

**Archival & Historical Committee
March 22, 2013
The Cosmopolitan of Las Vegas
Las Vegas, Nevada**

**Interview with
Paul A. Martin, DO, FACOFP *dist.*
(ACOFP President 2012-2013)**

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2 Committee Chair: Dr. Martin, thank you so much for coming.

3 Dr. Martin: Thank you for inviting me.

4 Committee Chair: What was your presidential theme this year?

5 Dr. Martin: My presidential theme this year was innovation. We introduced that when I
6 was inaugurated as President and we kept that throughout the year and then we
7 actually talked about it here in my last address to the congress as a president.

8 Committee Chair: What was the idea behind developing this theme?

9 Dr. Martin: What we needed to do was to move our College from the 20th Century into the
10 21st Century. The way I thought best to do this would be to increase the
11 informational technology that we had at our central office so that we could
12 move our constituencies into the 21st Century by having them utilize more and
13 more electronic media.

14 Committee Member: What did you see come to fruition?

15 Dr. Martin: Well, specifically what we did over the year was in November of 2012. We
16 increased the level of our electronics so that we were able to do a lot more
17 things out of the central office. The biggest thing was probably the webinar
18 series that we then started to produce. We actually produced 16 webinars, 11 of
19 which were on practice management, four of which had to do with clinical
20 problems, and one is on OMT. We also were able to do a webinar on, what is

21 called "The Blueprints" to develop a medical home. Dr. Carol Henwood, one
22 of our officers in the ACOFP actually produced that. It's an eight-part program
23 that she did over an eight-month period. There are other webinars that we also
24 produced. Some of these webinars had to do with OMT that are now available
25 on the Internet. The OMT webinar is now available as either an, app on the
26 iPhone, or on the iPad. It has 120 OMT demonstrations and fully illustrated by
27 Dr. Ken Nelson from the Chicago College of Osteopathic Medicine.

28 Committee Member: What did you feel your most important mission during your presidential year
29 was besides the innovation?

30 Dr. Martin: Some of it had to do with information technology; we were able to take the
31 resident in-service examination and move it from a written examination to an
32 electronic examination. Other things that we did over this particular period was
33 develop The Leaders' Conference. Every year in January, we have a leaders'
34 conference that is in association with the board meeting of the Board of
35 Governors of the ACOFP. We also started through Carman Ciervo, a project
36 that was titled the Leadership Institute. That's a one-year program that goes
37 from the OMED Conference that was started in 2012 and it will continue up
38 through a full year into the OMED Conference of 2013. We also had the
39 Women's Initiative, which was started by Dr. Carol Henwood, and that we
40 continued through the year, which is becoming more and more important to the
41 female physician. As our schools are seeing an increase in the number of
42 female students, it's extremely important to develop this women's initiative.

43 Committee Chair: Describe the team concept for mentoring your upcoming board officers.

44 Dr. Martin: What we do to mentor our upcoming board officers is a very basic kind of
45 approach. We make sure that each of our board members rotates through one
46 of the departments that are in the ACOFP so that by the time they get on the

47 Executive Committee they'll have rotated through all of the departments and
48 they're well grounded in all of the aspects of ACOFP.

49 Committee Member: On the Women's Initiative, has the ACOFP seen itself evolving?

50 Dr. Martin: The female representation on our board is growing, even among from
51 residents & students. We are working hard to encourage female leadership &
52 diversity, which will more reflect our upcoming membership.

53 Committee Member: Talking about membership, Paul, if I may, where is our membership going?
54 What have you done to improve the outlook for increasing our membership?

55 Dr. Martin: Well, right now when we look at the statistics for 2012, we see that there was
56 an increase in membership of a plus 2 percent. Normally we lose about 2
57 percent of our members every year, so that's an actual increase of 4 percent
58 compared to other years. If we look at our youngest group, those who have
59 been in practice two to five years, we're actually seeing a 3 percent increase in
60 that particular segment of our population, which is the good. We want to see
61 our young people come into ACOFP. They're going to be the future of this
62 organization and we'd like to see that.

63 Committee Member: Share with us how you became involved with ACOFP.

64 Dr. Martin: I became involved with ACOFP from my partner Dr. David Goldberg*. He
65 was my partner in Dayton, Ohio, and basically one day he said, "You're going
66 to get involved in AOA and you're going to get involved in ACOFP." And of
67 course I said, "What's that all about?" And he says, "Don't worry, we'll teach
68 you as we go along." So when it came time for the ACOFP convention or the
69 AOA convention, he said, "Come on we're going." The next thing I knew I was
70 on a number of committees, worked my way up through the committees. In
71 respect my getting onto the board of the ACOFP, there was a board member
72 from Ohio that was going to leave the board for various reasons Dr. Eugene

73 Pogorelec gave me a call one day out of the cold and said, "Paul, we've got an
74 opening on the ACOFP Board, can you do it?" This was in July, probably
75 about 10 or 11 years ago and I said, "Gene, I'd be honored to do that," and the
76 first thing I knew, there was a meeting of the Board of Governors. I was
77 accepted to take and fulfill the year of the other Ohio person's position on the
78 Board.

79 Committee Member: Was there anyone else that was a mentor or an inspiring person as you
80 progressed through the ACOFP?

81 Dr. Martin: Well as far as the ACOFP goes, there were a lot of mentors that I can mention.
82 One of the very strongest mentors that I have is a man by the name of Dr.
83 Steve Rubin. Steve was one of those kind of guys that basically asked a lot of
84 questions, wanted a lot of answers. Tom Told was another one of my mentors.
85 Tom took me under his wing, taught me what needed to be done so I'd be
86 prepared for presidency. Another one was Ronnie Martin. No relationship to
87 me, but took me in as a brother. At the time, I was coming on the ACOFP
88 Board, there was discussion at the federal level that they needed someone to
89 take on a MedPAC position and his son, Shawn Martin, also took me under his
90 wing to teach me the ways around Washington, D.C. There'll be times Shawn
91 would take me to Washington and we'd make 27 congressional visits over a
92 three-day period, so we got a lot of time with the congressional people. I love
93 Washington. I spend a lot of time in Washington. I'm probably there at least
94 every two months, sometimes twice in one month, so that's my passion. I really
95 enjoy the congressional visits and doing those kind of things in Washington.

96 Committee Member: Did you have anything to do with the National Osteopathic Advocacy Center
97 (NOAC) building?

98 Dr. Martin: Yes, I did have something to do with the NOAC building. When they came up
99 with the plans for the NOAC building, one of the things that always bothered
100 me was whenever I came to Washington, D.C., I would have to displace
101 someone from their desk there so that I could use their typewriter, especially
102 the secretary or the secretary right at the front desk. So during the planning
103 stage of the NOAC, I said, "You know what, we need an office where
104 physicians and anybody who comes here to Washington, D.C. can go. I want
105 them to have an office that has a computer, a telephone, and all the kinds of
106 things that a physician would need in Washington." So at that point in time, I
107 sat down with John Crosby, our Executive Director, and we negotiated an
108 agreement where there were some monies exchanged so that we could have a
109 office dedicated to the American College of Osteopathic Family Physicians,
110 and it's called the Visiting Physicians Office and it's now operational and
111 anyone who comes to Washington, you use that. It's been noted in a number of
112 John Crosby's blogs so that people know that that is there. I've come in there
113 sometimes and there might be two and three people in line waiting to use that
114 Visiting Physician's Office.

115 Committee Member: Right. Have you noticed any changes in our dealings or your dealings with the
116 legislature over the last several years?

117 Dr. Martin: My big passion over the last 10 years has been to get rid of the SGR
118 (Substantial growth rate *Medicare) since 2002, whether it was through
119 MedPAC or whether it was through direct contact with congressional
120 members. The price of the SGR has risen continuously year after year after
121 year till finally last year, that would've been 2012, the price tag was attached a
122 little bit over \$300 billion. This past year they rescored the cost of the SGR and
123 it's been cut down to about \$138.5 billion. Still a large chunk of change, but

124 many of the members in both the House side and the Senate side said, "We've
125 got this discounted rate; this is going to be an excellent year for us to move
126 ahead and try to remove this SGR as the form of payment for physicians." Our
127 Osteopathic colleague, Dr. Joe Heck, from right here in Las Vegas, Nevada,
128 did introduce the bill last year. Unfortunately, it didn't go forward. They were
129 going to pay for the particular bill with the overseas cash that they were saving
130 as they were getting out of the war; however, the Department of Defense felt
131 that it was their money and that didn't go anywhere. This year, 2013, Dr. Heck
132 along with Allyson Schwartz from Pennsylvania have introduced the bill again
133 and since it's a discounted rate, they don't need the overseas dollars to balance
134 out that particular bill. So we're hoping that that will go forward for us this
135 year.

136 Committee Member: What are your intentions politically speaking and legally speaking as far as
137 political aspirations with Washington?

138 Dr. Martin: I'll be on the ACOFP Board as the immediate past president and the past
139 president for the next two years. I'm currently one of the WIPS* for the
140 American Osteopathic Association; however, my state has asked me to
141 consider possibly a position on the AOA Board, again continuing some of the
142 work as a government - - working with the government for these kinds of
143 things.

144 Committee Member: We never really talked about your infancy as a physician. Where'd you go to
145 school and what did you do after that?

146 Dr. Martin: I'm a native of Chester, Pennsylvania. It's where I was born. I grew up in the
147 Swarthmore-Wallingford area, which is one of the suburbs of Philadelphia. I
148 went to a catholic high school there by the name of St. James High School,
149 which was associated with the Society of many (Marianists). They had an

150 association with the school by the name of The University of Dayton. As a
151 result of that, when I got my acceptance to University of Dayton, I was off.
152 After University of Dayton, I did get both a bachelor's degree and a master's
153 degree. The Bachelor's Degree was in Biology. My Master's Degree was in
154 Medical Microbiology. From there, I went onto the Chicago College of
155 Osteopathic Medicine. I graduated with my degree in 1977, did my internship
156 at Grand View Hospital, which at that time was probably about a 500-plus bed
157 hospital at that time, so very large institution. I went into general practice with
158 a man by the name of David Goldberg and stayed in practice with him until
159 about 1994 when I joined a group practice initially with a hospital. In 2000, I
160 broke away from the hospital and formed my own group, as the founding
161 president, titled Providence Medical Group.

162 Committee Member: How many members are in that group?

163 Dr. Martin: Currently there are 75 members. We started out with 40 physicians who took
164 the gamble of turning in essentially a quarter of a year salary for us to seed
165 money to start the organization. They had enough faith that we would pull this
166 off. We borrowed a line of credit of about 2 million. Bought about three-
167 quarters of million dollars worth of equipment with a loan from the hospital
168 that we paid back in five years. Now we've paid off all of our debts. A number
169 of us now are partners in a hospital that we own, just a small 25-bed hospital,
170 but is Medicare approved, so we're off and running now.

171 Committee Chair: Are they all DOs, MDs, mix?

172 Dr. Martin: My group is a combination of MDs and DOs, two-thirds DOs, one-third MDs.

173 Committee Chair: All single specialty or multispecialty?

174 Dr. Martin: We're multispecialty. We have surgeons within the group. We have got
175 obviously family medicine. We have obstetrics and gynecology. We have

176 pediatrics. We tried to recruit a urologist. He was with us for a very short
177 period of time. We also have a pulmonary specialist.

178 Committee Member: When you first went into practice, was osteopathic medicine fairly well
179 established in your part of town, part of the country?

180 Dr. Martin: Yes, Grand View Hospital in 1978, which would've been when I finished up
181 my internship and went into practice, was probably the third largest osteopathic
182 institution in the country, so it was well known for its OMT. I knew my OMT.
183 Patients would come to me because I would do OMT. Probably somewhere
184 between 5 and 10 percent of my patients received OMT in my practice and
185 they continue to do this now even in 2013.

186 Committee Member: When you surveyed the nation as you traveled across, how do you see our
187 students and their relationship to OMT specifically?

188 Dr. Martin: It's kind of interesting. If I look at when I came out from school, I did OMT
189 and a number of my fellow students did OMT. Then for a while, I kind of saw
190 a lot of students who were graduating from the colleges that lost that art. They
191 just didn't do it, but now I'm starting to see the students come back to it. The
192 students that rotate through my office, under the offices of the Ohio University
193 Heritage College of Osteopathic Medicine, enjoy OMT. They want to see the
194 OMT I want to do. They want to go to the patient and do the OMT first and
195 then have me observe how they're doing the OMT. If there are any corrections
196 that they can't fix or they have difficulty fixing, I can take those lesions and
197 show them how to fix it. It's a real learning experience for them.

198 Committee Member: Did you see anything like that in any of the other colleges during your visits?

199 Dr. Martin: I do see the increase of OMT interest in all of the colleges that I visited,
200 especially in some of the newer colleges like the Kentucky College of
201 Osteopathic Medicine in the rural areas because those are the people that are

202 going to back into the smaller rural areas. They're going to take care of those
203 patients and those patients demand OMT. Not to say that the inner city people
204 don't, but those particular people really want that OMT and they understand
205 those concepts.

206 Committee Member: You've seen our students, what's the crop look like for our future?

207 Dr. Martin: I think the crop is going to be absolutely wonderful. Myself and Jeff Grove, the
208 current president of the ACOFP, spoke to them along with Kenny Heiles just
209 yesterday. We talked all about new, innovative things, how they should handle
210 themselves on Facebook, how they should handle themselves on Twitter, how
211 they should handle telemedicine. And boy, the excitement that's there. I also
212 listened to the representatives from each of the colleges and the particular
213 projects that they are doing, whether it's going out and helping the homeless,
214 whether it's helping out battered women through battered women shelters.
215 They are really interested in getting out there and working with their
216 communities.

217 Committee Member: Can you share some of the experiences of your presidency, some of your
218 travels, some interesting moments?

219 Dr. Martin: Well, the first thing I have to say with all my travels, the state societies
220 absolutely treated me extremely well. Be it the executive director or be it the
221 members, it was always great to network with these people. I learned a lot
222 while I was crossing the country. A lot of the things that I could learn at the
223 state level, I could take on to the federal level, so these are great memories
224 which I'll remember for the rest of my life and I'm very endeared to these
225 people. The other thing I should say about traveling is sometimes you expect to
226 get a plane at 1:30 in the afternoon. You look at the board and it says, "Delayed
227 till 2:20." Then it says, "Delayed till 3:30." Then all of sudden it says,

228 "Delayed permanently." And the next thing you know, you're driving to the
229 next city trying to get a plane to get out of Washington, like it happened to me
230 last week.

231 Committee Member: Tell us some of the other fun stories about travel.

232 Dr. Martin: My best one just happened to me actually in Washington just this last week, I
233 planned to take a flight out of Washington, D.C., at 1:30. Ultimately the plane
234 was canceled. There were no other flights, and the reason for that being that
235 this particular week the NCAAs are in Dayton, Ohio, so everybody was trying
236 to get into Dayton before even the announcement of who was going to play
237 because they needed to get all their equipment into Dayton, so there were no
238 flights at all out of D.C. I asked the young lady there at the counter, "Can you
239 fly me through Chicago? Can you fly me through Boston? Can you take me
240 through Charlotte?" As it turned out, she said, "There's one seat left in
241 Baltimore and if you can run over, buy the seat, you can fly out of Washington
242 and get yourself home to Dayton." So this has happened on a number of
243 occasions where you have all the good intentions of coming home in the
244 afternoon, getting some work done in the afternoon, and then going to bed at a
245 decent hour. But as a president, you just simply have to accept these things as
246 part of the way of life in the job and you just do what you have to do.

247 Committee Member: How does a president balance his real practice, his duties as president?

248 Dr. Martin: Well that's kind of real balancing act, sir. I must say that over the past year my
249 wife probably saw me less than she had seen me in the other 40 years of our
250 marriage. What would happen basically is I would get home from work, let's
251 say it's 6:00 or so, eat my dinner and then the first thing I would have to do is
252 go onto the computer. I would take a look at what came through my email
253 because you have to be up and see what are the constituents asking for so that

254 you can be prepared for those things, answer the central office, and different
255 emails that come through. Pretty much every day, I will say I got between 70
256 and 90 emails as to what was going on. Some things could be spam, so those
257 were pretty well cleared out pretty quickly, but other things were interesting
258 things that needed to be taken care of immediately. It keeps your mind cued to
259 what's going on with the osteopathic profession so that you are ready to answer
260 those questions when you come to a state meeting or a national meeting like
261 we have today. The other thing that kept me informed as to what to do was
262 every Wednesday I would set aside time, about an hour to an hour and half
263 where I would call our executive director, Mr. Peter Schmelzer, to discuss
264 whatever issues were coming up that week or had passed over the week, what
265 were some of the outcomes of other things that we had talked about from the
266 week before; that communication kept me up to date what was going on. Then
267 another form of communication, especially with my board members, whether
268 they were on the Executive Committee or on the Board of Governors, was
269 simply to have telephone contact with them whenever it was necessary. With
270 the cell phones and the email, it's very easy to communication with your board.

271 Committee Member: How was your communication with the membership of ACOFP?

272 Dr. Martin: With the membership of ACOFP, I had two blogs. One specific blog, I have to
273 give the kudos to my good friend Dr. Steve Rubin who started it. Since then
274 I've developed the blog further from where he had started it initially. I now
275 have during my presidency two blogs, one on Mondays and one on Fridays.
276 The Friday blog is the legislative blog, which obviously is near and dear to my
277 heart. The other one, I would review it on Monday night and it would come out
278 to the membership on Tuesday, and that was the blog that talked about clinical
279 problems, what was going on in the organization, any other issues that needed

280 rapid attention for our members. Now one of my disappointments with that is
281 we could only send those blogs out to those members who gave us and updated
282 their emails, so that's one thing for the future that I'd like to see that we get
283 better email addresses for all of our membership so that we can electronically
284 communicate with them.

285 Committee Member: On that note, Dr. Martin, is there anything that you felt you didn't quite get
286 finished up for this year, something you wanted or you had set out to try to
287 achieve this year that's left for Dr. Grove and the rest of the board to take care
288 of?

289 Dr. Martin: Well obviously the first and dearest thing to my heart was getting rid of the
290 SGR, and we tried and we tried, but we could not get rid of that in 2012, and
291 now that it's at the discounted rate in 2013, we're hoping that we can get rid of
292 that. That was my biggest disappointment that we couldn't take care of that this
293 year.

294 Committee Chair: One of the issues that you started to talk about was membership and not having
295 emails. What other ways did you address membership because not only can
296 you not get in touch with people that are members, but there are people who
297 are not members?

298 Dr. Martin: Yeah, the other thing that we do is we've got fax numbers on a number of our
299 physicians and be it their home fax or be it their office fax, we could do a blast
300 fax to them so that those who we did not have electronic communications with,
301 that was the other way that we would get a hold of them. Now the other things
302 we would do also would be to get information out to the state societies, the
303 state society executive directors and they may have a better updated list than
304 the central office. That was another way that we could get the information out
305 to our membership.

306 Committee Chair: What do you see as the biggest challenges coming up, other than the SGR?

307 Dr. Martin: All right, the other challenges that Dr. Grove is going to have to face is what
308 we are titling the ACGME issue, and this has to do with the combined
309 residencies for accreditation between the AAFP and the ACOFP. Currently the
310 AOA is in negotiations with ACGME and AACOM. They're looking to put
311 together some type of a memorandum of understanding. It is not completed
312 yet, but during Dr. Grove's term we anticipate some time either in June or July
313 that this memorandum will come out. There'll probably be a series of
314 memorandums as they move forward and we'll see if this will happen. It could
315 be that there are some non-negotiables that the AACOM or the ACGME
316 cannot live with and the whole thing may halt at that point in time. We at the
317 ACOFP had a emergency meeting telephonically to put together our stance or
318 our position statement on this and the position statement was simply: We need
319 to wait and see. We don't understand everything about this particular process
320 and we'll see how it evolves over time.

321 Committee Member: Has the AOA done a good job staying in communication with ACOFP on this
322 issue?

323 Dr. Martin: Yeah, they've done an extremely good job, and let me give an example of what
324 I'm talking about. The initial announcement came out on October 24th, 2012,
325 and within 24 to 48 hours, we had our statement as to the wait and see attitude
326 that we were going to have. We also developed about three to four pages of
327 questions that we sent to president and ACOFP member Ray Stowers. Within
328 two weeks, we did receive a detailed, probably five to six page letter from Dr.
329 Stowers answering all the questions that we had. Additionally, what Dr.
330 Stowers told me personally was the fact that you brought up, meaning the
331 continued communication with the ACOFP. There were a number of issues

332 that we did not think about. We thank you for bringing up these issues. We will
333 keep them on our minds as we negotiate further with ACGME. Dr. Stowers
334 since that time has also put together a website that people can go and it
335 contains a number of FAQs, facts, that you can look up if you've got a specific
336 question in respect to this ACGME question.

337 There's another area that Dr. Grove is going to have to work on that I was
338 unable to be of any help really with is the sequestration. That went into effect
339 on March 1st, 2013. However, it won't affect physician payments until April
340 1st, 2013, and apparently the way the rules are written right now it's going to
341 be 2 percent per year for the next 10 years, so we're going to have to just wait
342 and see. The jury's out on how this will affect medical practices, and hospitals
343 in the future.

344 Committee Member: They made the official announcement, if I remember, like a week or two after
345 the National AOA Convention. Was there any reason why it was kept till after
346 the meeting to have it discussed?

347 Dr. Martin: This is ACGME announcement?

348 Committee Member: Yes.

349 Dr. Martin: Well I'll tell you, there was a negotiation that went through between, the AOA,
350 AACOM , and the ACGME and they were going to put out a joint press release
351 on October 24th. However, at OMED, when we were there, John Crosby, Boyd
352 Buser came to my room and spoke with three of us, myself, Dr. Grove, and Dr.
353 Ronnie Martin, and we were sworn to secrecy until October 24th. That
354 announcement came out on October 24th. We had our meeting I believe it was
355 October 25th and by the 26th we had our statement out as to our position on
356 the negotiations. We very rapidly, as soon as the handcuffs were taken off from
357 us, we approached that process and took care of it.

358 Committee Member: What was the reason they kept it handcuffed while everyone was in San
359 Diego?

360 Dr. Martin: That was the agreement that they made between the three organizations that
361 until the public announcement went out on October 24th, no one was to get it
362 out to the media or to the public before then.

363 Committee Member: What are some of your fond memories of your presidency besides what we've
364 spoken about previously in this interview?

365 Dr. Martin: Well we talked about the networking. We talked about the friendships that
366 were developed visiting all the states, but the other thing that happened when I
367 went to a number of these state societies especially, they had some type
368 memento that they gave me. I can remember from Texas I got this beautiful
369 Stetson hat and a pair of boots.

370 Committee Member: And you looked good in it too.

371 Dr. Martin: I went to Oklahoma and got a beautiful memento from Oklahoma, had some
372 other knickknacks that I've put on my shelf at home, some that I put on my
373 shelves in my office that remind me of my trips to these various different states
374 and those are memories that will always be there. There are a number of
375 pictures that were taken while you're traveling around the country and all those
376 mementos I've got locked away in my heart, of course, but yet it's on paper
377 also. So in case my heart goes bad, I can take a look back on paper or digital
378 pictures.

379 Committee Member: What do you see as the future of the profession?

380 Dr. Martin: I see a bright future for the profession, and I'm going to philosophize a little bit
381 here. I predict that what's going to happen here is that they will probably be 19
382 health systems, and that'll be a hospital and an academic center, that will
383 probably survive 20/30 years down the road. I predict that physicians will

384 come together in groups, maybe small groups of 50, maybe large groups of 400
385 like you see in Chicago, and what that's going to do is allow for economies of
386 scale. Even those doctors in the rural area, even though they may be 100 miles
387 away from an urban area, will get in to a group because they're going to have
388 to negotiate appropriate pricing with third party carriers. They're going to have
389 to align themselves with those hospital systems, so I see those kinds of things
390 happening over the next 20 to 30 years. I think the era of the single doctor with
391 a single shingle out front probably will go away. The business of medicine is
392 much more business-like rather than consumer-like as it used to be in the past.
393 I can remember when I was a boy, my mother would give me \$7. I would go
394 down to the corner and that's where my family doctor was. He would examine
395 me and decide what was the matter. Generally it was pharyngitis, so you got a
396 shot of penicillin in the butt and off you went back home again and that was all
397 that needed to be taken care of. So I foresee that. I foresee also, there is
398 discussion currently at the RUC, which is the Relative Value Update
399 Committee, that we're going to move away from procedural medicine and
400 move more to cognitive medicine. What our family physicians produce is
401 cognitive medicine. We do not produce procedure medicine. The RUC is
402 completely based on procedural medicine. So as we break down those walls at
403 the RUC, we will get more and more consideration and increased payment for
404 fair market value for the cognitive values that we as physicians do for our
405 patients.

406 Committee Member: Do you see some of the students that you interview or talk to being
407 discouraged to go into primary care and not seeking primary care because of
408 the lack of reimbursement or seeing some other benefits of specialty care?

409 Dr. Martin: Yeah, I hear that from a number of the students and they'll say, "I don't think I
410 can afford to be in primary care the way it is structured today because I've got a
411 tuition payment that's about \$50,000 a year. On top of that, I borrowed some
412 money for my home, for my car, and things like that. Many of the students are
413 telling me they're anywhere from \$200/250,000 in debt. As a result of them
414 saying that they're in that kind of debt, they say, "I have to get into some kind
415 of a surgical subspecialty or internal medicine subspecialty." And I oftentimes
416 tell them, "Well let me tell you how it is in our group." And I go through the
417 scenario of what the members of my group are doing and how well they're
418 doing. We have some very well to do physicians in our group and that's why I
419 mentioned a little bit earlier in this interview that I foresee doctors to protect
420 their salaries, to protect their homes, to pay off their debts are going to be
421 getting into different group type practices and the practice model that I
422 described before was what they call "a practice without walls." They're their
423 own king in their own little kingdom, but yet they're part of a bigger kingdom
424 that actually protects them. So that instead of buying a little bag of cotton balls
425 are going to buy a million cotton balls probably at half the price that they
426 would for the small bag and then distribute them through the whole members
427 of that particular group.

428 Committee Member: Can you touch upon the osteopathic continuous certification for family practice
429 because this happened during your year?

430 Dr. Martin: Yeah, osteopathic continuous certification did start during my presidency on
431 January 1st of 2013. We at ACOFP have an arm's length between ourselves
432 and the AOBFP. We are the education arm. They are the testing arm. We did
433 negotiate with AOBFP and put together two modules for osteopathic
434 continuous certification, the two modules being low back pain and diabetes.

435 We will in the future put other modules together for our membership. Currently
436 the system is in its infancy. The platforms that they're trying to put our
437 modules on or even some of the other modules that are being discussed, such
438 as cultural competency or communication, are being somewhat downplayed at
439 this time, the fact being that again the module is not built. What we need to do
440 with the OCC to make it truly successful is we need to build a cloud system
441 where all of the doctors who now have electronic health records can feed into
442 this cloud and the cloud will then feed the information into the system that the
443 AOA develops. Currently I know a number of the doctors are upset with the
444 system the way it is because they have to manually keystroke each of the
445 quality measures into the OCC process. But then if they want to do PQRS, they
446 may have to do the same thing over again. Whereas what the ACOFP is doing
447 is associating with the MDdatacor and what MDdatacor is doing is providing
448 that cloud which will take both structured data from their electronic medical
449 record and the unstructured data from their electronic medical record, take it
450 into a cloud and be able to provide that as a bridge those numbers can then be
451 used for PQRS, for any kind of performance that needs to be shown for the
452 third party carriers or use it for OCC so that you don't have to repeat the
453 process three times for those particular structured and unstructured data pieces.

454 Committee Chair: Well thank you very much. Does anybody have anything else?

455 Committee Member: Appreciate everything you sacrificed for us.

456 Dr. Martin: All right, don't mind it at all.

457 Committee Member: Did you have anything else that you wanted to add?

458 Dr. Martin: I think we talked about the future. We talked about the past.

459 Committee Chair: We talked about the past. We've hashed everything.

460 Committee Member: Make a final statement.

461 Dr. Martin: And I'll close just as I did in my end of my presidency address to the Congress
462 of Delegates. We have the timeless fundamentals of osteopathic medicine as
463 our foundation. Now let's embrace innovation so that osteopathic family
464 medicine continues as a vibrant distinct specialty well into the 21st Century.

465 Committee Member: Excellent.

466 Committee Chair: Excellent. Thank you very much for your time. Sincerely appreciate it.

467 Committee Member: Thank you, Dr. Martin.

468 Dr. Martin: All right, very welcome.

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