



# American Board of Interventional Pain Physicians

The Importance of Certification  
May 7 2022

# **DISCLOSURE**

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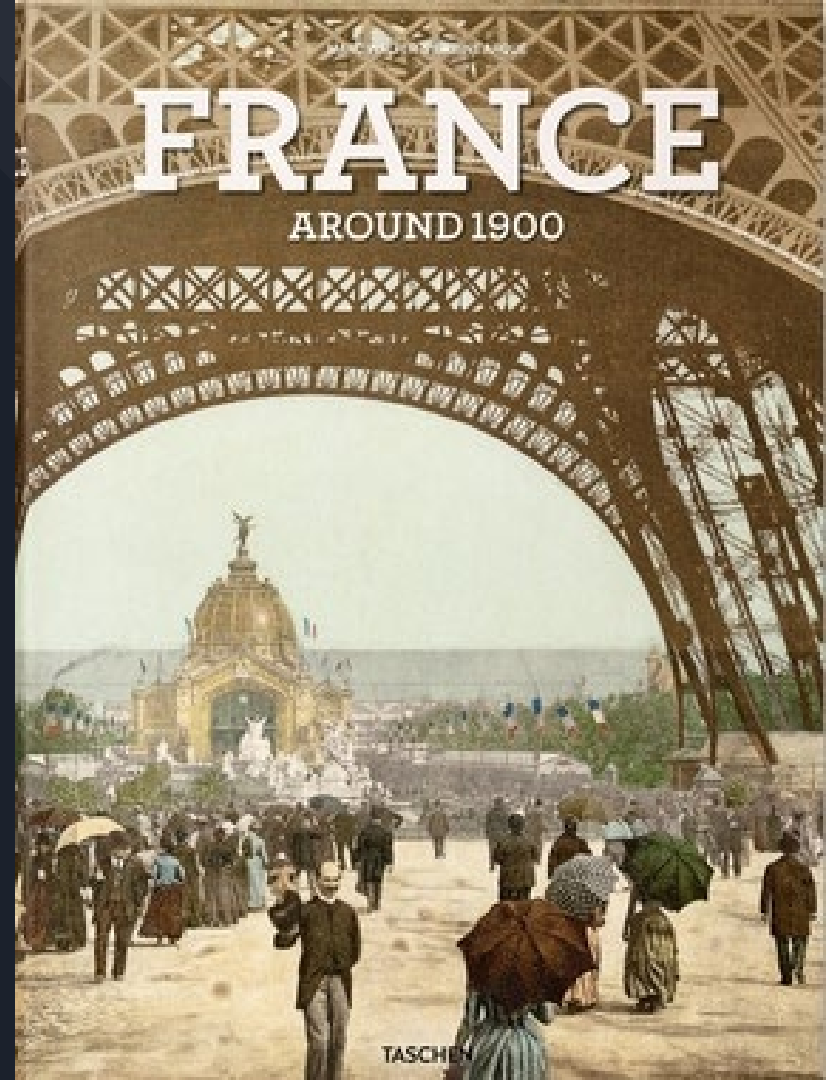
Interventional Pain Director, NeuSpine Institute

# Importance of Branding in 2022

- Inadvertent Branding
- Lessons Learned
- Luring Problems
- Solutions

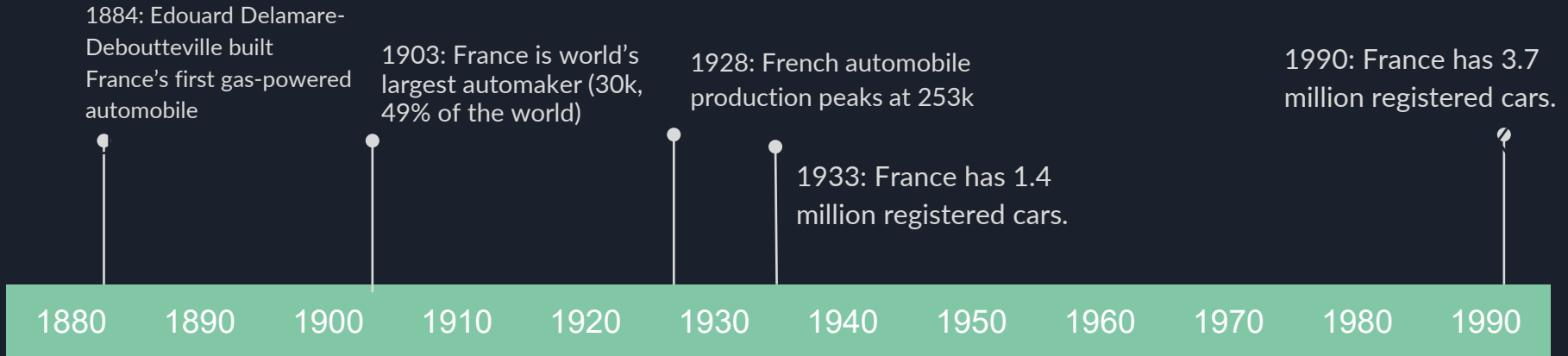


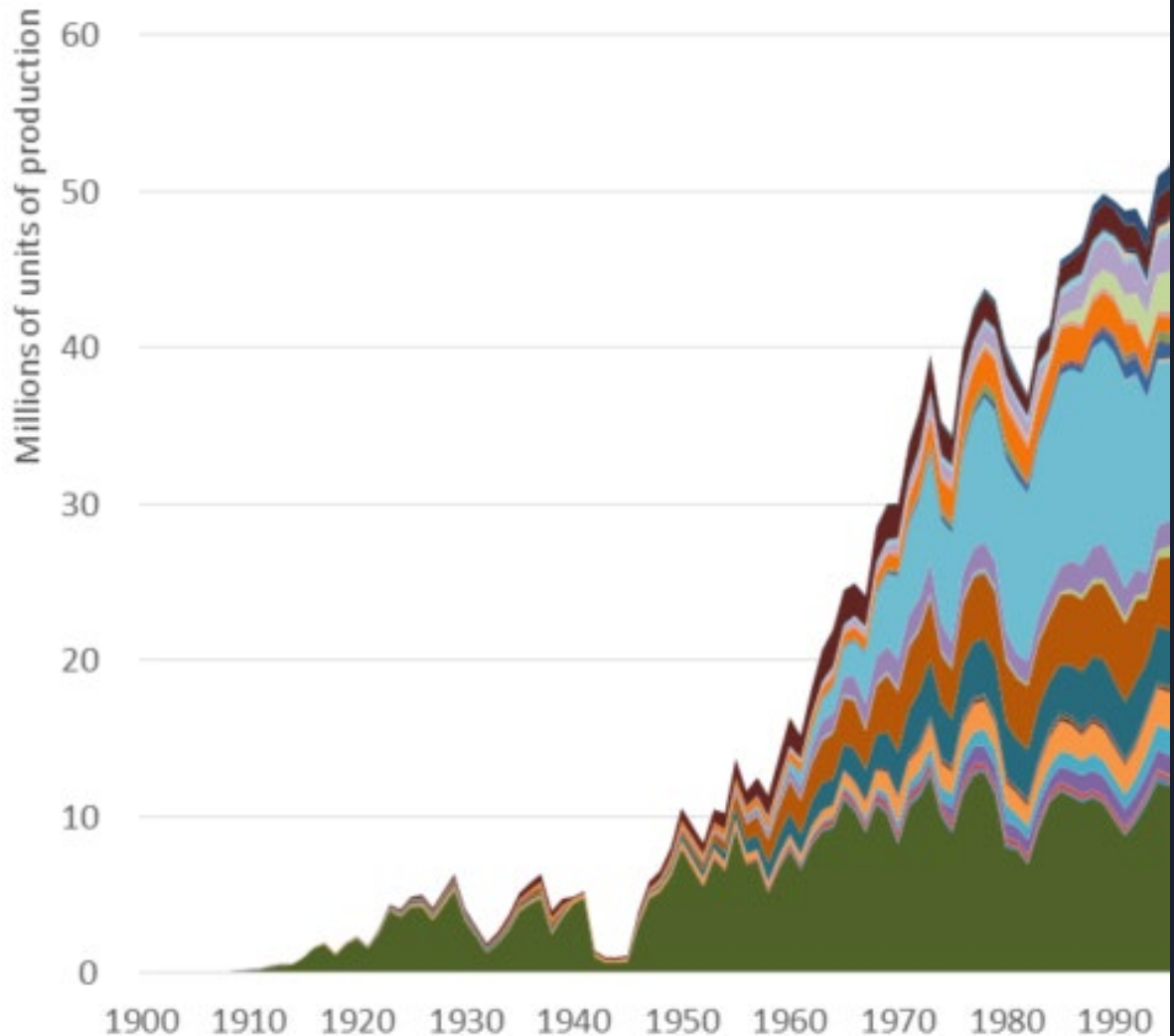
# Inadvertent Branding



# France: 1900s Auto Industry

## *Driving into the Future*





- China
- Yugoslavia, Fed. Rep. of
- Venezuela
- United Kingdom
- Turkey
- Thailand
- Taiwan
- Sweden
- Spain
- South Korea
- South Africa
- Slovakia
- Russia
- Romania
- Portugal
- Poland
- Netherlands
- Mexico
- Malaysia
- Japan
- Italy
- Iran
- India
- Hungary
- Germany (East)
- Germany
- France
- Finland
- Denmark
- Czech Republic
- Canada
- Brazil
- Belgium
- Austria
- Australia
- Argentina
- United States

# The Team

*What does every car need to move?*



Andre Michelin

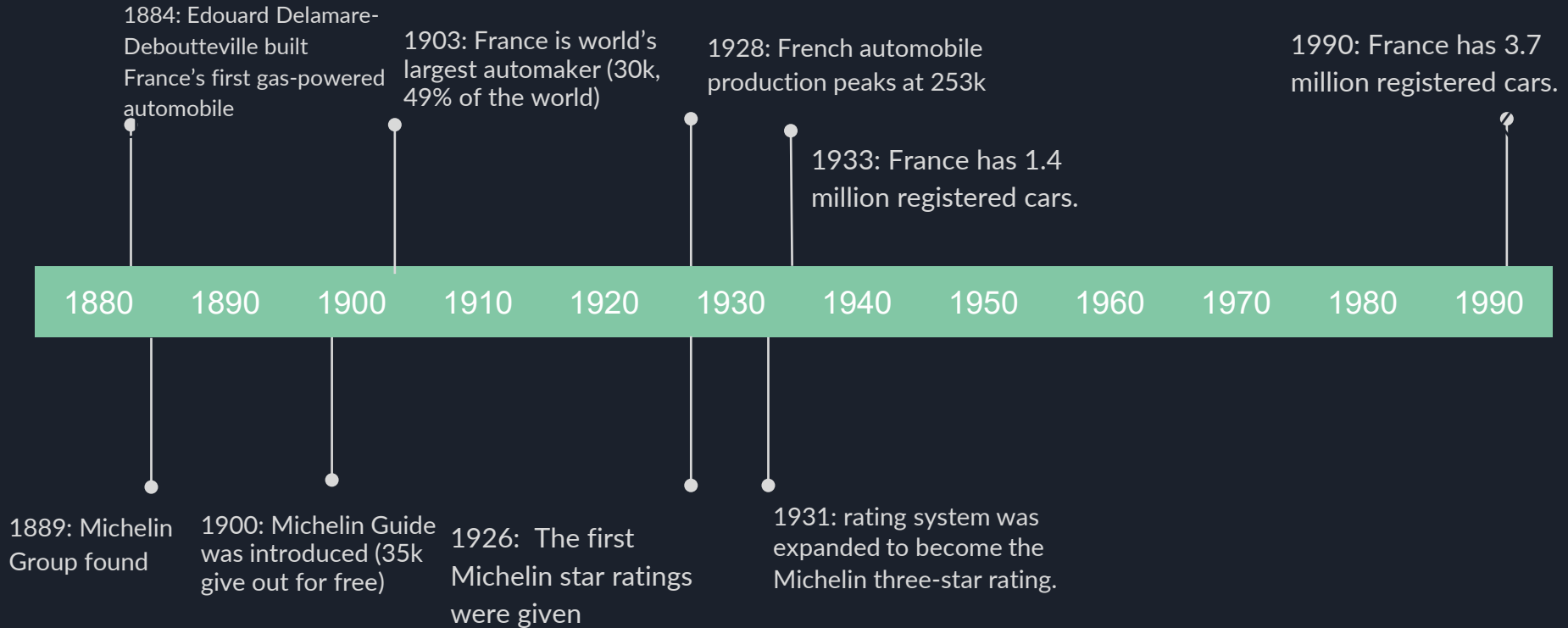


Edouard Michelin

Tires! Maps! Well Fed Drivers?

# France: 1900s Auto Industry

## *Driving into the Future*





LE GUIDE  
**MICHELIN**

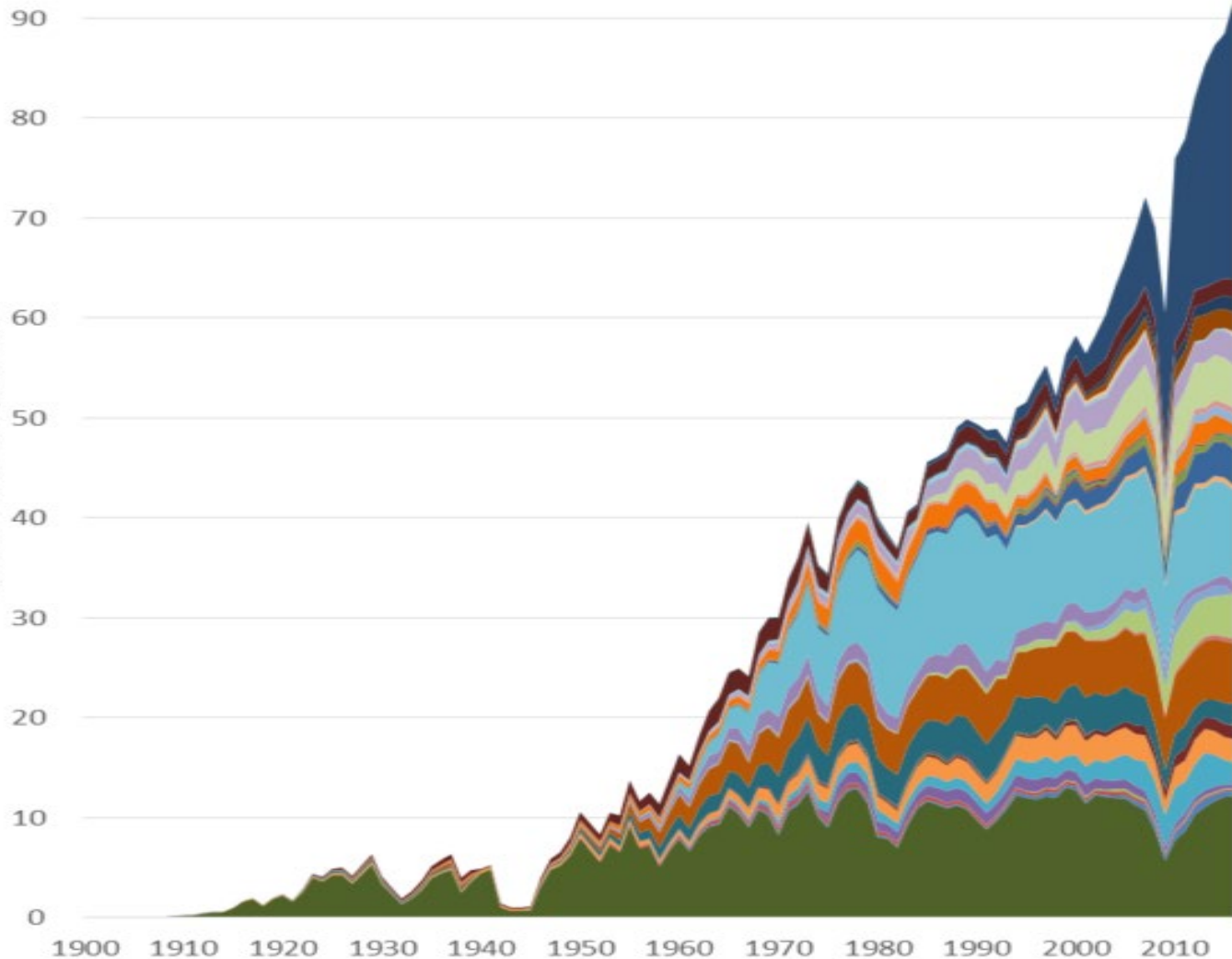
**FRANCE**



**MICHELIN**

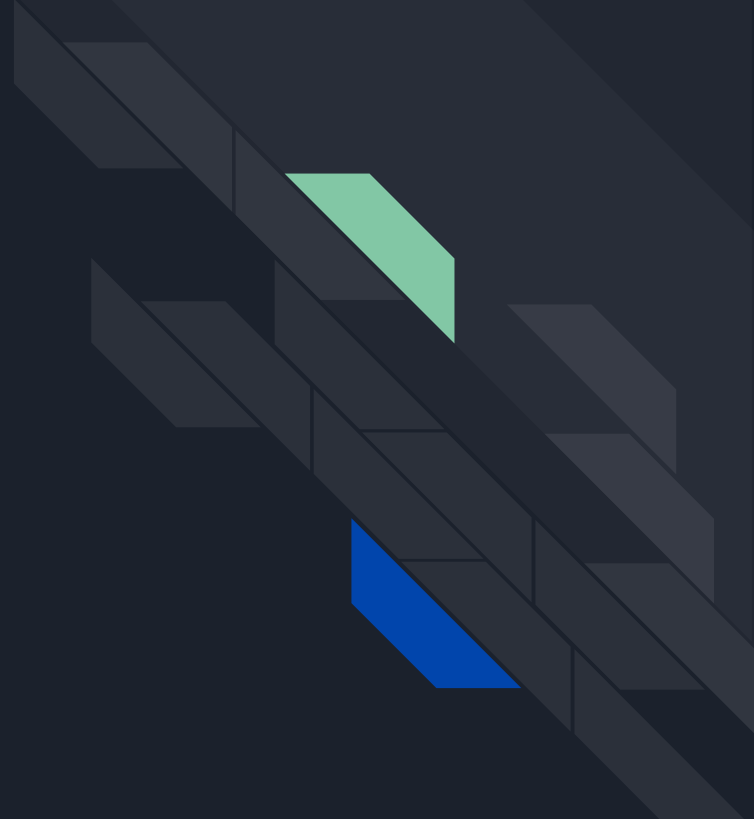


Millions of units of production

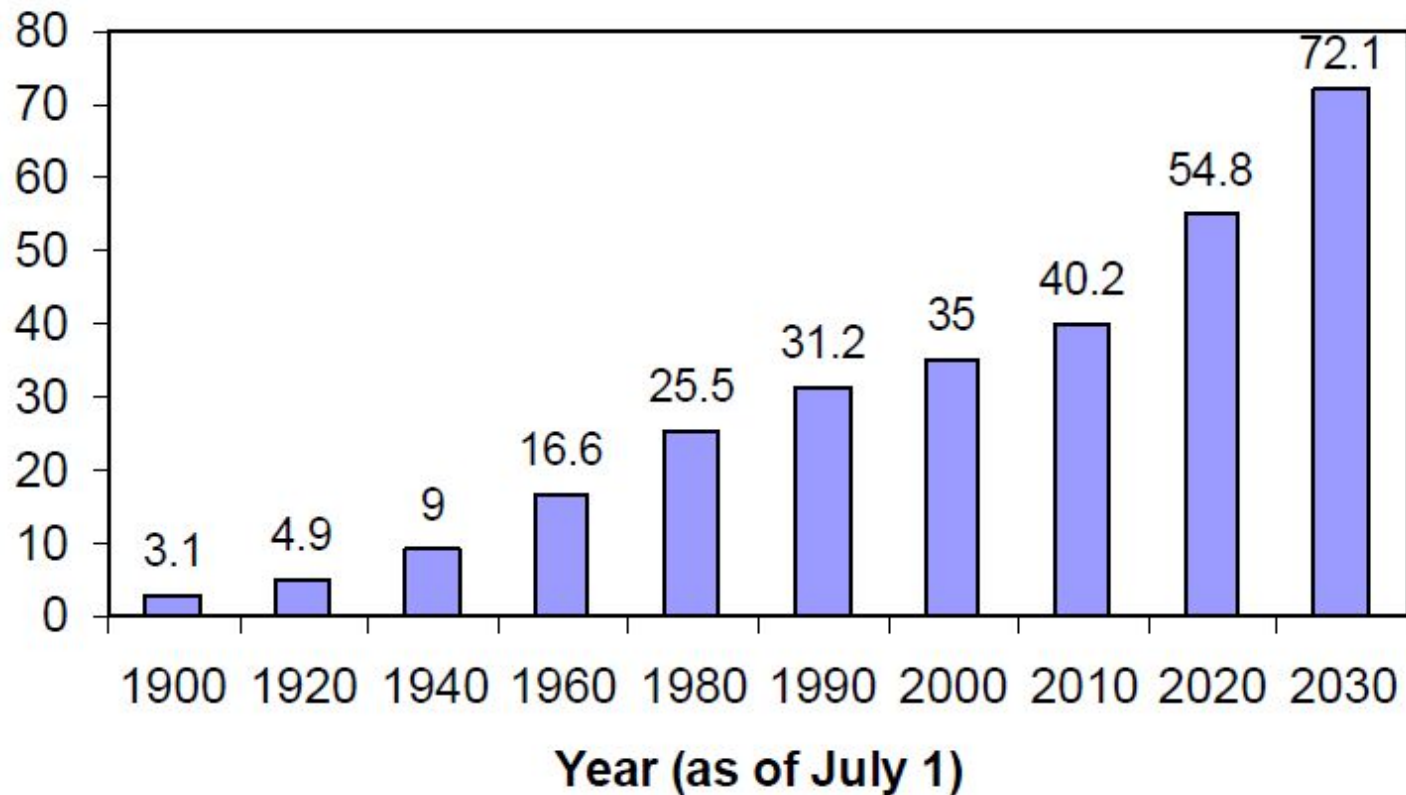


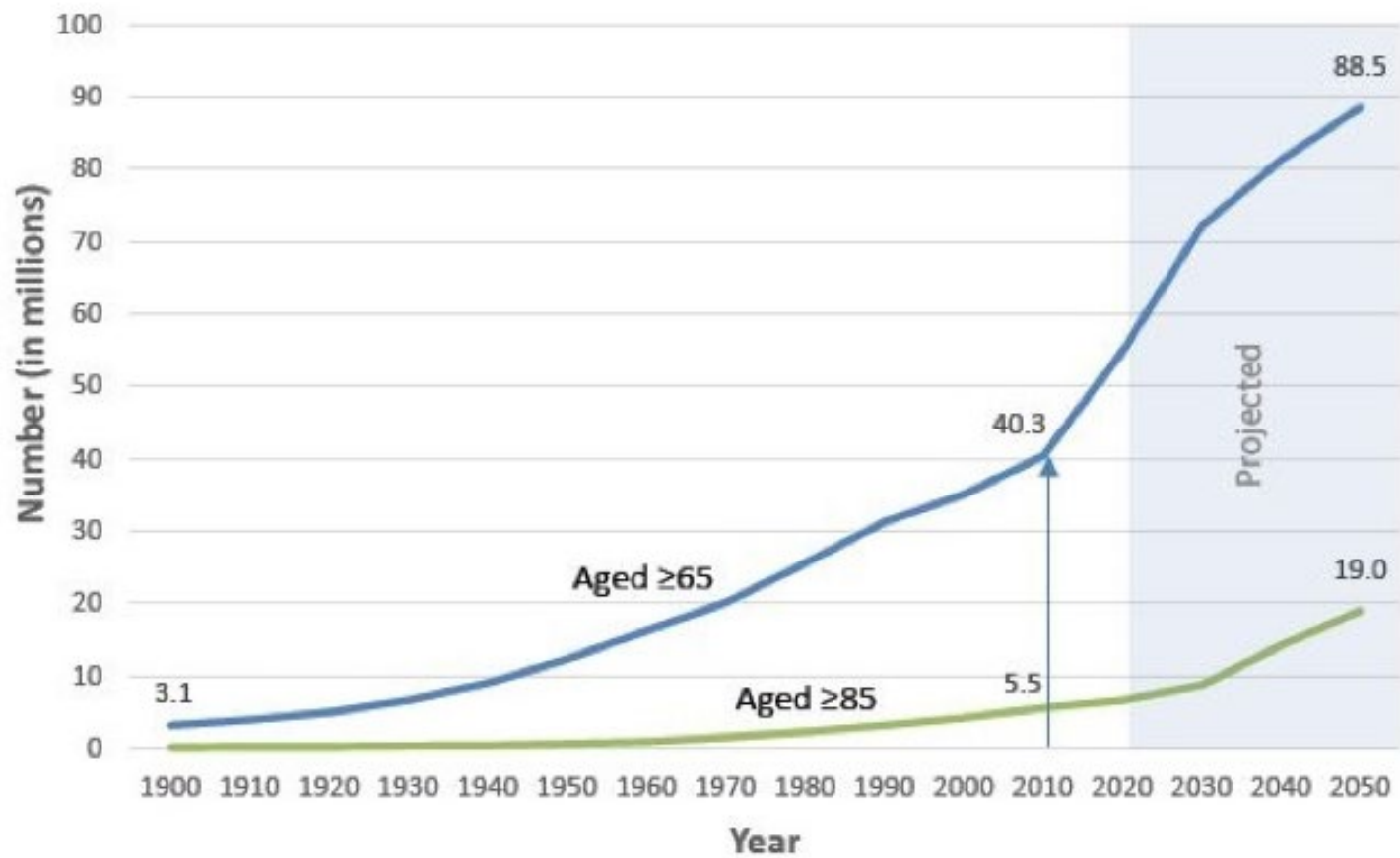
- China
- Yugoslavia, Fed. Rep. of
- Venezuela
- United Kingdom
- Turkey
- Thailand
- Taiwan
- Taiwan
- Sweden
- Spain
- South Korea
- South Africa
- Slovakia
- Russia
- Romania
- Portugal
- Poland
- Netherlands
- Mexico
- Malaysia
- Japan
- Italy
- Iran
- India
- Hungary
- Germany (East)
- Germany
- France
- Finland
- Denmark
- Czech Republic
- Canada
- Brazil
- Belgium
- Austria
- Australia
- Argentina
- United States

How does this impact branding today?

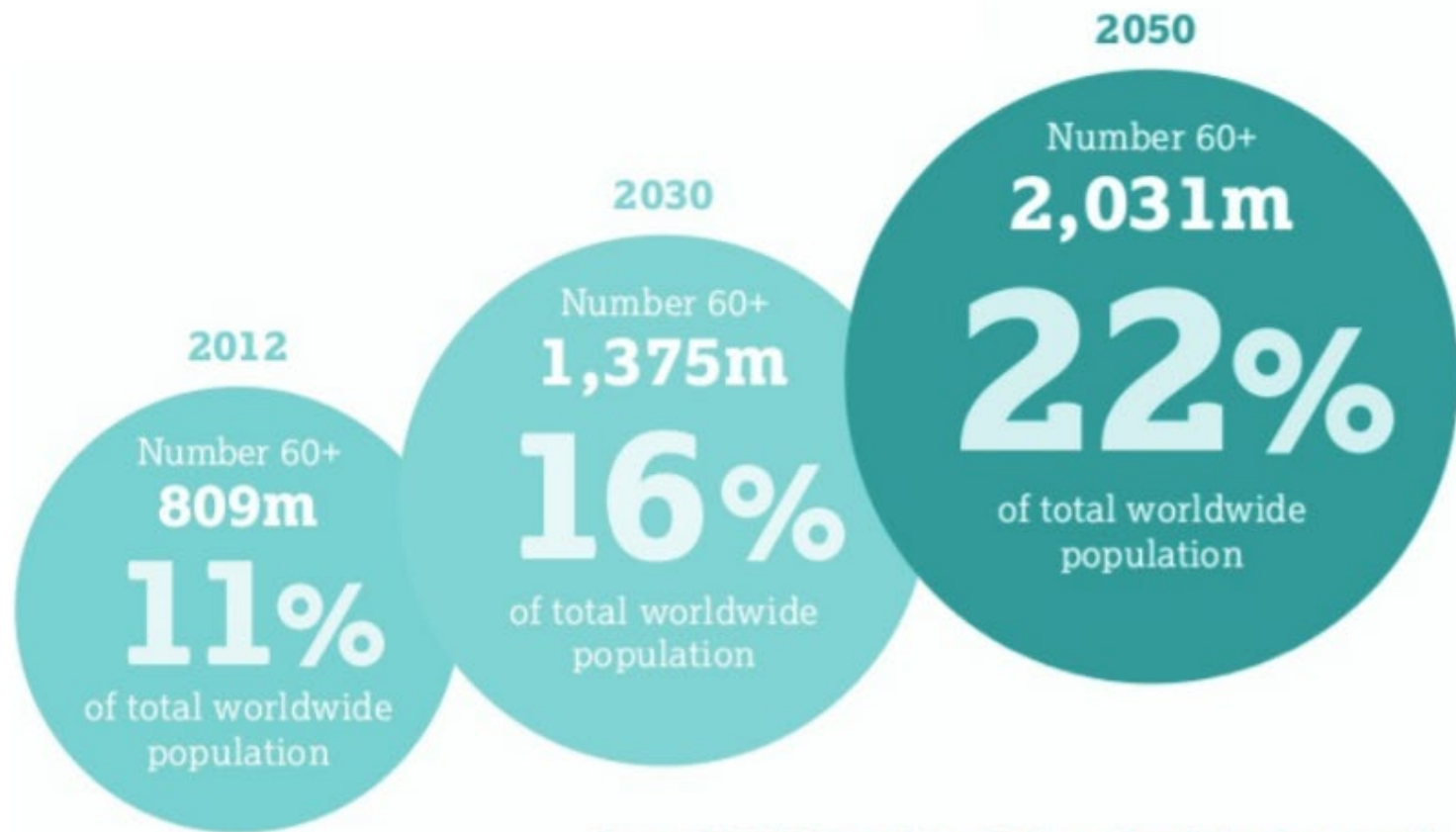


**Figure 1: Number of Persons 65+,  
1900 - 2030** (numbers in millions)



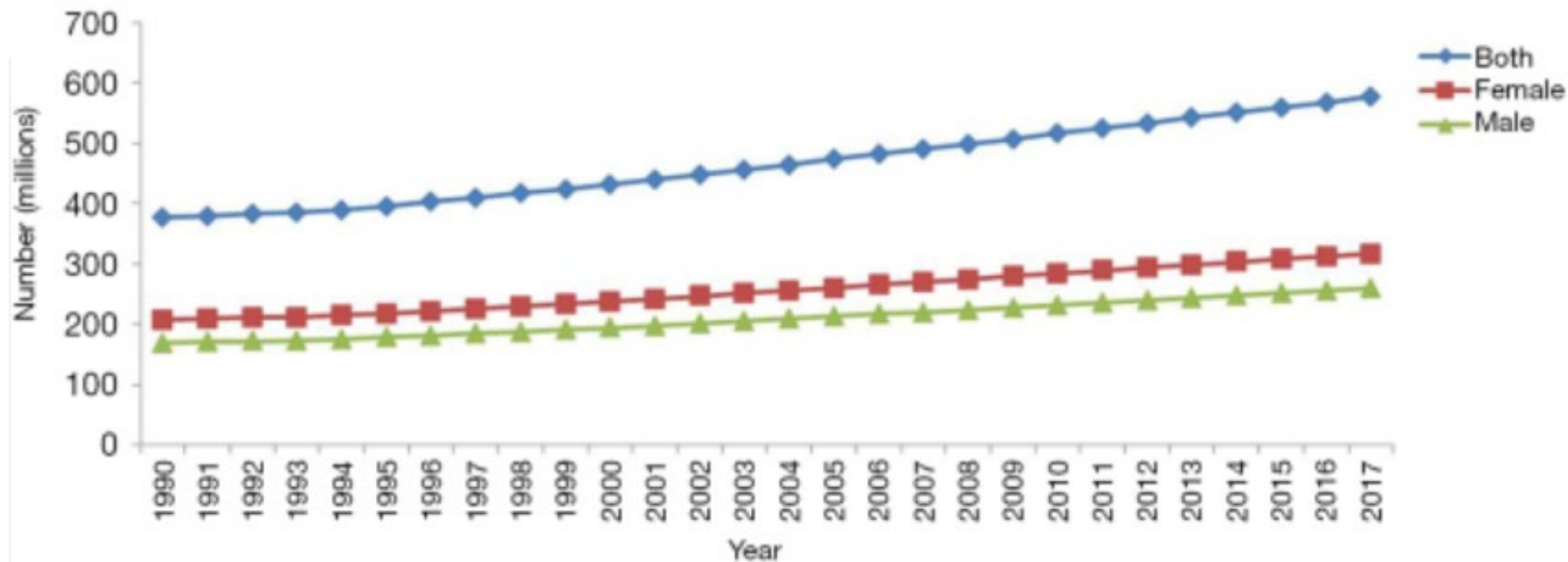


*Source: Older Americans 2012: Key Indicators of Well-Being. Washington, DC: Federal Interagency Forum on Aging-Related Statistics; 2012.*

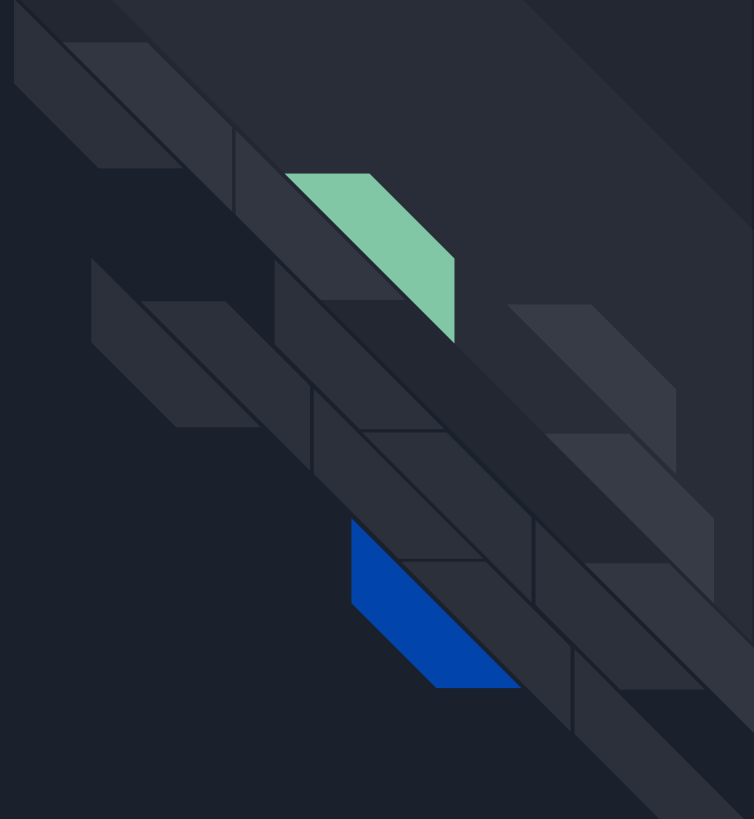


Source: UNDESA Population Division, Population Ageing and Development 2012, Wall Chart, 2012; UNDESA Population Division, World Population Prospects: the 2012 Revision, 2013

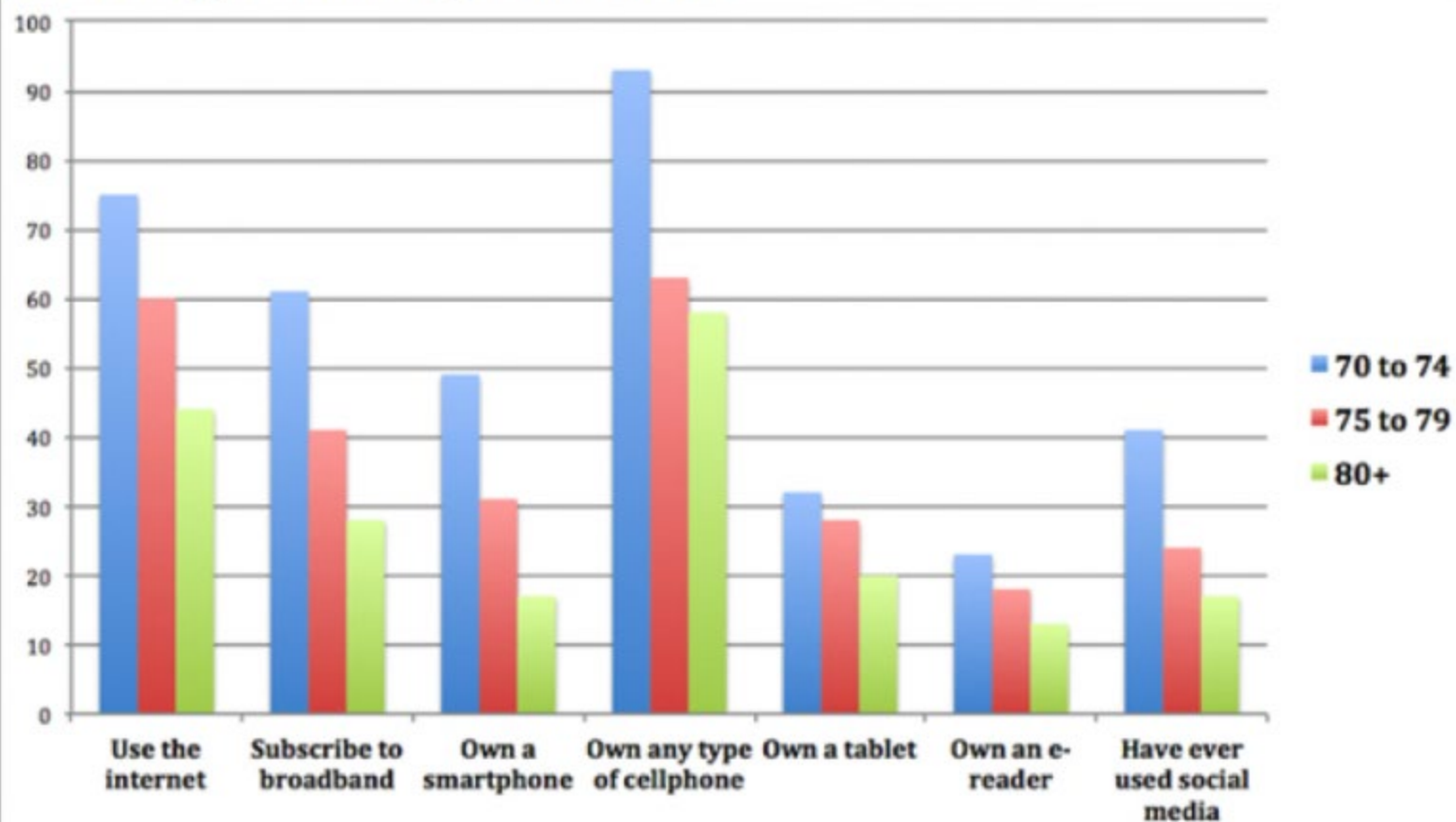
# Pain is also on the rise



How people obtain  
information has  
changed...



## Technology use among older adults





# Healthcare Marketing Statistics to Consider in 2021

- 94% of healthcare patients use online reviews to evaluate providers
- 84% of consumers trust reviews as much as personal recommendations
- 77% use search engines prior to booking an appointment

# New Marketing s/p COVID-19

Marketing now has the opportunity to seize an ongoing central role in that dialogue, thereby driving the organization's broader growth and innovation agenda.





# New Marketing

Therefore, the **main medium for connecting both companies and consumers is via online and digital marketing**. As most of the customers spend long time on mobile screen or online, this represented the fundamental way for communicating with them. The digital marketing techniques involve search engine optimization, email marketing, content marketing, social media marketing, social pay per click, and display marketing. An increasing demand for digital marketers and SEO analyst is also expected to occur in the near future. Consequently, live streaming and e-commerce are becoming gradually common during the pandemic of COVID-19 for online retailing and various businesses (Hamilton, 2020). The **shift from traditional media to online marketing** has also been noticed during COVID 19 pandemic.

# The Problem

A massive aging population of patients keeps growing daily.

An even steeper growth of chronic pain.

An even steeper growth of misinformation on the internet.

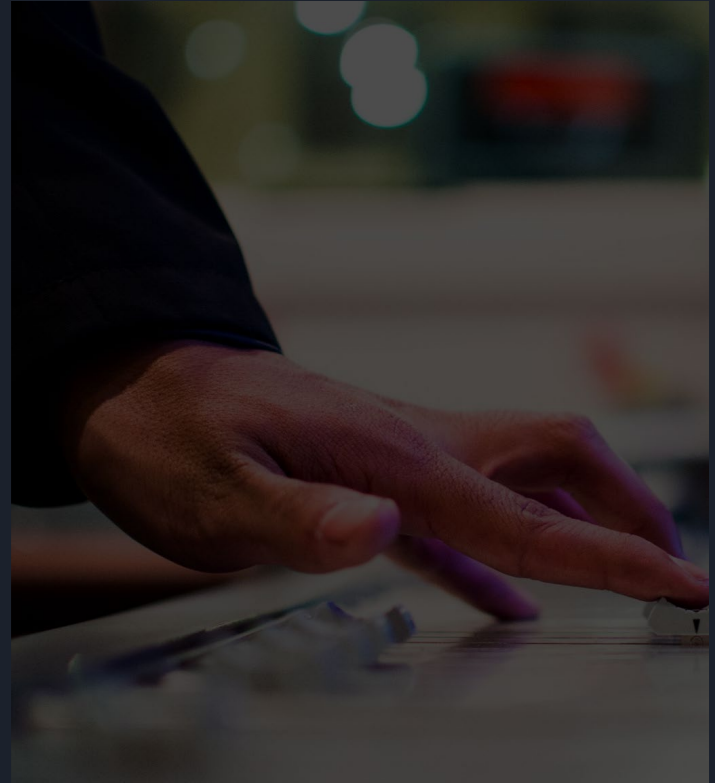




## The Solution

ABIPP Board Certification:

Using branding to help  
provide credibility





# ABIPP

AMERICAN BOARD OF INTERVENTIONAL PAIN PHYSICIANS

ABIPP was established to provide  
certifications in controlled substance  
prescribing, practice management, and  
interventional pain

**To advance the practice  
of interventional pain  
management and bring to  
the profession the highest  
quality possible in  
education in  
interventional techniques.**





# What is the value of Competency Certification?

Clinicians who study for and pass competency examinations can improve the efficiency of their medical practice to meet federal and state regulations. Certification proves that they have taken the necessary steps to deal with major areas of government scrutiny, which should be helpful if exposed to an audit or investigation by the OIG or DEA.

# Where is ABIPP Recognized?

## Florida

### Florida Board of Medicine Rule 64B8-11.001 – Advertising

Florida's Board of Medicine formally recognizes ABIPP as a specialty board, and authorizes ABIPP Diplomates to advertise as specialists in Florida under this rule on advertising.

### Statute 456.44 – Controlled substance prescribing law (HB 7095)

Pursuant to this law, "Board-certified pain management physician" means a physician who possesses board certification in pain medicine by the American Board of Pain Medicine, board certification by the American Board of Interventional Pain Physicians, or board certification or sub-certification in pain management by a specialty board recognized by the American Association of Physician Specialists or an osteopathic physician who holds a certificate in Pain Management by the American Osteopathic Association."

## Georgia

### Rule 360-3-.06 – Pain Management Protocol

The Georgia pain management protocol states: the Georgia Composite Medical Board "recognizes certifications in pain medicine or palliative medicine by the American Board of Medical Specialties or the American Osteopathic Association, the American Board of Pain Medicine and the American Board of Interventional Pain Physicians."

## Ohio

### OAC 4731-29-01 - Standards and procedures for the operation of a pain management clinic

Ohio code includes requirements regarding ownership and operation of pain management clinics. Physician owners must demonstrate certification in pain management or hospice and palliative medicine by the ABMS, AOA, BOS, ABPM, or American Board of Interventional Pain Physicians. There are significant additional requirements for physician owners who cannot demonstrate one of these Board certifications.

## Texas

The Texas Board of Medicine carefully reviewed all aspects of ABIPP's rigorous certification process and found them to be "substantially equivalent" to those required of ABMS member boards. As reflected on the Texas Board of Medicine's website, Texas Diplomates can now convey this well-earned certification to patients and for the purpose of advertising ABIPP credentials.

# Where is ABIPP Recognized?

## **Alabama**

### *Advertisement*

Board Certification may be listed in ads; does require that physicians avoid false or misleading claims of board certification. Must be clear to state the certifying board's name.

## **Alabama Pain Management Act**

### *Title 34, Chapter 24, Article 11*

The Alabama Pain Management Act was enacted to empower the Alabama Board of Medical Examiners with broad authority to regulate physicians who provide pain management services in the state. Among the provisions, the Act requires physicians providing pain management services to register with the BME and access the Alabama Prescription Drug Monitoring Program (PDMP). The Act also requires that pain management services be provided in a "practice location" that meets the Act's standards relating to ownership and operation. Every practice location must certify that it is under the direction of a medical director who meets the Act's training requirements, which include specialty certification in pain medicine by the ABMS, AOA, ABPM, and Board certification by the **ABIPP**.

# Where is ABIPP Recognized?

## **Kentucky**


### *201 KAR 9:250E – Registration and Oversight of Pain Management Facilities*

The regulation covers the Kentucky requirements for owning pain management facilities. The regulation imposes strict requirements for physician-owners or physician owner-designees who will actively practice medicine in the facility, to include an attestation that demonstrates current ABMS or AOA subspecialty certification in either pain management or hospice and palliative medicine or through certification by the American Board of Pain Medicine or **American Board of Interventional Pain Physicians**.

## **Tennessee**

### *1200-34-01-.09)(d) Training Requirements for Medical Directors of Pain Clinics*

Tennessee's Department of Health adopted regulations to improve the care provided in "Pain Management Clinics." The regulation outlines the requirements for physicians who serve as medical directors of a clinic, including board certification by the **American Board of Interventional Pain Physicians**.



# What is the breakdown of the ABIPP Part 1 - Theoretical Examination written exam curriculum?

Anatomy Physiology: 10%

Pharmacology: 10%

Psychology: 5%

Assessment of Pain: 5%

Diagnostic Testing: 5%

Pain Syndromes: 15%

Interventional Techniques: 15%

Non-Interventional Practical Techniques of Pain Management: 10%

Coding, Compliance, and Practice Management: 10%

Controlled Substance Management: 10%

Ethics: 5%



# What is covered in ABIPP Part II - Practical Examination?

Caudal epidural injections

Lumbar interlaminar epidural injections

Lumbar/sacral transforaminal epidural injections

Cervical epidural injections

Thoracic epidural injections

Lumbar/sacral medial branch and L5 dorsal ramus blocks

Cervical medial branch blocks

Thoracic medial branch blocks

Lumbar/ sacral facet joint nerve radiofrequency neurolysis

Cervical medial branch radiofrequency neurolysis

Thoracic medial branch radiofrequency neurolysis

Sacroiliac joint injections

Cervical sympathetic blocks

Lumbar paravertebral sympathetic blocks

Intercostal nerve blocks

Lumbar discography

Celiac plexus blocks (not Splanchnic nerve blocks)

Percutaneous epidural adhesiolysis

Spinal cord stimulation lead placement



# Ways to ABIPP Board Certification

## Certified in an ABMS Pain Medicine Board

1. Be certified by ABMS or AOA approved pain medicine specialty examination offered by the American Board of Anesthesiology, American Board of Physical Medicine and Rehabilitation, the American Board of Psychiatry and Neurology, or an equivalent Board of AOA
2. Fulfill unrestricted licensure requirements to practice medicine in the United States.
3. Have a professional standing satisfactory to ABIPP.
4. Successfully complete:
  - a. Certification in Practice Management and Controlled Substance Management.
  - b. ABIPP Part II Examination.

## Only Primary Certification from an ABMS Board

1. Be a diplomate of a primary specialty which offers pain medicine education and/or subspecialty certification in pain medicine and is approved by the ABMS or AOA. 2
2. Fulfill unrestricted licensure requirements to practice medicine in the United States.
3. Have a professional standing satisfactory to ABIPP.
4. PLUS MORE...



# Primary Certification Only

## Only Primary Certification from an ABMS Board

1. Fulfill the requirements of the continuum of education in interventional pain management as follows:
  - a. Completed an ACGME approved fellowship
  - b. OR 2 years of non-ACGME approved fellowship
  - c. OR practiced interventional pain management (practice involving interventional pain management at least < 50% of time for 4 years or full-time > 50% for 3 years.)
2. For candidates without an ACGME pain fellowship program:
  - a. A minimum of 150 hours of AMA Category I continuing medical education in the subspecialty of pain medicine and/or interventional pain management,
  - b. 30 hours devoted to cadaver workshops offered by an ABIPP approved workshop



# Primary Certification From an ABMS Board Only

## Only Primary Certification from an ABMS Board

1. For candidates with one year of non-ACGME accredited fellowship:
  - a. Practiced IPM 2 years of the full-time >50% of the time.
  - b. Teaching and/or practicing in IPM and **100 hours of continuing education credit hours**, including 20 hours of hands-on cadaver workshop hours.

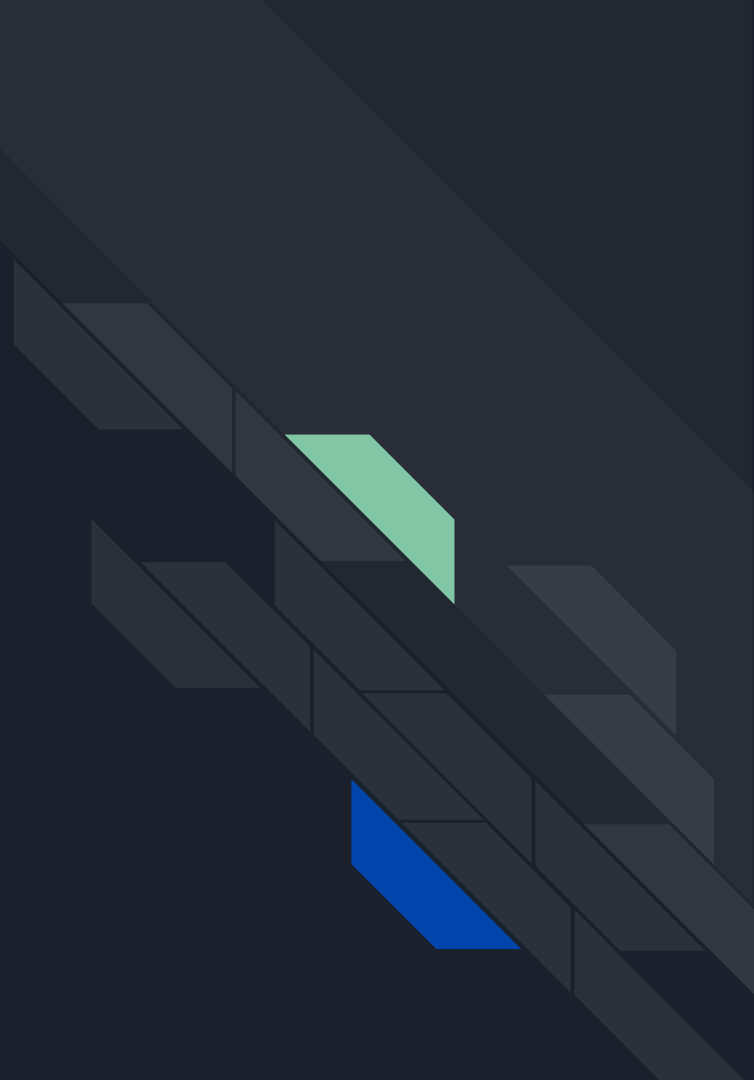


# Primary Certification From an ABMS Board Only

## Only Primary Certification from an ABMS Board

1. Applicants must successfully complete Part I to be eligible for Part II which will take place during the next examination period, approximately 6-12 months after the Part I examination.
2. Successfully complete ABIPP Part II Examination.

If you are not certified by a member board of the American Board of Medical Specialties (ABMS and AOA), you do not meet the eligibility requirements for board certification but may be eligible for competency certification.






# ABIPP Competency Certifications


The American Board of Interventional Pain Physicians (ABIPP) has developed certification programs that recognize accepted levels of knowledge and expertise in the interventional pain management profession, with the goal of improved patient care. Hundreds of qualified physicians have made the commitment to become ABIPP certified. ABIPP Certification is recognized in many states with other states in the progress.

ABIPP is a Specialty Board of the American Society of Interventional Pain Physicians providing certifications in the following IPM areas:

1. Interventional Pain Management
2. Regenerative Medicine
3. Controlled Substance Management
4. Coding, Compliance, and Practice Management
5. Fluoroscopic Interpretation and Radiological Safety



# Why is this important?



The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire.

Malcolm Gladwell

quotefancy



**Kamal Patel**

Pain Management at NeuSpine Institute

