



MAPA HOD – Profession Name Change Statement

Starting in 2018, AAPA HOD initiated a formal process of investigating a title change. They subsequently partnered with WPP/Landor, an internationally renowned market company, to research the impact of our name in our profession, as well as the advantages, costs, and ramifications of a proposed name change. This past November, the AAPA HOD received a day-long report of the title change investigation (TCI) with the full report being accessible to AAPA members here: <https://www.aapa.org/title-change-investigation/>

This represents an important landmark in the ongoing discussion of title change, and we expect that at both the national and state level there will be significant debate about the impact of this report. As your state organization, we are here to provide this information and best represent you as this discussion continues.

As a member of MAPA, **we want to hear your voice on the matter**. Your task is to vote on what, if any title change, should occur. We ask a two-part question:

Are you in favor of a title change?

If YES:

Which of the following proposed titles are you in favor?

- Medical Care Practitioner
- Physician Associate

There is no write-in option.

There are implications on a title change for each PA association financially and politically. ***While the MAPA HOD representatives will put forward a resolution reflecting our constituency's decision regarding a title change or not at the 2021 AAPA HOD, it is important to understand the following:***

- Should MAPA members indicate support of the title change and HOD delegates vote in favor of a title change, estimated costs at the state level will be thousands of dollars. Some estimates are over \$25,000. Some say \$100,000. While it should be a smooth transition, there are costs associated at the state level. The marketing company could not find any other association name change with associated costs to give any input.
- Should MAPA members vote in favor of a name change, we will need to divert our collective energy from our efforts at “optimal team practice” and devote time, political capital and finances to the name change. It could take several years to put the title change into effect at the state level.
- Should MAPA members indicate NO support for title change and HOD delegates vote AGAINST a title change, likely 2 issues will continue. First, an annual debate on a title change at the HOD, taking up time and resources. Second, our title will continue to be a gross misstatement of the professional services PAs provide. The marketing team felt strongly that across all stakeholders in their survey, what we DO every day is NOT reflected in the title “Physician Assistant”. We will continue to be in the position of describing and defending our profession.

In addition, it is important to remember that ***the final decision on the profession name change will be determined by the AAPA HOD vote in May 2021.***

MAPA will host three town hall style meetings to discuss your questions. We highly recommend reviewing summary documents on the AAPA web site, which will give the background and evidence for the title names recommended above.

Sincerely,

MAPA House of Delegates Representatives