

# **2006 NSGC Annual Business Meeting**

**October 14, 2007**

**Catherine A. Wicklund, MS, CGC  
NSGC President**

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## Overview

- 2007 Board of Directors
- Progress on Strategic Initiatives
- Financial Overview
- *Journal of Genetic Counseling*
- AEC Update
- Genetic Counseling Foundation
- Question & Answer Session
- Leading Voices
- Incoming Board Members
- Incoming President Address
- Goals for 2008
- Conclusion

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# Overview of the Board of Directors

## Officers

- President: Catherine A. Wicklund, MS, CGC
- President-Elect: Angela Trepanier, MS, CGC
- Secretary: Peter Levonian, MS, CGC
- Treasurer: Susan Manley, MS, CGC
- Past President I: Nancy Callanan, MS, CGC
- Past President II: Kelly Ormond, MS, CGC
- Executive Director (ex officio): Kristen Smith, CAE

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Cathy



Angie



Peter



Susan



Nancy



Kelly



Kristen

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# Overview of the Board of Directors (Cont.)

## Committee Chairs

- Communications: Steve Keiles, MS, CGC
- Education: Susan Schmerler, MS, JD, CGC
- Finance: Jennifer Farmer, MS, CGC
- Genetic Services: Elinor Langfelder-Schwind, MS, CGC
- Membership: Jolie Matheson, MS, CGC
- Professional Issues: Maria DeVecchio, MS, CGC
- Social Issues: Barbara Willis Harrison, MS, CGC

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Steve



Susan



Jennifer



Elinor



Jolie



Maria



Barbara

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# Overview of the Board of Directors (Cont.)

## Regional Representatives

- Region I: Reneé Chard, MS, CGC
- Region II: Ellen Schlenker, MS, CTC
- Region III: Tené Franklin Hamilton, MS, CGC
- Region IV: Beth Leeth, MS, CGC
- Region V: Karen Copeland, MS, MBA, CGC
- Region VI: Fiona Field, MS, CGC

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Renee



Ellen



Tené



Beth



Karen



Fiona

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# Progress on Strategic Initiatives

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## **Strategic Initiative #1 - Expand access to genetic counseling services by actively pursuing reimbursement for Certified Genetic Counselors**

Federal Efforts:

NSGC Rolled out a 3 pronged strategic plan at last year's AEC

- Federal Legislative Remedy
  - State Licensure
  - Third Party Payers
- 
- Met with the key policy makers at CMS re: allowing genetic counselors to practice under Medicare
  - Created an educational document that explains the importance of the B&R strategic plan, each of its prongs and how they are interrelated

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# Strategic Initiative #1: Federal Efforts

- Drafted federal legislation and supporting documents
- Leadership has met with members of Congress throughout the year to help educate them on who we are what we do
- 7 genetic counselors participated in a “Hill Day” meeting in conjunction with the Region II meeting

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# Strategic Initiative #1: State Licensure

## State Licensure Efforts:

- Created guiding principles for state licensure
- Reworked model legislative language
- Developed mechanism to Charter State Chapters of NSGC to support licensure efforts
- NSGC has provided counsel to over 10 states in the past year

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# Strategic Initiative #1: Additional Efforts

- The CPT Subcommittee created a FAQ on the CPT code 96040
- Pursued relationships with other medical specialty organizations to gain support for our goals:
  - ACMG
  - ASHG
  - ACOG
  - SMFM
  - ISONG
  - ASCO

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## **Strategic Initiative #2 – To promote and organizational culture that will enable NSGC to adapt to the evolving needs of Genetic Counselors**

### Governance

- Governance describes how we function at an organizational level – our Board, committees, task forces, SIGs and liaisons
- Governance as been a priority of the Board for a number of years

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## Strategic Initiative #2: Governance

- NSGC underwent a professionally facilitated Governance session in February
- Task Force was established to further explore governance models and make recommendations regarding the most effective model for NSGC at this time
- These were presented to the Board for consideration and discussion in May
- Final recommendations were approved by the Board of Directors in June

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## Strategic Initiative #2: Governance

NSGC's new governance structure:

- NSGC Board of Directors will be reduced from 19 members to 12 members
- Committee Chairs will no longer serve on the Board
- Regional Representatives have been transitioned to Board Members At Large, now elected to represent the membership as a whole

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## Strategic Initiative #2: Governance

NSGC's new governance structure: Nominations/Election Process

- The new nominations and election process is based on best practices in other professional associations
- After a comprehensive nomination process, the membership will be presented with a slate of candidates for approval
- Members will also have the option to write in candidates
- Nomination and election process will be evaluated carefully and regularly

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## Strategic Initiative #2: Governance

NSGC's new governance structure: Committee Structure

- Committees reorganized to directly address the annual plan of work as established by our Strategic Plan
- Committee Chairs and Vice Chairs will be appointed by the President-Elect
- Committee members will be appointed annually based on the tasks to be accomplished and their skills and interests

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## Strategic Initiative #2: Governance

NSGC's new governance structure:

- Other NSGC members will be tapped for work on Task Forces, other long and short term, focused projects and initiatives
- NSGC will hold an annual Volunteer/Leadership Development Program session at the AEC beginning this year
- We encourage everyone to attend!
- This information is also available through [www.nsgc.org](http://www.nsgc.org), or by contacting the Executive Office

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## **Strategic Initiative #2: Governance**

### Governance Implementation:

- Governance Task Force expanded to include two at-large NSGC members and one additional Board member
- Currently in the implementation phase of these exciting changes
- We will continue to evaluate the newly adopted structure through member surveys and personal discussions with members
- We want your feedback!

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## **Strategic Initiative #2: Membership Enhancements**

- Perspectives in Genetic Counseling expanded in 2007
- Weekly member Eblasts communicate member news
- Monthly President updates were initiated to increase your awareness of NSGC activities
- Enhanced job connection services, i.e. job postings now posted on SIG listservs
- Expanded membership options for new members

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## Strategic Initiative #2: Education

- Successful Regional Conferences held in Regions I, II, and IV.
- Region V piloted first NSGC virtual conference in September with 98 registrants
- Approval for NSGC to provide CEUs is expected in early 2008
- Partnered with Myriad Genetics to offer rotation opportunities for students interested in expanded roles in genetic counseling
- Ethics Casebook revision completed
- Grant/Scholarship opportunities have been expanded to include Prenatal SIG grants

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## Strategic Initiative #2: Education

In August, NSGC held an Educational Summit to evaluate NSGC's current and future educational offerings

- Appointed task force of members with broad experience in education
- Identified audiences and educational needs of NSGC members and external stakeholders, using data from PSS, Member surveys, and feedback from AEC, SC and Regional meeting evaluations
- Task force will present recommendations to the Board of Directors for approval and implementation

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## Strategic Initiative #2: External Education and Partnerships

- NSGC was represented at the Minority Women's Health Summit in August
- Diversity Subcommittee represented NSGC at the Society for Advancement of Chicanos and Native Americans in Science (SACNAS) conference being held this week
- Neurofibromatosis and Hereditary Breast and Ovarian Cancer guidelines published
- Published joint position statement with ISONG regarding provision of quality genetic services
- NSGC's liaisons attended meetings and conferences to build relationships and promote the value of genetic counselors

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## **Strategic Initiative #3 - Position Genetic Counselors as key players in the integration of genetics across the healthcare spectrum**

### Communication/Media Efforts:

- Developed the “Five Questions You Should Ask Before Undergoing Genetic Testing,” with our PR Company, PCI
- Developed key talking points and “common myths” fact sheet in preparation for October’s Breast Cancer Awareness Month
- PCI conducted media spokesperson training with 13 NSGC spokespersons during the Region IV meeting in Skokie, IL
- NSGC has taken a proactive approach with the media that has led to a number of interviews in print, TV and radio over the past year

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## Strategic Initiative #3: Advocacy

Advocacy for the profession:

- Communicated with the Secretary's Advisory Committee of Genetics, Humans and Society (SACGHS) regarding challenges genetic counselors face in our integration into the health care system
- Provided input on legislation
- Participated as a member of the IOM Roundtable on Translating Genomic-Based Research for Health
- Submitted requests to have genetic counselors are listed in the Department of Labor's Standard Occupational Classification

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## Strategic Initiative #3: Advocacy

Promoting GINA:

- NSGC sent letters endorsing GINA to all of the Congressional champions
- Issued numerous action alerts to the membership in support of GINA
- In July, over 20 genetic counselors joined the Genetic Alliance's hill day to lobby for passage of GINA in the Senate.

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## Strategic Initiative #3: Branding

NSGC Branding – What do we mean?

- A brand as a promise that is kept again and again because of what the brand does and what the brand believes in
- A strong organizational identity can provide the same benefits of a brand

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## Strategic Initiative #3: Branding

Branding – why now?

- The idea of branding stemmed from our strategic planning process in August of 2006
- We recognized that we needed a professionally facilitated session to identify our value proposition to various important audiences for NSGC
  - Members
  - Physicians
  - Patients/Consumers
  - Insurance/TPP

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## Strategic Initiative #3: Branding

- What will branding help us do?
- Creating a clear and compelling organizational brand for NSGC can help accomplish its strategic goals by:
  - Help NSGC redefine its mission and vision
  - Stimulate membership growth by providing a clear, compelling value proposition for potential members
  - Distinguishing our benefits from others offered in the field
  - Promoting the profession of genetic counseling to important constituencies
  - Creating a consistent, compelling communications platform about genetic counseling and NSGC

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## Strategic Initiative #3: Branding

Draft Brand Platform – not yet approved:

- Draft branding plan focus on physician organizations and showing our value to this audience with the assistance of our PR company, PCI
- Look for more information on this topic as the plan is unveiled and implemented in 2008
- We will be reaching out to many of you to work on this project and utilize your expertise!

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# **NSGC Strategic Initiatives: Budget Implications**

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# NSGC is working on behalf of our members

Billing and reimbursement strategic initiative has an annual cost of \$68 per member

Other valuable NSGC membership benefits and resources that have been initiated or expanded in the past 5 years include:

- Increased negotiating power through expanded PSS data
- Greater awareness of the status of professional issues relevant to your practice through Eblasts, expanded *Perspectives in Genetic Counseling* and *Journal of Genetic Counseling* content

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# NSGC is working on behalf of our members

- A more prominent national presence to increase professional visibility and expand roles and opportunities
- Advocacy for genetic issues at a national level, resulting in a voice in public policy making
- Continued access to high quality education and professional development opportunities for all genetic counselors
- Expanded networking opportunities through increased specialty listservs and an enhanced website

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## Budget Implications

To help support these initiatives, the Board of Directors has approved a dues increase in 2008:

- First increase in 5 years
- Full member dues will increase from \$175 to \$230

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# 2007 Financial Overview

**Susan Manley**  
**NSGC Treasurer**

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# Financial Objectives

- Long Term Growth
- Organizational Effectiveness and Efficiency

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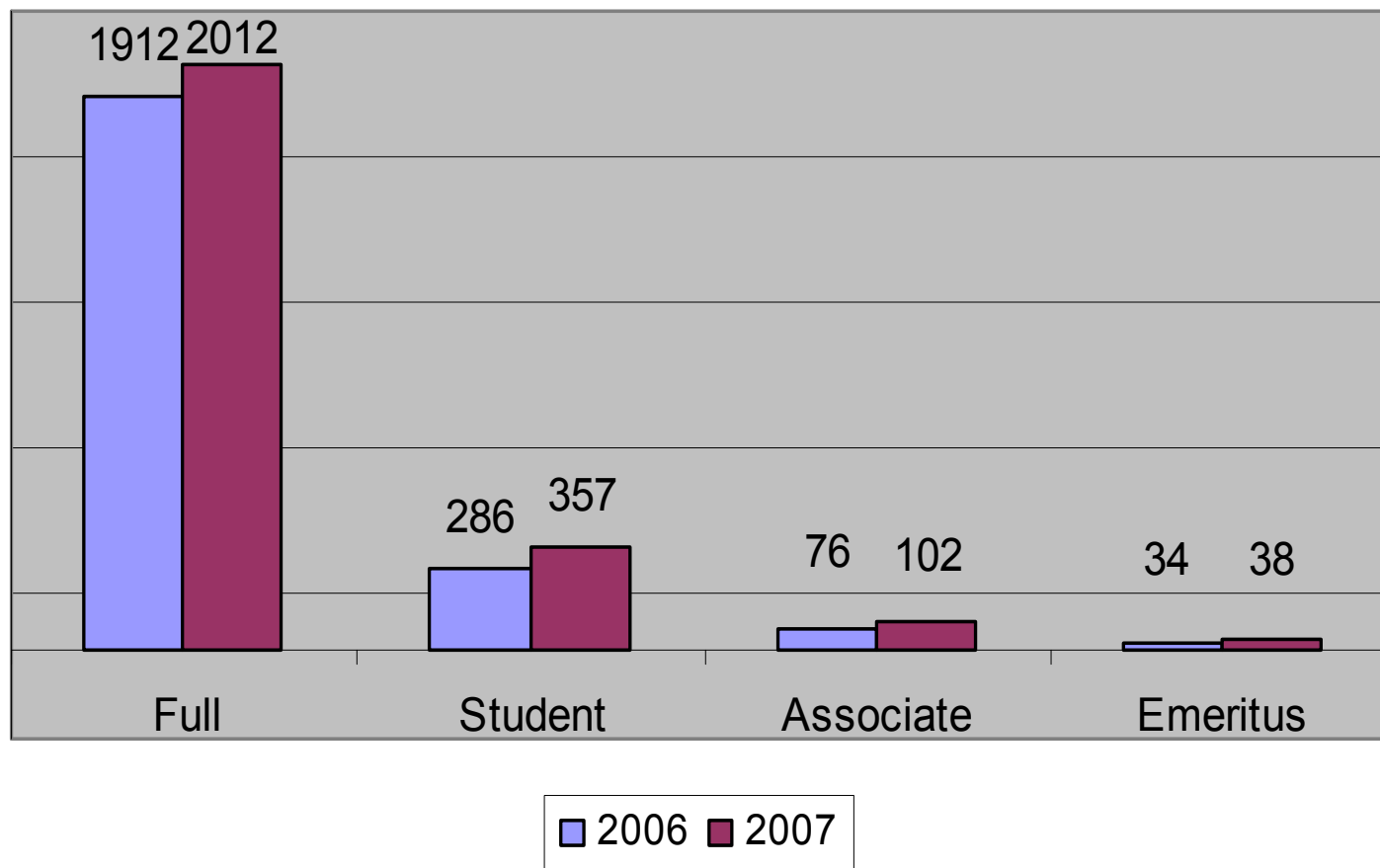
# Operational Efficiency

- High productivity levels
- High service levels

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## A Growing Membership – NSGC Members October 2007 vs. October 2006



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## Cash Assets as of 8/30/07

- Cash Assets
  - NSGC - \$21,642
  - AHSPA - \$19,786
  - JEMF - \$89,087
  - Rollnick - \$73,033
  
- Budgeted Revenue: \$1,336,762
- Forecasted Revenue: \$1,294,421
  
- Budgeted Expenses: \$1,591,916
- Forecasted Expenses: \$1,574,256

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## Investment Account Balances as of 8/30/07

- Short Term Account – \$418,436
- Long Term Account – \$1,038,162
- TOTAL Investments – \$1,456,597
- As of 12/31/07, we project NSGC's net assets to be: \$1,160,935

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# Looking Ahead to 2008: Funding for Strategic Initiatives

Goal – increase revenue to support continued growth and implementation of initiatives outlined in Strategic Plan

- Budget Alignment
  - Operations vs. Strategic
  - Define day-to-day operations vs. strategic initiatives or targeted projects
  - Ensures ability to respond by funding operations out of dues and other operating revenue and utilizing reserves, when necessary, for strategic initiatives

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# **Journal of Genetic Counseling Update**

**Allyn McConkie-Rosell, Ph.D. CGC**  
**Jennifer Sullivan, MS, CGC**

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# Journal of Genetic Counseling Highlights

- Manuscript submission and processing has remained stable.
  - Between Oct 1, 2006 and Sept 30, 2007 the JOGC editorial office received
    - 113 new submissions (original research and professional issue manuscripts)
    - 100 revised manuscripts were resubmitted and re-reviewed
  - Approximately one half of submissions were submitted by authors from outside the USA
  - October 2007, we started filling the June 2008 issue

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# Journal of Genetic Counseling Highlights

- Clara Gaff, Janet Williams and Joe McInerney are editing a special issue entitled, “Implementing Genetics in Health Care Practice and Education”
  - This issue is slated for the April 2008 issue, with publication timed to maximize availability to members of the National Coalition for Health Professional Education in Genetics (NCHPEG) Meeting
- Overall growth of the JOGC
  - The number of submissions to the JOGC has increased three fold since 2002

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# **Journal of Genetic Counseling**

**Robert Resta, MS, CGC  
Editor Emeritus**

**Jon Weil, Ph.D.  
Associate Editor**

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# Thank you to outgoing Editors!



- Editor-in-Chief: Allyn McConkie-Rosell, Ph.D., CGC
- Managing Editor: Jennifer Sullivan, MS, CGC

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# **Journal of Genetic Counseling Editor Update**

**Steve Keiles, MS, CGC  
Communications Chair**

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## Welcome the Incoming Editor!

- Bonnie LeRoy, MS, CGC



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# **26th NSGC Annual Education Conference**

**Karen Potter Powell  
Courtney Rowell  
Co-Chairs**

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## AEC Highlights

Very successful Short Course:

- Broad topic that applied to all genetic counselors
- Reflects desire for education on professional advancement across specialties

New this year, the Emerging Technologies advance session

- A highly motivated and enthusiastic organizer
- Innovative topic
- Location, location, location!
- Allowed local genetic counselors another option for earning CEUs
- A great response from the membership!



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Outreach program introduced local students to the field of genetics

## AEC Highlights (continued)

- Five advocates from the Genetic Alliance/NSGC Advocates program are attending
- Advocates are paired with NSGC members with similar interests
  - Increase networking opportunities for advocates
  - Allow NSGC members to learn from advocates
- Debriefing sessions now include an opportunity for NSGC members to collect information from the advocates regarding their experience with genetic counselors
- We encourage all attendees to welcome our advocates and find an opportunity to talk with them

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## AEC Highlights (continued)

- Maintained quality content for genetic counselors in traditional positions.
- Increased content for genetic counselors interested in expanding their roles:
  - Assisting with mass disasters
  - Genomic Medicine
  - Technology
  - And more!



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# Genetic Counseling Foundation Update

**Dawn Allain**  
**GCF Vice Chair**

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## 2007 GCF Board of Directors

William Rusconi, Chair

Dawn Allain, MS, CGC

Robin Bennett, MS, CGC

Katie Buck

Susan Dickinson, MS, CGC

Siobhan Dolan, MD, MPH

Jennifer Farmer, MS, CGC

Joan Marks, MS, CGC

Angela Trepanier, MS, CGC

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## GCF Accomplishments 2007

- Board conducted strategic planning session in March.
- As a result of this session, the Board decided that a step had been missed in the development of the foundation.
- Task Force Appointed in August 2007 to address this step and determine:
  - Primary areas of research/funding focus for GCF
  - Programs and services for next 3 years
  - Board/staff structure to provide support

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# GCF Task Force

GCF wants to recognize and thank the Task Force members:

Vivian Weinblatt, Chair

Beth Balkite

Karen Hanson

Ed Kloza

Joan Scott

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## Next Steps

- GCF Task Force recommendations are being evaluated by the GCF Board of Directors
- Based on recommendations, the GCF Board will develop a plan for moving forward to ensure a successful Foundation
- Taking this step has been extremely positive in the further formation of the Foundation and we are very excited about the future of GCF!

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## **We appreciate your support!**

- As a result of member support, GCF has raised \$17,037 from member donations to date.
- GCF now positioned to move to the next level.
- Thank you!

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# Question & Answer Session

**Catherine A. Wicklund, MS, CGC**  
**2007 NSGC President**

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# Leading Voices Drawing

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# Thank You Outgoing NSGC Board of Directors Members

- Kelly Ormond (Past President II)
- Nancy Callanan (Past President I)
- Karen Copeland (as Region V Rep – moving to Board Member At Large)
- Peter Levonian (as Secretary – moving to Secretary/Treasurer-Elect)
- Jen Farmer (Finance)
- Maria DelVecchio (Professional Issues)

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## **Outgoing NSGC Board of Directors Members (continued)**

- Barbara Willis Harrison (Public Policy)
- Elinor Langfelder-Schwind (Genetic Services)
- Steve Keiles (as Communications – moving to President Elect)
- Jolie Matheson (Membership)
- Sue Schmerler (Education)
- Ellen Schlenker (Region II Representative)

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# Looking Forward to 2008

**Angela Trepanier, MS, CGC  
NSGC President-Elect**

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# Welcome Incoming NSGC Board of Directors Members

- President-Elect: Steve Keiles, MS, CGC
- At-Large Member: Brenda Finucane, MS, CGC
- At-Large Member: Karen Heller, MS, CGC

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Steven



Brenda



Karen

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# **Incoming 2008 NSGC Presidential Address**

**Angela Trepanier, MS, CGC  
2008 NSGC Incoming President**

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# Goals for 2008

**Continued Work on  
Strategic Initiatives**

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# Billing & Reimbursement and Advocacy for the Profession

- Gain support for federal legislation – attract co-sponsors to the bill.
- Introduce and enact more state licensure bills
- Build and finalize B&R toolkit
- Potentially hold a day on the hill once legislation is introduced

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## **Promote an organizational culture that will enable NSGC to adapt to evolving needs of Genetic Counselors**

- Continued implementation of the governance plan through 2008
- We look forward to involving all members in these exciting changes as implementation continues!

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## **Position Genetic Counselors as key players in the integration of genetics across the healthcare spectrum.**

- Begin implementation of our branding plan, positioning our members as partners with physicians in the provision of quality healthcare.
- Continued participation in the IOM Roundtable, SACGHS, and other key meetings
- Greater member involvement of members in our advocacy efforts

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# **Thank You!**

**2007 NSGC President  
Catherine A. Wicklund, MS, CGC**

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# **2006 NSGC Annual Business Meeting**

**October 14, 2007**

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