

New Member Spotlight: Northwestern Emergency Physicians



Northwestern Emergency Physicians is a democratic, independent physician group based in Traverse City, MI. The practice supports 23 physicians and 11 advanced practice providers at three locations.

Excerpts from a conversation with Bill Chung, MD, President

Dr. Chung went to Medical School at the University of Michigan and completed his emergency medicine residency at the Henry Ford Hospital in Detroit, MI. After residency, Dr. Chung worked 5 years as an attending at Henry Ford. In 2002, he joined Northwestern Michigan Emergency Physicians in Traverse City. At Henry Ford, Dr. Chung served as the liaison with Detroit East Medical Control Authority. He continued working with EMS in Traverse City as the medical director of Northwest Regional Medical Control Authority from 2004-2016. He also served as the Chairman of the Department of Emergency Medicine from 2008-2010 and 2012-2017. In 2017, Bill became the President of Northwestern Michigan Emergency Physicians. During his time with the group, their main hospital partner, Munson Hospital, more than doubled its capacity until the coronavirus pandemic hit the region. Dr. Chung explained that in the beginning of the pandemic, their volume was down almost forty percent. Now, however, their volume has come back almost to full strength.

Dr. Chung learned about EDPMA through other members. Bill was looking for information about emergency medicine groups and was reaching out to other like-minded physician groups and came upon EDPMA. As he looked into the association, he quickly realized that EDPMA provided a lot of information that was useful for him and his team. While always keeping the highest quality of care and their relationships with their partners and the community at top of mind, Dr. Chung was also looking for business-oriented strategies for efficient and effective expansion planning. He needed to take into consideration all of the issues that emergency medicine physician groups must consider when thinking about expanding, including recruitment, compensation, scheduling, business management, hospital/partner relationships and more. In addition, Dr. Chung was aware of the many issues on the regulatory and legislative areas that needed his attention. Thus, he joined EDPMA and has been pleased to have made that decision.

Dr. Chung has found that the information EDPMA provides on a regular basis, the monthly Advocacy and Membership newsletters, the news and action alerts and other information keeps him informed on key topics. He appreciates that this information is sent to him (and other direct employees in the group) and he doesn't have to go to multiple organizations or websites to get a real understanding of the issues at hand. In addition, [EDPMA's Toolbox](#) resource provides specific templates for actionable steps to support his group. All of EDPMA's resources help expand their team's knowledge base and that is an important membership benefit for Dr. Chung.

Some of the key challenges Dr. Chung sees facing emergency medicine is surprise medical billing, COVID relief, and the Medicare Fee Schedule issue. Bill is pleased that EDPMA works on all of these issues, and many more, at both the state and Federal levels. He finds all of these issues are important to his knowledge, to improving his physician group and providing the highest quality of patient care.