



The Society for Cardiac Angiography & Interventions

President's Page



SCA&I's Strategy: Ambitious Goals, Promising Opportunities

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President

Society for Cardiac Angiography & Interventions

Thank you for the privilege of serving as President of the SCA&I for the next year. I can think of no greater honor than to serve you in this fashion.

When I joined the Society in 1981, I felt I had joined an organization of giants. Drs. Sones and Judkins were at that meeting as well as others known and respected in invasive cardiology: Gensini, Sheldon, Hildner, Page, Clark and many others. Among them was a camaraderie I had not seen before at the ACC or AHA conventions. This arose from the commonality of interest and practice these individuals had—not the universe of cardiology but the world of invasive cardiology.

Over the years, I have been privileged to know these individuals personally, a relatively easy task in our Society. They encouraged me to become more involved, to participate in committee work and to contribute to the organization. Because of the smaller size and focused interest of the Society, I was able to do that far more easily than in larger groups such as AHA and ACC. What struck me was the genuine friendship these members had, despite their diverse geographic and practice backgrounds.

Over the past 20 years, I have seen our Society grow from a small group of 300 to a thriving international organization of nearly 2,000 (and growing). By most

measures, we are now recognized as **the** voice of the invasive and interventional cardiologist.

Initially a U.S. organization, we are now truly an international one. Ten percent of our members practice outside the U.S., in forty-one countries! Indeed, some of our international members are our most active ones: Drs. Cosentino (Argentina), Cumpston (Australia), Moscovitz (Canada), and Yabe (Japan), Trustees and/or Governor's Committee members all. Impressive testimony to the worldwide role of our Society.

The organization I am privileged to serve has grown and changed greatly over the past several years. The recent cascade of Presidential leaders—King, Cameron, Vetrovec, Clark, Holmes, Laskey, Faxon, Kern, Popma and Tomasso—has helped us make great strides in increasing membership, enhancing educational programs, building international ties and embarking on advocacy.

The move of our administrative headquarters to Bethesda has greatly assisted our advocacy efforts and enhanced our relationship with ACC. We are sitting—as an equal—with ACC in discussions with HCFA (now renamed CMS) and other regulatory bodies. In May, our Society's spokesperson gained RUC approval for brachytherapy and thrombectomy reimbursement codes. This was a significant accomplishment, since the RUC

(the AMA's committee that makes CPT-related recommendations to HCFA) recognized the Society's representative as speaking on behalf of the entire cardiology community.

Where do we go from here? I encourage us to address five areas during this next year: fiscal enhancement, increased advocacy, growth in inter-societal relationships, increased educational activities, and integration of our information systems.

First, in order to achieve our goals, we need to improve the fiscal foundation of our Society. Increasing non-dues revenue, streamlining our budgeting process and exploring formation of an endowment are all issues we must address.

Second, our advocacy efforts in the U.S. must expand: we will engage a lobbyist and re-energize the Governor's Committee. Above all, we must involve our membership in those efforts. Together, we **will** make a difference.

Third, we can best reinforce our position as the invasive/interventional cardiologists' primary organization through strong relationships with other societies internationally. In addition to committing to stronger functional partnerships with ACC and AHA, I will work to solidify our existing relationship with international interventional organizations such as SOLACI, CACI, SOVECI, SOCIME, JCA and others, and establish new relationships with Canadian, European and Asian-Pacific organizations. SCA&I should become the facilitator of these growing inter-society relationships.

Fourth, our CME and Education Committees are pursuing creative ways to fulfill our educational mission, such as through distance learning and enduring materials. These efforts must continue and extend especially to fellows in interventional cardiology training. These individuals are our future, and I want them to have early and rewarding contact with the Society.

Fifth, underlying all of these efforts is the crucial ingredient of managing information effectively. We must develop better and faster ways to:

- Communicate to the media and the public the value of what invasive and interventional cardiologists do;
- Manage, analyze and disseminate clinical information to healthcare professionals for the benefit of our patients; and
- Identify and respond to your professional needs and goals in a timely manner.

This embraces information systems and technology in the broadest sense. We have been in the data sampling and analysis business ever since our Registry began in the 1970's. We need to transform this process, not only to move the Registry into this millennium but also to advocate on your behalf, facilitate educational exchange, and connect our members to one another.

To facilitate this, we need to transform our Registry Committee into a Registry and Information System Committee. This Committee will work with the Education and CME Committees (in distance learning), the Credentials and Membership Committees (member recruitment and services), and the Government Relations and Governors Committees (advocacy efforts).

This is an ambitious agenda. In the coming months, we will explore each of these with you in greater detail through this column.

However, without goals we will drift—and that must not happen. We need your help:

- If you already are an SCA&I member, join a committee, and encourage your colleagues to apply for Society membership.
- If you are not a member, **apply today**.

This is YOUR Society and I challenge each of you to become meaningfully involved in a stronger, more energetic SCA&I. Join with me as we begin the new millennium with a commitment to be THE unquestioned voice of invasive/interventional cardiology.

Send your thoughts to me at president@scai.org

Thank you.