

AACH President's Message July, 2015

This President's Message, written in collaboration with Jenni Levy, our Vice President for Internal Education, covers AACH's internal education endeavors. Internal Education includes ENRICH, the Winter Course and the FIT (Facilitator-in-Training) program. All three are changing to better respond to organizational and member needs and to the shifting landscape around us.

During the Winter Course, faculty and FITs work together on facilitation and self-awareness. We have added a FIT skills track to provide intensive work on basic skills and now have added a faculty development track. The faculty development track gives faculty an opportunity to work on content and skills specific to external education work; faculty who attend that track remain in the large-group sessions and are an integral part of the community of the course. The Winter Course committee, led by Kathy McGrail, Kathy Kieran, and Mary Ann Gilligan, is working on the 2016 course, which will be held in Scottsdale, Arizona.

Thanks to Dennis Novack, Pam Duke, Stuart Sprague and our team at AMR Management Services - especially Lindsay Bettermann - ENRICH 2015 in Philadelphia was a great success. The biggest change coming in 2016 will be the combination of ENRICH with AACH's Research and Teaching Forum, which is AACH's biennial interdisciplinary meeting for abstract presentations and workshops. Combining ENRICH and the Forum may allow ENRICH and the Forum's participants to join some of each other's sessions. It will also provide opportunities for joint sessions that span clinical care, education and research in healthcare communication.

The FIT program continues to attract talented and committed clinicians and teachers. Some are interested in moving into the ranks of ENRICH faculty; others are working on their own professional and personal goals and are drawn to our community and our unique approach to learning and mentoring. We are considering alternate tracks within the FIT program to meet those needs - there will be more news about this in the next few months.

Ongoing AACH Internal Education has transformed the careers and personal lives of each of us. It has enriched our worlds over the past decades, and we encourage you, if you haven't already, to experience what our Internal Education programs have to offer. They are why we feel so dedicated and honored to serve this organization and its mission.

Jenni Levy
Dave Kern

GOALS FOR 2015

- **Maintain Financial Strength**
 - Fiscal responsibility for core programs
 - Profit for external programs
 - Philanthropy
- **Preserve/Strengthen Current Programs**
 - Core Faculty Development: ENRICH, Winter Course, FIT Program
 - Research Meetings: ICCH/Forum
 - Putnam Scholars Program
 - DocCom, External Programs
 - Publications: Medical Encounter, Patient Education and Counseling
- **Expand Membership**
- **Diversify Membership and Board**
- **Enhance Member Benefits and Engagement**
- **Increase Meaningful Input from Patients**
- **Increase Recognition/Publicity**