize these measures
 - > Educate the profession to promote utilization in genetic counseling research
- Focus groups at the AEC
- Thanks to those who participated!

Growth of our profession is critical

Growth

- Workforce growth working group
- Collaboration with ACGC, ABGC & AGCPD
- Diversity
- New practice settings

Addressing Demand: Looking to the Future of the Profession

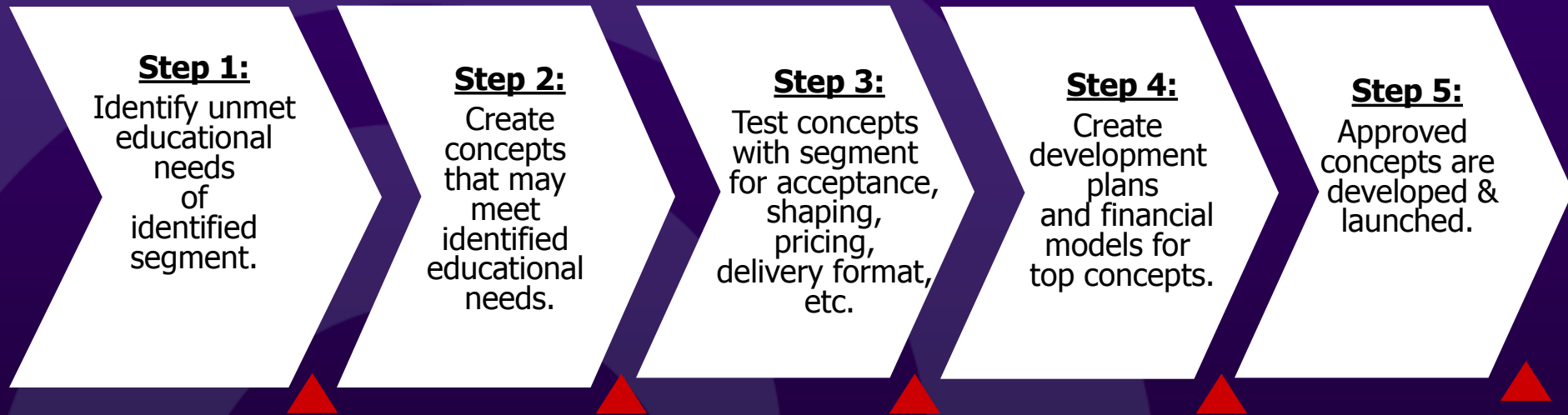
- Continued growth at current rate while expanding the number of training programs/graduates
- Define obstacles to the growth of the profession
- Determine how we can overcome obstacles
- Consider how to address immediate demands and access issues

New workgroup to address these issues
beginning in 2014

New initiative- Assessing needs of NSGC members

- In 2013, NSGC engaged a team of experts to assess needs of membership
- Rigorous process to understand what NSGC can provide to members that they are currently missing

Needs assessment process



To offer NSGC members products that will **enhance their practice** and **professional development** while expanding GC's **reputation** and enhancing **patient outcomes**.

Who We Spoke With

An email invitation was distributed to more than 1,500 NSGC members inviting them to participate in a 90-minute teleconference focus group

- 8 focus groups were held between February 12 - 18
- 45 members participated representing:
 - Various years of experience
 - Clinical, lab and academic facilities
 - 'Single person' departments to 'larger teams and working environments'

Types of Questions

- How their career aspirations brought them to Genetic Counseling
- Current challenges and most rewarding career benefits
- Understand their current professional development aspirations &/or needs
- Understand how they currently view and value NSGC
- Identify topics and issues of greatest concern
- Probe into their behaviors and perceptions with regard to learning formats and resources

Problem/Opportunity Area #1

Not having defined roadmaps for career-pathing & managing advancement

- Members shared frustration and concern they are interested in building their career but unclear on how to manage their career direction and advancement
- This can be compounded when they are the only genetic counselor in their facility &/or region; as well as when they are reporting to someone who is not a genetic counselor

"There are advancement limitations."

"I struggle for recognition on a daily basis."

"I struggle with the ambiguity of my role."

"I am personally at a professional crossroads, I don't know how NSGC can help me."

Problem/Opportunity Area #2

Need to arm themselves with knowledge related to the business of healthcare

- While the most fulfilling part of their job is patient interaction, there is need for them to advocate and translate their value to the business
- Members referenced an awareness that they did not go to 'business school' but now realize they could benefit professionally by being more savvy

"I need a better understanding of the process, I need to understand how to navigate."

"They don't teach us about the insurance in graduate school."

"I have needs in billing. I have a really hard time understanding and how insurance covers genetic counseling."

"...make billing more palatable, like a step-by-step process"

Problem/Opportunity Area #3

Opportunity to differentiate Genetic Counselors from alternative providers in order to protect the field

- Members shared that they view licensure as the *most important* need of genetic counselors over the next 18 months

"Anyone can order a genetic test, only we can explain it."

"...sense of professionalism; having licensure in all states."

"Licensure, having other professionals aware of (the services) we are providing."

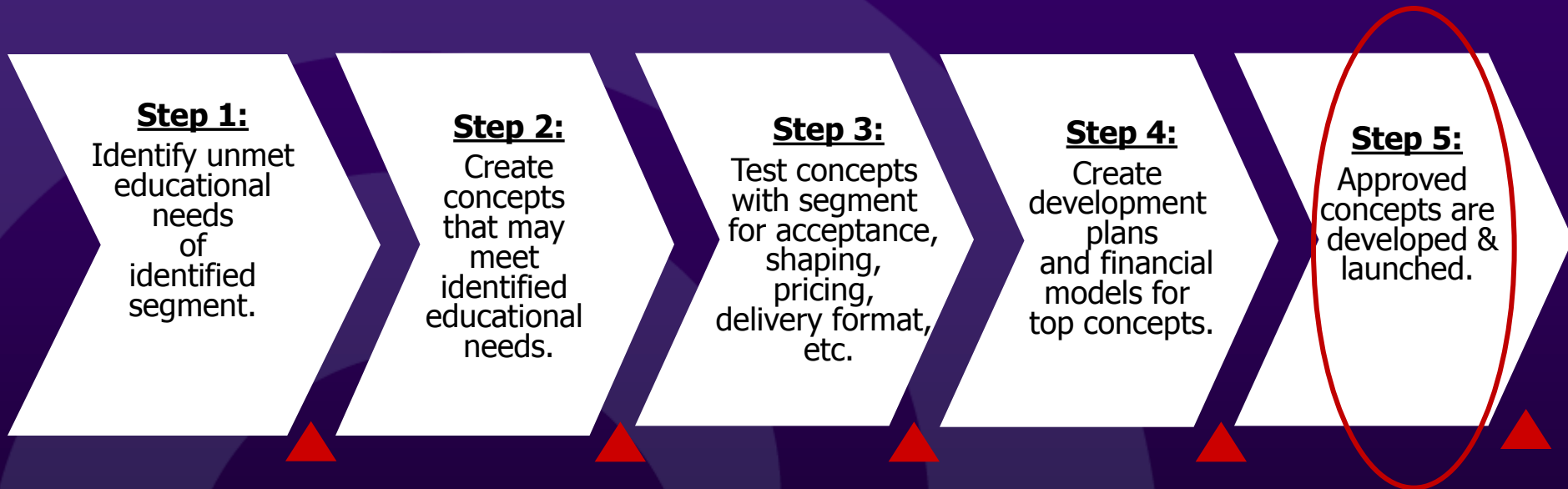
Concept Testing

- Focus groups were held with members and conducted over Go-to-Meetings
- Participants were able to see and read the concepts in order to follow along and process questions
- 6 groups hosted the week of April 15
- 25 member participants

Top three concepts

- Insurance 101
- Billing, Coding and Credentialing 101
- Building your brand and your business

Needs assessment process



- Top two concepts currently in development
- Will launch in spring 2014
- Similar process with other member segments in future

NSGC Leadership: Nominations and Elections

- 2013 nominations process:
 - > Timeline shifted to allow members to be considered for both NSGC and ABGC board positions
 - > Three at-large members chosen for nominations cmte; selected by membership committee via open call for applicants
- 2013 details:
 - > Membership identified strong pool of nominees
 - > Diverse slate presented (specialization, work setting, years of experience, gender)
 - > Ballot passed with a 42% voting rate
 - > 63 individuals declined to vote; reasons varied widely

Nominations committee and process

- Committee made up of president, past president, 2 board members and 3 at-large members
- Use a combination of quantitative and qualitative measures
- Quantitative measures provide overall score of candidate
- Qualitative measures provide assessment of skills, years of experience, fit with current board, specialty area and work setting

Data from 2013 nominations/election

WORKPLACE	NOMINEES	SLATED	2014 BOD
University medical center	10 [^]	2	6 [^]
Private/public hospital/facility	6	2	3
Industry/Lab	2	1	3
Other	2	0	0
Totals	20	5	12

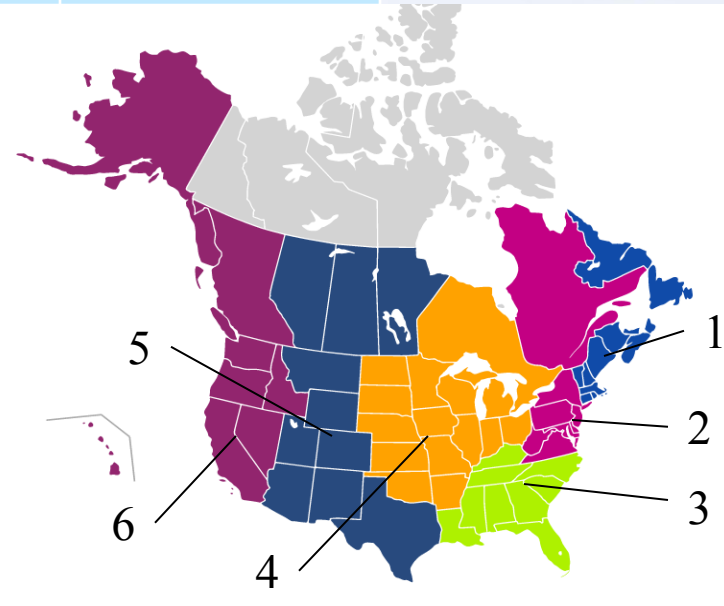
[^] includes one GC training program director

Data from 2013 nominations/election

SPECIALTY	NOMINEES	SLATED	2014 BOD
Cancer	7	2	4
Pediatric	2	1	2
Prenatal	1	1	3
Personalized medicine/WGS	3	1	1
Other	7	0	2
Totals	20	5	12

REGION	NOMINEES	SLATED	2014 BOD
1	0	0	1
2	3	0	0
3	1	0	0
4	6	3	7
5	7	1 [^]	3
6	3	1	1

[^] All three secretary treasurer elect candidates were from region 5



Nominations-future directions




- Improve feedback process to nominees
- Improve placement of non-slated members in other leadership positions

- Call for nominees opens in early 2014
- Nominate a colleague or yourself!
- You can make a difference in the future of NSGC by putting forth nominees

2013 Financial Report

Cheryl Harper, MS, CGC
NSGC Secretary Treasurer

Financial Objectives in 2013

- 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 
 - > Advocacy support
 - > Public relations
 - > Cost study
 - > New communication tools
 - > New website platform

NSGC Membership: 2,960 and Growing!

NSGC Membership 2008 - 2013



Cash Assets as of December 31, 2012

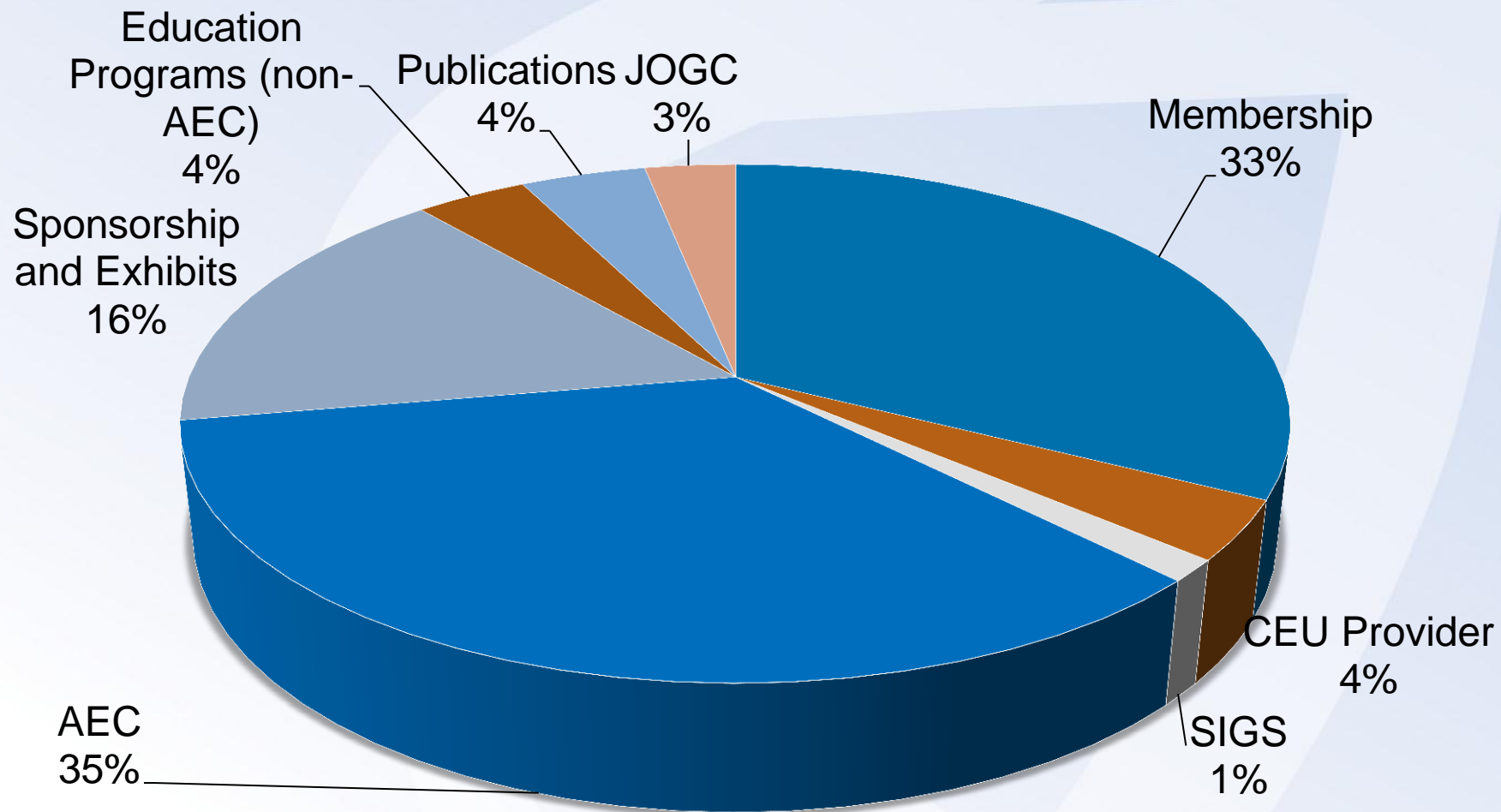
- Cash Assets
 - > NSGC liquid assets: \$903,144
 - > NSGC Investments \$1,202,480
 - > JEMF: \$24,722
 - > Rollnick: \$72,677
 - > AHSPA \$14,791

- Budgeted Revenue: \$1,658,023
- Year-end Actual Revenue: \$1,896,831

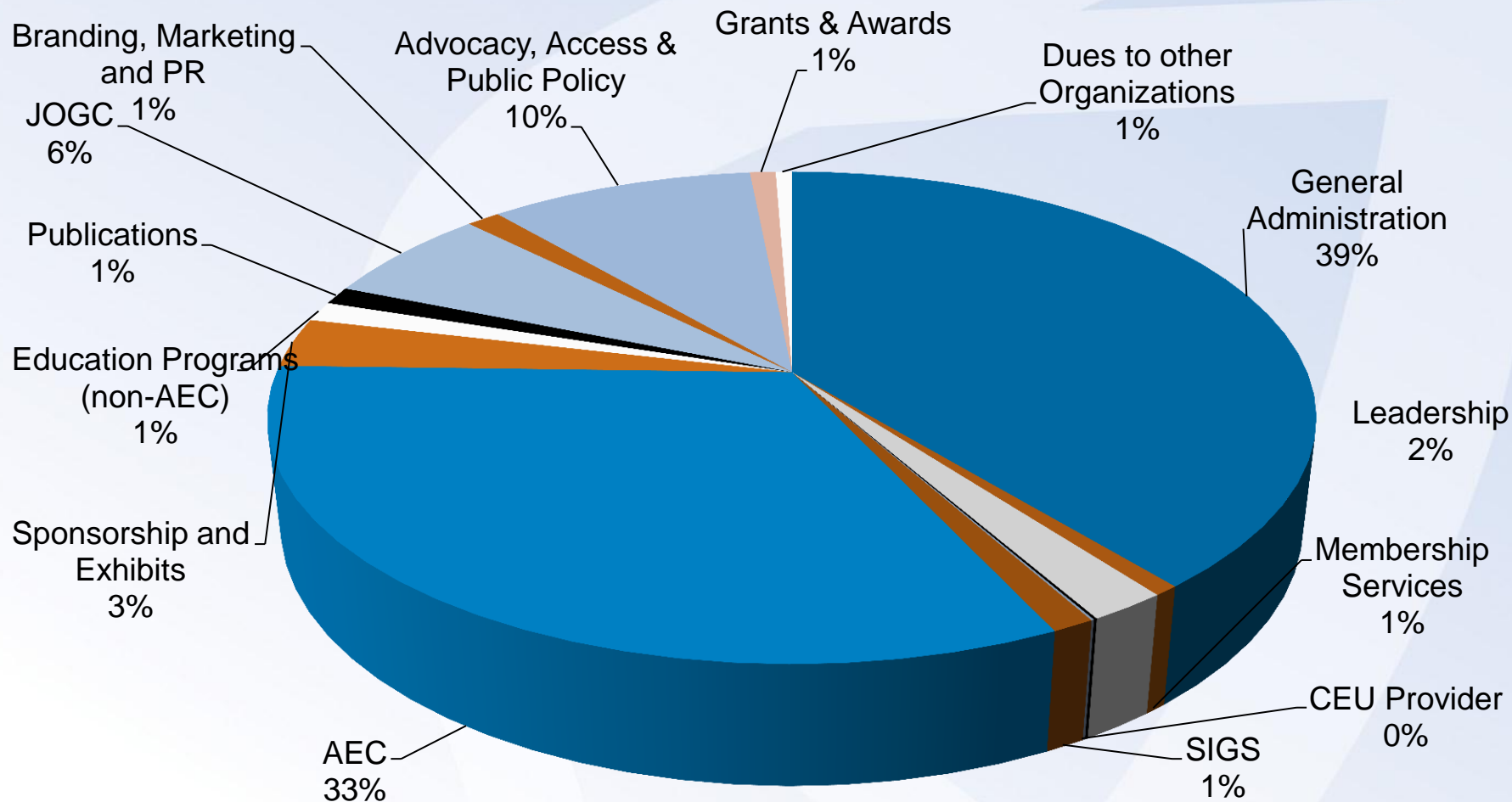
- Budgeted Expenses: \$1,646,528
- Year-end Actual Expenses: \$1,765,818

- **Budgeted Net Revenue: \$33,486**
- **Year-end Actual Revenue: \$540,924**

Sources of Revenue: 2012 Year-end



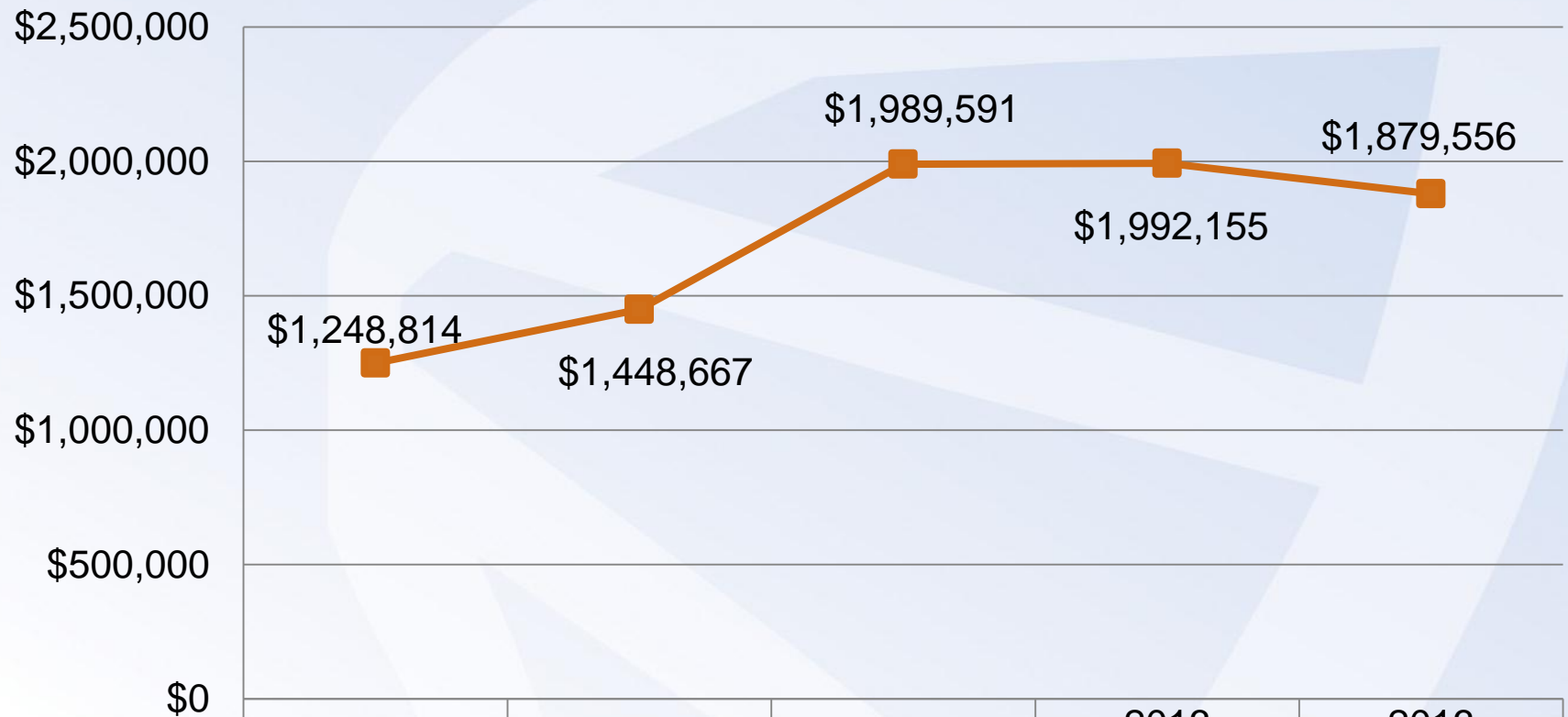
Expense Distribution: 2012 Year-end



*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...

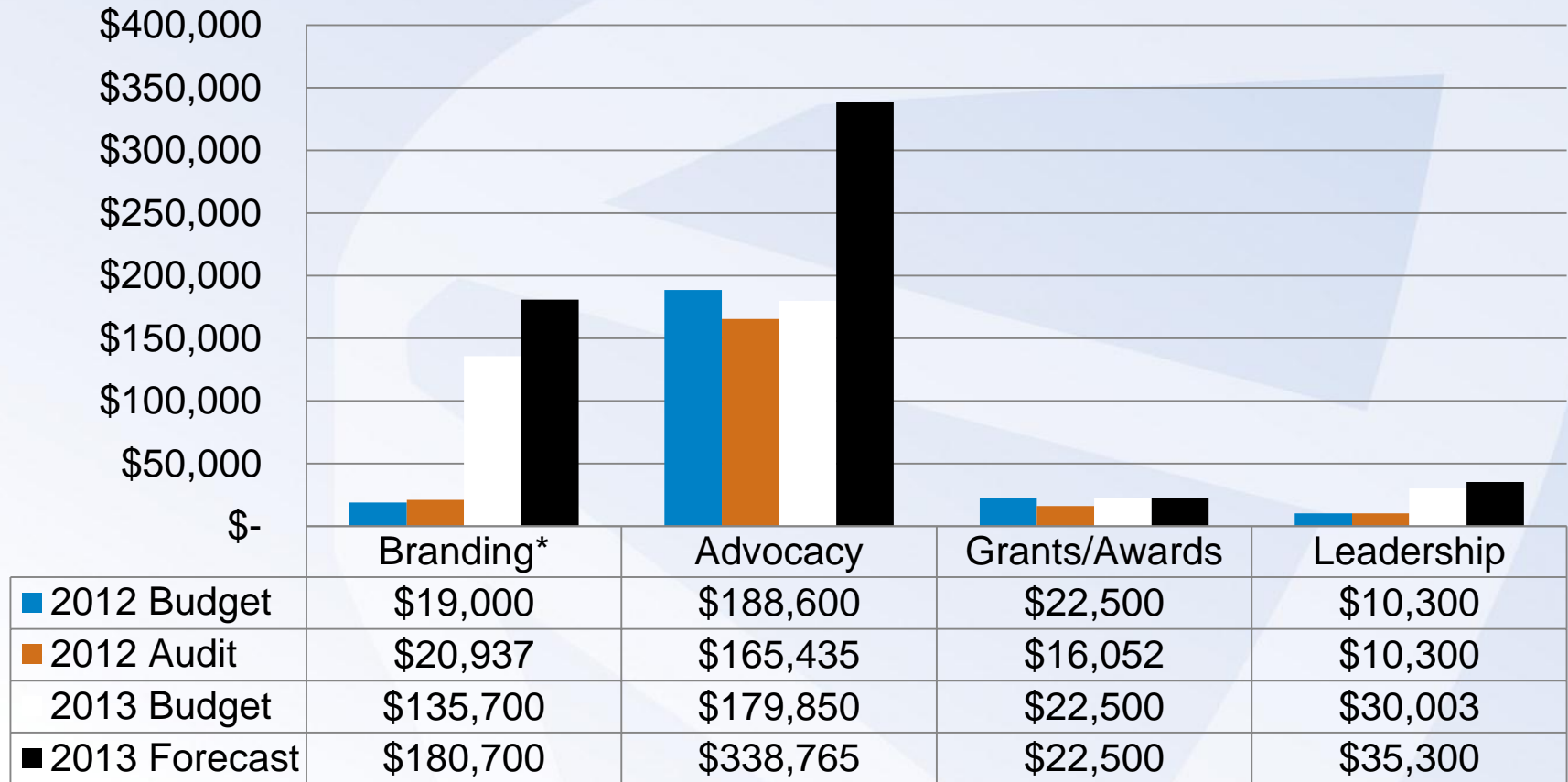
Net Asset Trend



	2010 Audit	2011 Audit	2012 Audit	2013 Budget	2013 Forecast
Net Assets	\$1,248,814	\$1,448,667	\$1,989,591	\$1,992,155	\$1,879,556

...And invest in our society and profession

Strategic Spending



Notes:

- PR moved to Branding in 2013.
- Grants/Awards reflect Sate Licensure Grant Awards and AHSPA donation
- Leadership reflects IOM Roundtable, NGHPEG dues and new product research

Progress toward Financial Goals

- Ended 2012 with a surplus of **\$540,924**
- Funded both operations and strategic initiatives through operating revenue, allowing us to preserve and grow our reserves
- Allowed us to make some significant strategic investments in 2013 in PR, Advocacy and our website
- We have not accessed our investment funds for any expenses since 2006

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



Special Editors for the Journal of Genetic Counseling

**Christina Palmer,
PhD, CGC**

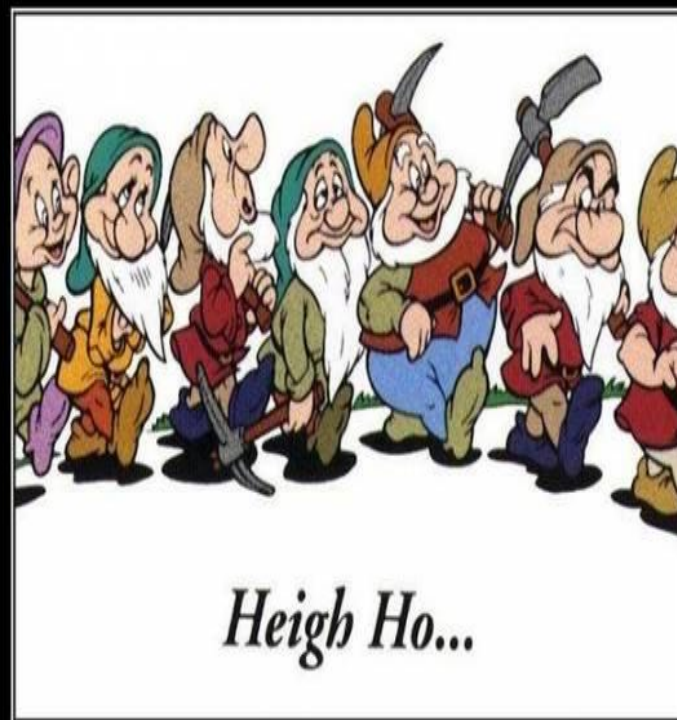
Action Editor, COI
Manuscripts

**Kristin Niendorf, MS,
CGC**

Action Editor, Special
Issues

Ian MacFarlane, PhD

Action Editor, Statistics
Consultant



STATISTICS

6 out of 7 dwarves aren't happy

Journal of Genetic Counseling Data *From October 1, 2012 through October 1, 2013*

- Manuscript submission and processing has increased
 - > Over the past 12 months, JOGC editorial office received:
 - 231 new submissions; ~19 per month average (original research and professional issue papers)
 - 326 manuscripts were sent out for revision
 - 284 revised manuscripts were received
 - > Average # of days from submission to first decision is 48.7 (*time to publication varies dependent upon time taken to revise*)
 - > Total number of reviewers invited was 751
 - > The rejection rate for original submissions is 25.4%
 - > We have had about an **11%** increase in NEW manuscripts received over the same time period last year and last year was a 20% increase over the year before!!

Additional Journal of Genetic Counseling Highlights

- **The abstracts from this meeting will be in the Dec 2013 issue.**
- **A Special Issue on Developmental Disabilities was guest edited by Brenda Finucane. This was published in Volume 21, No 6, December 2012.**
- **JoGC has submitted the table of contents for a Special Issue: “Genetic Counseling: A Global Perspective.” This issue was guest edited by Madelyn Peterson and Beverly Yashar and will be published in Volume 22, No 6, December 2013.**
- **Christina Palmer and Myra Roche are in the process of guest editing a special issue on “Next Generation Genetic Counseling.”**
- **Ian MacFarlane joined the editorial board as a statistics consultant in January of 2013.**

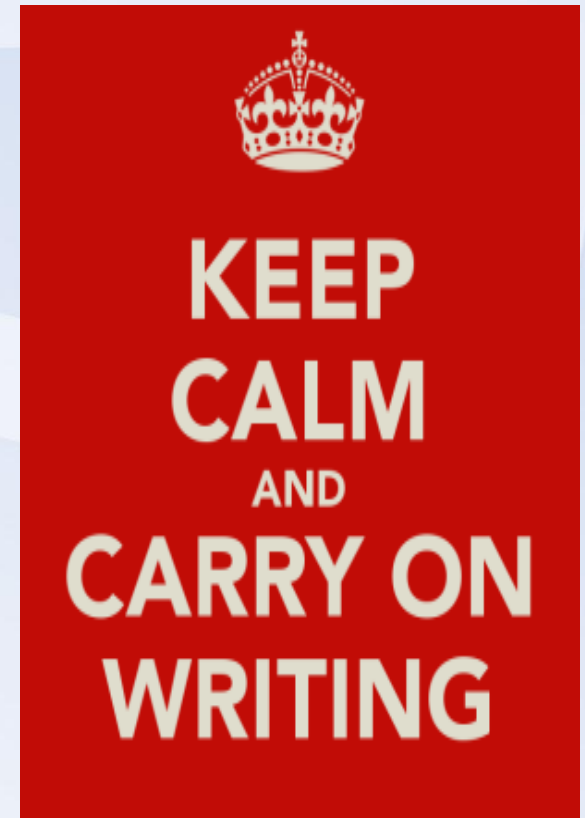
Journal of Genetic Counseling Future Plans

- A call for papers just went out last week for a 2014 Special Issue on:

Public Health Genetics and Genomics.

- *This issue will be guest edited by Amy Gaviglio and Kirsty McWalter.*
- If you have an appropriate manuscript, please participate in this issue.

In 2014, the editorial board will select one manuscript describing work completed as a student for the new **Journal of Genetic Counseling Student Research Award.**

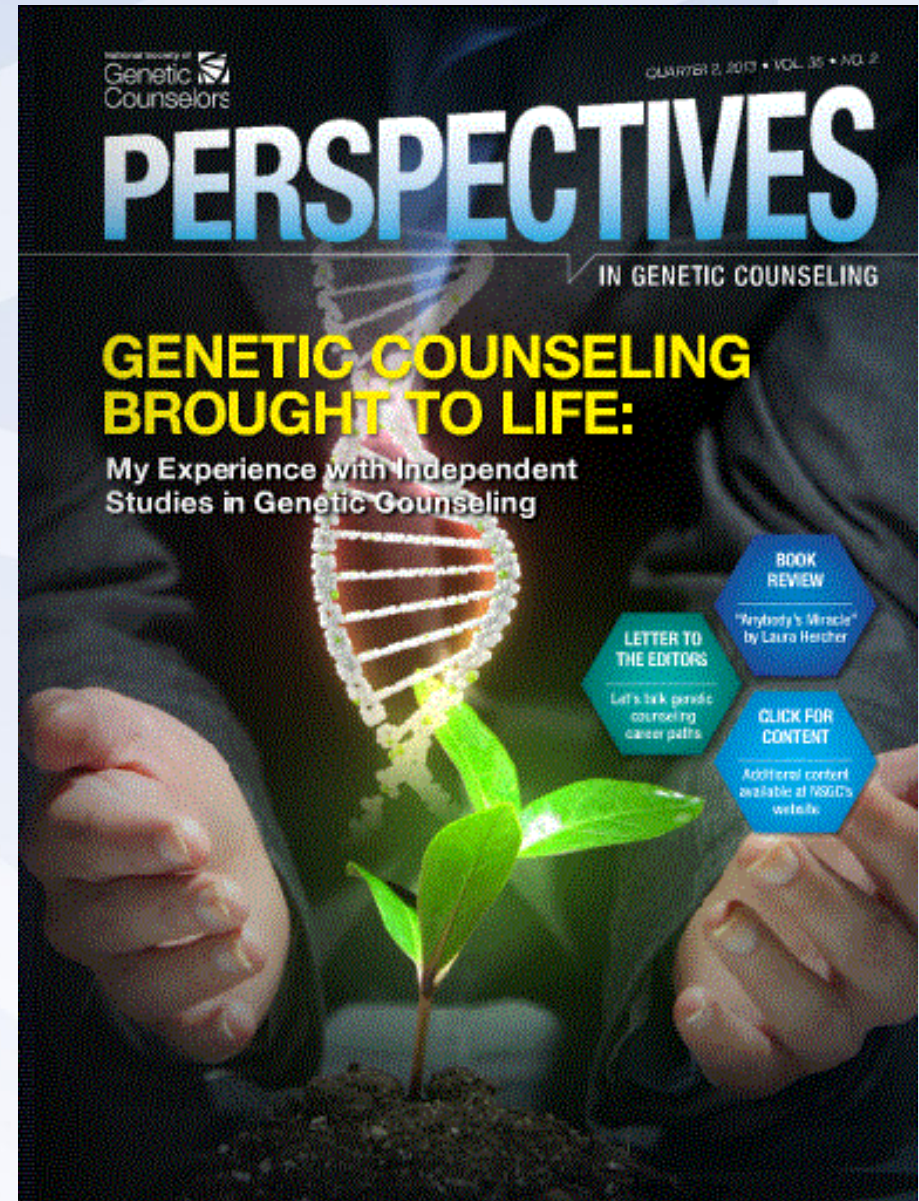


Perspectives in Genetic Counseling

Deepti Babu, MS, CGC, Editor

**Kirsty McWalter, MS, CGC, Associate
Editor**

- Perspectives has a new look!!
- Wonderful content, links to outside resources
- Consider submitting a piece to Perspectives!



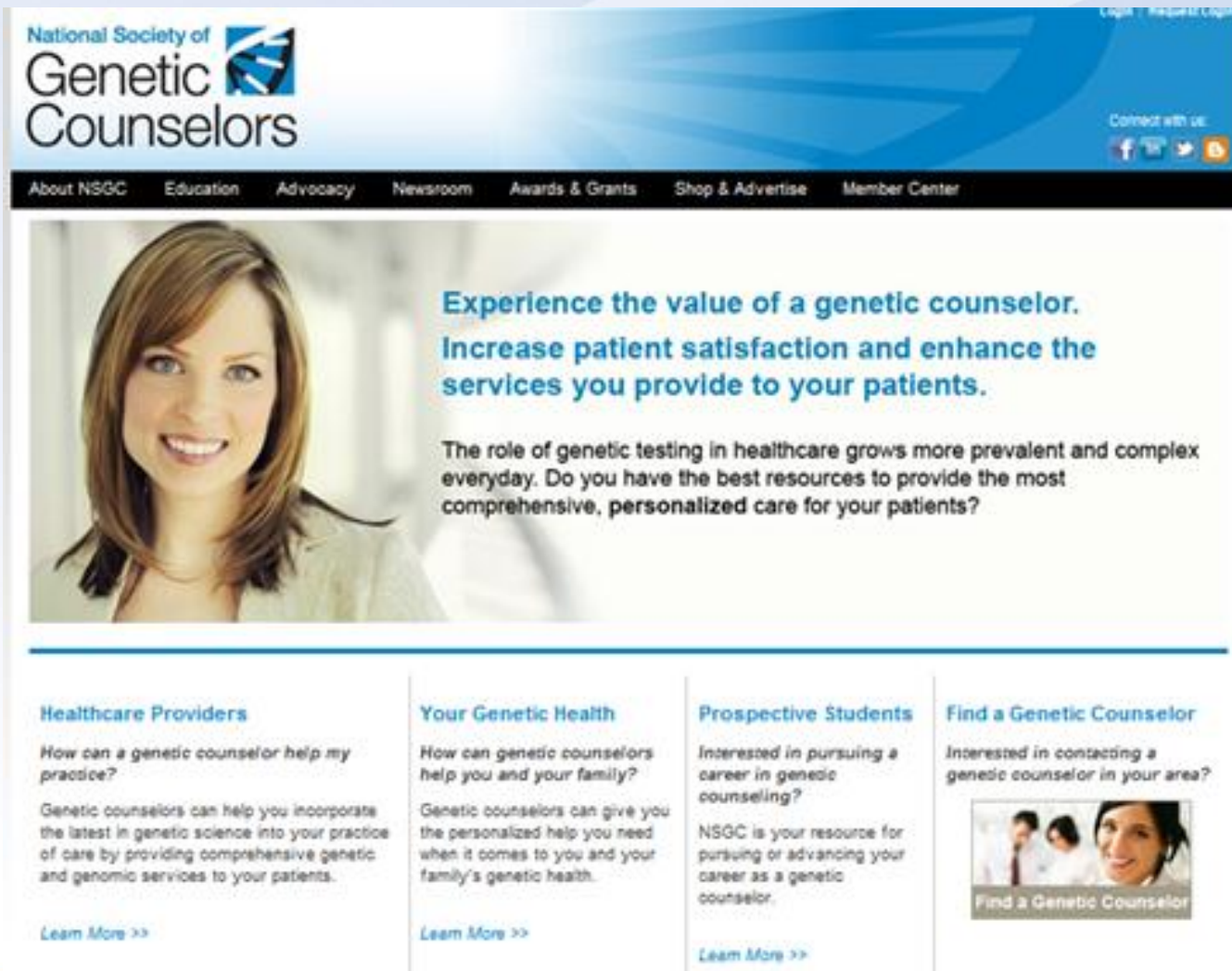
Perspectives in Genetic Counseling: **2014 New Editors**

Kirsty McWalter, MS, CGC, Editor

**Kristen Hanson, MS, CGC, Associate
Editor**

Thank you to Deepti for five years as Editor!
Perspectives has thrived under your
leadership!

NSGC has a new Web site!



The screenshot shows the NSGC website homepage. At the top left is the logo for the National Society of Genetic Counselors, featuring a stylized DNA helix. To the right of the logo is a navigation menu with links for 'About NSGC', 'Education', 'Advocacy', 'Newsroom', 'Awards & Grants', 'Shop & Advertise', and 'Member Center'. In the top right corner, there are social media icons for Facebook, Twitter, and LinkedIn, along with a 'Connect with us:' label. Below the navigation is a large banner image of a smiling woman. To the right of the image is the text: 'Experience the value of a genetic counselor. Increase patient satisfaction and enhance the services you provide to your patients.' Below this is a paragraph: 'The role of genetic testing in healthcare grows more prevalent and complex everyday. Do you have the best resources to provide the most comprehensive, personalized care for your patients?' Below the banner are four columns of content, each with a title and a 'Learn More >>' link. The columns are: 'Healthcare Providers', 'Your Genetic Health', 'Prospective Students', and 'Find a Genetic Counselor'. The 'Find a Genetic Counselor' column includes a small image of a woman and the text 'Find a Genetic Counselor'.

National Society of Genetic Counselors

Log in / Register / Logout

Connect with us:

About NSGC Education Advocacy Newsroom Awards & Grants Shop & Advertise Member Center


**Experience the value of a genetic counselor.
Increase patient satisfaction and enhance the services you provide to your patients.**

The role of genetic testing in healthcare grows more prevalent and complex everyday. Do you have the best resources to provide the most comprehensive, personalized care for your patients?

Healthcare Providers
How can a genetic counselor help my practice?
Genetic counselors can help you incorporate the latest in genetic science into your practice of care by providing comprehensive genetic and genomic services to your patients.
[Learn More >>](#)

Your Genetic Health
How can genetic counselors help you and your family?
Genetic counselors can give you the personalized help you need when it comes to you and your family's genetic health.
[Learn More >>](#)

Prospective Students
Interested in pursuing a career in genetic counseling?
NSGC is your resource for pursuing or advancing your career as a genetic counselor.
[Learn More >>](#)

Find a Genetic Counselor
Interested in contacting a genetic counselor in your area?

[Find a Genetic Counselor](#)

With a new Member Center!

The screenshot shows the NSGC website's Member Center. At the top, the word "Counselors" is displayed in a large, light blue font. To the right, there are social media icons for Facebook, LinkedIn, Twitter, and Blogger, with the text "Connect with us:" above them. Below this is a dark navigation bar with white text for "About NSGC", "Education", "Advocacy", "Newsroom", "Awards & Grants", "Shop & Advertise", and "Member Center".

The main content area is divided into three white boxes with rounded corners:

- Quick Links:** A list of blue links: "Update My Profile", "My Discussion Forums", "My SIGs", "My Online Courses", "My NSGC Documents", "NSGC Blogs", and "Member Directory".
- NSGC Announcements:** A section with the heading "Welcome to NSGC's New Website!" in orange. Below it, a paragraph reads: "Check out all the new benefits NSGC's website has to offer! Visit NSGC's new blog pages and be sure to personalize your profile page by updating your profile picture and information. Begin networking and subscribe to your favorite Discussion Forums!"
- Member Benefits & Resource Center:** A section with the heading "Member Benefits & Resource Center". Below it, a paragraph reads: "Access the [Member Benefits & Resource Center](#) for more of NSGC's member-only benefits, including Tools for Your Practice, Job Connection, information about Liability Insurance, NSGC's Mentor Program and JEMF. Find helpful resources for all members, including information for Students and Program Directors and more!"

At the bottom left, there is a "NSGC in the News" logo featuring a stylized DNA helix. To its right is a blue link titled "Should You Get Tested for the Breast Cancer Gene?". Below the link is the text: "Blog: [NSGC in the News](#) | By: [NSGC Executive Office](#) | Released: Oct 03, 2013 04:10 PM". A quote follows: "I think, oftentimes, those stories oversimplify the matter," Rebecca Nagy, president of the National Society of Genetic Counselors, told Yahoo Shine. For example, she said, women who learn of Jolie's story might rush in for genetic testing even though they are not at risk—while others, fearing that..."

At the bottom right, there is an orange box titled "Favorite Forums" containing a blue link for "Cancer SIG Discussion" and a blue link for "Edit Your Favorites".

Updated Find A Counselor Search

Search for a Genetic Counselor:

Search For: Any criteria Exact criteria

State/Province:

OR

Near (Postal Code or City, State):

Within:

First Name:

Last Name:

Types of Specialization:

<Any>
None
Hematology
Adult (Including Complex Disease)


Student Contact Welcome:

Sees Patients:

Telephone Counseling Service:

Board Certified:

Warning: only 20 results displayed.



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☎ (714) 858-4886 (phone)
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2 Karen Boyle Leydler
Genzyme Genetics
3 Westshore Way
Buena Park, CA, US 90621-1601
kboyle@genzyme.com

3 Gail B. BARISEL-BOWERS
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Cypress, CA, US 90630-6447
☎ (714) 796-2557 (phone)
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gbb@sel-bowers@genzyme.com

4 Forum Shan
University of California, Irvine
11544 153rd St
Anaheim, CA 92705

- Easier to use search interfaces on one screen
 - Location search
 - Name or area of specialization
- Location search returns contact information and maps location

Updated Discussion Forums

- Improved functionality based on your feedback:
 - > Reply right from your inbox like a listserv!
 - > Access past posts as with our current discussion forum
 - > Archives will be moved over for all forums

The screenshot shows the 'Forums & Discussions Home' page of the National Society of Genetic Counselors (NSGC). The page features a navigation bar with links for 'About NSGC', 'Education', 'Advocacy', 'Newsroom', 'Awards & Grants', and 'Shop & Advertise'. Below the navigation bar, there are links for 'Forums Home', 'Search', 'Favorite Topics', and 'Posts in Favori'. The main heading is 'Forums & Discussions Home' with a sub-heading: 'A place for members, communities, and committees to have discussions online and Click a category or topic to below to start the conversation..'. The page displays a grid of forum categories, each with a folder icon and a 'View Topics' link. The categories listed are: Committee/Task Force Files, AEC Resources, AGCPD (Program Directors), ART/Infertility SIG, Board of Directors, Cancer SIG, Cardiovascular Genetics SIG, Cystic Fibrosis SIG, Education SIG, Health IT SIG, and Industry SIG.

Launching soon!

- Watch your email for announcements on the launch date (mid-October)
- Visit the NSGC Booth in the Exhibitor Suite for a preview!

Question & Answer Session

Rebecca Nagy, MS, LGC

2013 NSGC President

Jennifer Hoskovec, MS, CGC

2013 President Elect

Cheryl Harper, MS, CGC

2013 Secretary/Treasurer

Meghan Carey

Executive Director

NSGC Volunteer Recognition

2013 Committee Chairs and Vice Chairs

Marketing & Communications

Workgroup

Sara Riordan, Chair

Membership Committee

Kami Wolfe Schneider, Chair

Kaylene Ready, Vice Chair

Education Committee

Kelly Jackson, Chair

Renee Chard, Vice Chair

Public Policy Committee

Jill Stopfer, Chair

Carrie Blout, Vice Chair

Access and Service Delivery Committee

Stephanie Cohen, Chair

Heather Zierhut, Vice Chair

Practice Guidelines Committee

Adam Buchanan, Chair

Christina Palmer, Vice Chair

2013 Board-appointed Task Force

Conflict of Interest Task Force

Cheryl Harper, Chair

2013 Board of Directors

Officers

- President: Rebecca Nagy, MS, CGC
- President-Elect: Jennifer Hoskovec, MS, CGC
- Secretary/Treasurer: Cheryl Harper, MS, CGC
- Secretary/Treasurer-Elect: Bronson Riley, MS, CGC
- Immediate Past President: Brenda Finucane, MS, CGC

- Executive Director (ex officio): Meghan Carey



Becky



Jen



Cheryl



Bronson



Brenda



Meghan

2013 Board of Directors

Directors At Large

- Carrie Atzinger, MS, CGC
- Jehannine Austin, MS, CGC/CCGC
- Samantha Baxter, MS, CGC
- Kimberly Banks, MS, CGC
- Amy Cronister, MS, CGC
- Amy Sturm, MS, CGC
- Janet Williams, MS, CGC



Carrie



Jehannine



Sam



Kim



Amy C.



Amy S.



Janet

Welcome New Members of the 2014 NSGC Board of Directors

- President-Elect: Joy Larsen Haidle, MS, CGC
- Secretary-Treasurer Elect: Sandra Darilek, MS, CGC
- Director At Large: Erica Ramos, MS, CGC
- Director At Large: Leigha Senter, MS, CGC
- Director At Large: Quinn Stein, MS, CGC



Joy



Sandra



Erica



Leigha



Quinn

Thank you to all of NSGC's dedicated volunteers

We could not do it without you!

- > Committees
- > Task Forces
- > SIGs
- > Workgroups
- > Subcommittees
- > AEC
- > JEMF
- > AHSPA
- > Rollnick
- > *Journal of Genetic Counseling*
- > *Perspectives*
- > Various projects
- > Many individual contributors

Leading Voices Drawing Winners – Congratulations!

We had over 128 leading voices nominations submitted this year!!!

- Andrea Forman
- Sharanya Kumaravel
- Edith Kolozsi
- Quinn Stein
- Brandie Leach
- Deepti Babu
- Adam Buchanan
- Kami Schneider
- Melanie Hardy
- Sara Riordan