



ASSOCIATION OF
OTOLARYNGOLOGY
ADMINISTRATORS

Get Certified Today!



CERTIFICATION IN
OTOLARYNGOLOGY
PRACTICE
MANAGEMENT

Presented by
the Association of Otolaryngology Administrators
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Certification brings experience and a level of motivation that other managers may lack. It also provides physicians with the knowledge that the individual has achieved a certain level of competence in his or her field.”

— Andrew E. Sutton, MD
Northwest ENT and Sinus Center | Marietta, GA



What Is the COPM Program?

The AOA provides members with the opportunity to earn the Certification in Otolaryngology Practice Management (COPM) through a formal pathway to certification. It represents the standard of excellence in today's otolaryngology practice manager.

Vision Statement

The Certification in Otolaryngology Practice Management (COPM), sponsored by the Association of Otolaryngology Administrators, is awarded to individuals who have demonstrated mastery of core competencies specific to otolaryngology. The COPM Certification signifies success in a leadership role and the ability to manage a practice in the most professional and resourceful manner.

Mission Statement

The Certification in Otolaryngology Practice Management (COPM) defines the standard of excellence in today's otolaryngology practice manager.

Benefits of Obtaining the COPM Designation

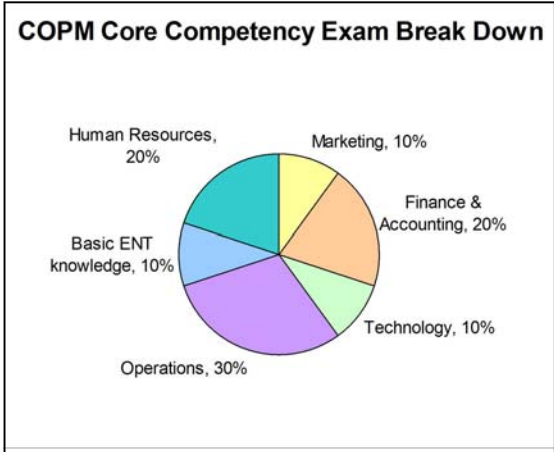
- Evidence of commitment to lifelong learning.
- Personal satisfaction and intellectual stimulation.
- Demonstration of your commitment to your profession.
- Recognition of your knowledge and experience while increasing your value to your patients, physicians and staff, as well as credibility to your peers.
- Professional development that increases knowledge of all aspects of otolaryngology management gained during pathway to COPM designation.
- Networking opportunities with those who share the COPM designation.
- Formal recognition of your accomplishment.
- Authority to use the COPM designation on letterhead, business cards and communications.
- A certificate attesting to your achievement.



COPM Core Competencies



The COPM examination is based on the knowledge required of an otolaryngology practice management professional. That knowledge base is specified within six topic areas designated as practice management “functions.” In addition, practice managers must recognize that each function is impacted by or relevant to the “conditions” under which practices are organized. Consequently, examination questions are written to assess an individual candidate’s knowledge in terms of practice management functions and the conditions associated with those functions. The examination is composed of 150 test questions based on the COPM Core Competency areas. Each examination offered is a different examination representing a new selection from the bank of test questions. The COPM Core Competency areas are listed below. The percentages designate the questions from each topic divided by the total questions that may be included in an individual examination.



Qualifications for Applying to Become a COPM

The COPM Board evaluates applications on an ongoing basis and a rolling acceptance will be continuous until the application deadlines. Points are awarded for management experience, responsibilities and education. Additional points are accrued by having membership(s) in AOA and other professional management organizations and by making contributions to the profession. The application can be scored for self-assessment of sufficient points.

In order to qualify as a candidate for the COPM Examination, an individual must have:

- Current primary or secondary membership in the Association of Otolaryngology Administrators;
- One year experience in otolaryngology practice management;
- A total of three years medical practice management (which includes one year in otolaryngology practice management);
- Current full-time employment in an otolaryngology practice management capacity (If applicant is currently unemployed, unemployment period must be fewer than 12 months from the date the application is submitted; and
- Responsibility and accountability for the successful management of an otolaryngology practice or group.



COPM Application Process

The COPM application requires a two-step process in which applicants:

1. demonstrate via a point system their broad range of experience in the field of practice management and
2. successfully complete a written essay explaining why they desire to become a COPM.

To qualify as an applicant, an individual must acquire a minimum of 70 out of 125 possible points. Points are assigned as indicated below within five specific areas of practice management:

- Experience in otolaryngology practice management — 35 points
- Management responsibility — 25 points
- Education and continuing education — 35 points
- Membership in professional organizations — 10 points
- Professional contribution to the field — 20 points

Applicants are not required to score in all areas to qualify for the examination. Specific information for determining and reporting earned points in each area is included in the candidate application.

Advisory Board

The COPM Board is the sole organizing body whose responsibility is to develop, implement and monitor the COPM program. A national Advisory Board for the COPM has been established to review and monitor this program. The Certification Advisory Board is composed of leaders in the field of otolaryngology administration.

Goals of the COPM Board

- Establish, implement and maintain national certification standards, policies and procedures for the otolaryngology practice management profession.
- Promote and implement professional credentialing and psychometric methods and procedures for certification in the otolaryngology practice management profession.
- Initiate and foster cooperation and collaboration with other otolaryngology-related organizations to promote and sustain excellence in otolaryngology.





The COPM exam will be administered annually, immediately preceding the AOA Annual Educational Conference, as well as through computer-based testing (CBT) at approximately 200 sites throughout the United States and Canada. For a current list of sites, visit <http://www.isoqualitytesting.com/mlocations.aspx>.

Application Term

Approve applications are valid for a two-year period. The candidate must meet the same qualifications during the two-year period.

COPM Recertification Program Policies

To maintain COPM status, COPM professionals must recertify every two years. Recertification is required every year if you leave the AOA for a different practice management position in a specialty other than otolaryngology and want to maintain your COPM designation. The recertification supports on-going practice management work experience and professional development. Recertification can be done through continuing education credits or retesting if preferred. Please refer to the COPM Recertification requirements and CEU form for complete details.

Prepare for the Exam

Each applicant should review the COPM Handbook, Content Outline and Suggested Reading list, all found at www.oto-online.org/copm. The AOA also has developed a new COPM Study Guide available for purchase. This comprehensive study guide is packed with materials and resources to use in preparation for the exam, including a timeline of what to study in the weeks leading up to testing. You also may study any other information that you believe will help you review sufficiently for the examination.





COPM Content Outline

I. Basic Otolaryngology Knowledge — 10%

- A. Knowledge of basic otolaryngology terminology
- B. Familiarity with basic otolaryngology procedures and protocols
- C. Familiarity with basic otolaryngology instruments
- D. Knowledge about otolaryngology practice triage
- E. Familiarity with customary otolaryngology patient services
- F. Anatomy
- G. Pharmacology relevant to otolaryngology

II. Finance and Accounting — 20%

- A. Practice generally accepted accounting principles (ex. GAAP)
 - 1. General ledger
 - 2. Cash flow
 - 3. Income statement
 - 4. Depreciation
 - 5. Balance sheets
 - 6. Accounts receivable
 - 7. Payroll
 - 8. Accounts payable
 - 9. Audit trails
- B. Study and evaluate operations and financial reports
- C. Prepare and monitor budgets
- D. Demonstrate an understanding of corporate structure and its tax implications
- E. Implement and coordinate accounting procedures
 - 1. Internal controls
 - 2. Protocols
- F. Develop a cost/benefit analysis
- G. Practice valuation (what one is, how to do one, who can do one)

III. Marketing — 10%

- A. Conduct internal and external customer satisfaction surveys
- B. Develop and implement a marketing plan
- C. Design, implement and monitor advertising and promotional programs
- D. Plan and conduct public relations programs
- E. Referral management and development
- F. Develop and implement a marketing strategy

IV. Operations — 30%

- A. Develop, prepare, analyze and monitor operational reports
 - 1. Productivity
 - 2. Financial
 - 3. Utilization
 - 4. Inventory
 - 5. Human resources
- B. Identify need, create and implement policies and procedures
- C. Identify, analyze and implement processes for practice improvement
- D. Develop, implement and monitor a compliance program
 - 1. Malpractice
 - 2. Policies and procedures
 - 3. Minimize legal exposure
 - 4. Patient relationships
 - 5. Employee relationships



6. Confidentiality: patients and employees
7. Patient records release
8. Regulatory compliance
9. Coding
10. Documentation requirements
11. Reimbursement monitoring
12. Supervision

- E. Establish and maintain external relationships (ex. vendors, third-party payors and referral sources).
- F. Develop, implement and monitor a business and/or strategic plan
- G. Manage and maintain property, facilities, equipment and supplies
- H. Design, implement and monitor organizational structure
- I. Design, implement and monitor managed care operations
- J. Establish and maintain fee schedule

V. Technology — 10%

- A. Analyze and manage Information Systems
 1. Computer systems
 2. Phone systems
 3. Telemedicine
 4. Electronic medical records
 5. Integration of systems (ex. LANS, WANS, etc.)
 6. Electronic billing
- B. Technology of IS
- C. Hardware and software
 1. System maintenance
 2. File maintenance
- D. Database administration

VI. Human Resources — 20%

- A. Develop and administer personnel policies
 1. Job descriptions
 2. Recruitment and hiring
 3. Retaining
 4. Training and development
 5. Discipline and dismissal
 6. Evaluation
- B. Formulate and administer compensation and benefit programs
 1. Salary and benefit surveys
 2. Physician compensation
 3. Incentive plans
 4. Insurance benefits
 5. Retirement benefits
 6. Other benefits
- C. Understand and comply with federal laws & regulations and guidelines pertaining to personnel (ex. OSHA, HIPAA, ADA, Equal Pay Act, etc.)
- D. Develop and facilitate communication skills and techniques

**Do you have what it takes?
Apply today!**

FAQs

Q: What do I need to do to become a COPM?

A: To apply to take the exam:

1. Download the COPM application from the AOA website, www.oto-online.org/copm.
2. Complete the application and submit it to the AOA office for review and approval along with the applicable fee.
3. The application is reviewed for eligibility, and the candidate is notified accordingly.
4. Qualified applicants may sit for the examination at either of the next two AOA Annual Educational Conferences or on a scheduled date over the next two years at one of the approximately 200 computer-based testing (CBT) centers throughout the United States and Canada.



Q: Who can I ask for help or guidance to concentrate my studies?

A: Other COPMs are participating in a Mentor Program. Contact the AOA Office or COPM@oto-online.org to ask for a COPM Mentor. This person will be available to answer questions and provide guidance to you on your pathway to certification.

Q: How do I know which areas I need to concentrate my studies?

A: Check out the AOA website and look for the COPM Self Assessment Test. It is a 30-question online quiz to give you some experience with the types of questions that are asked. At the end of the quiz, you will be scored and recommendations provided based on your performance and the core competencies.

Q: For the next exam, I am unable to attend the AOA Annual Educational Conference. Is there any way I can take the exam?

A: The COPM examination is also offered by computer-based testing (CBT) at approximately 200 sites throughout the United States and Canada. The CBT exam will be offered twice a year: April and October. For a current list of sites, visit www.oto-online.org/copm and select the “Test Center Information” link under Get Answers.

Q: If I have more questions, who should I contact?

A: You may visit the AOA website — www.oto-online.org — or contact headquarters at 412-243-5156 or COPM@oto-online.org.

Q: Why should I obtain the COPM designation?

A: The benefits of obtaining the COPM designation include:

- Professional and personal development
- The authority to use “COPM” in your title and on your letterhead and business cards, etc.
- Receiving a certificate attesting to your achievement
- Recognition within your profession
- Networking opportunities
- Competitive advantage when seeking employment
- Proof of your professional market knowledge

Q: I haven’t taken a test in several years. Any suggestions?

A: The Mentor Program can offer support while you prepare. The self assessment test can provide insight as to the subject matter you need to improve upon. Consult the recommended reading list for articles and books and consider purchasing the COPM Study Guide. You can also participate in an online study group, accessible from the COPM webpage.