AOA Update
Osteopathic Physicians and Surgeons of Oregon

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AOA President, 2010-2011
MWU/CCOM Dean, 2002-2018
We’ve got a lot to talk about!!

- Change!
- Profession Growth
- Affiliate Connections
- Osteopathic Impact/Awareness
- Single GME
- Board Certification Services
- Membership Value
- Decoupling Membership from Certification
- International Impact
- Future
Change

“the only place you can not be certain there will be change is...”
Profession Growth

- 115,000 DO’s in US
  - 300% increase in 25 years
  - 11% of all practicing physicians in US

- 30,000 osteopathic students
  - 1 in 4 medical students in US in DO schools

- 20% of all practicing physicians in US
  - By 2030

- 54% < 45 y/o

- 47% women
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<th>Life blood of the profession</th>
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<td><strong>Affiliate Alignment Task Force</strong></td>
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<td>Operational models</td>
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<td>Sustainable, scalable, responsive</td>
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<td>Governance</td>
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<td>Membership recruitment</td>
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<td>Education (CME marketing)</td>
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## Osteopathic Awareness/Impact

### Brand campaign
- Digital, social media, print advertising, paid search
- 650,000 searches for a DO
- >1 BILLION consumer impressions

### Research grants
- $1 Million research grants offered annually
- OM philosophy/practice, chronic conditions, MS injuries/prevention, pain management

### Voice on health care stage
- Seat at the table
- Governmental, private organizations, regulatory bodies
Single GME Accreditation

• Why?
  • 6600 DO graduates - 2018
  • 3100 DO PGY1 positions - 2018
  • Was no osteopathic presence in the ACGME system

• Where are we now?
  • 70% of ALL programs
  • 83% of Residencies
  • 9386 filled (AOA) positions
  • Net gain: 739 residency slots
Single GME Accreditation

• Still to apply?
  • Internships and fellowships

• Specialties
  • Anesthesiology fully in
  • Surgery specialties lagging

• Osteopathic Recognition
  • 70% students WANT O.R.
  • 15% with O.R. were ACGME-only
Board Certification Services

SINGLE GME = OPPORTUNITY!!

CERTIFICATION DESIGNED BY AND FOR PRACTICING PHYSICIANS

LEVERAGING TECHNOLOGY (PHONE APPS)

COST-EFFECTIVE CONVENIENT PHYSICIAN-FRIENDLY RELEVANT
Specialty Certifying Boards and Conjoint Examination Committees

The AOA’s 18 specialty certifying boards offer certifications in 29 primary specialties and 77 subspecialties.

FIND YOUR SPECIALTY
Member Value

- CME
- Certification
- Defense of licensure/practice rights
  - ONLY organization to advocate for DOs!!
- International practice rights
- Policy/payer advocacy
- Coding audit assistance
- Research grant funding
- Public awareness
- Lifestyle
  - Financial/insurance services
  - Travel/car discounts
Our Mission

You take care of patients.
We take care of you.

Serving as the professional family for more than 137,000 osteopathic physicians, the AOA works to advance the distinctive philosophy and practice of osteopathic medicine.

Why belong?

Get started here
Decoupling Membership from Certification

- Class action lawsuit settlement – August 2018
- Required decoupling
- AOA Board approved BEFORE the lawsuit
Decoupling Membership from Certification

TERMS

• Membership dues reduction $90/year
  • 2020
Decoupling Membership from Certification

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- Task force
  - address independent DO concerns
International Impact
• “Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure.”
  • Marianne Williamson