



AOMA 2016-2017 Value Proposition “Insurance for Your Profession”

The Arizona Osteopathic Medical Association (AOMA) thanks you for your membership and support making the Fiscal Year 2016-2017 one of the best ever. For 96 years, AOMA has been the voice of DOs, working on your behalf to protect and promote osteopathic medicine.

Thanks to the strong support of its members, AOMA has been recognized as a national and state leader of physician associations in professional development, advocacy, leadership, and public awareness of osteopathic medicine. This is a critical time for physicians as the only constant is change. AOMA membership is insurance for your profession and peace of mind knowing that we are working on your behalf and unwavering in our commitment to protecting your best interests.

AOMA RECEIVES TOP HONORS

AOMA achieved a historic and significant milestone in FY 2016-2017 receiving the American Osteopathic Association (AOA) Strategic Team Award and Recognition (STAR) prize for innovative activities to advance the osteopathic profession. AOMA stood out among state associations for its advancements in public policy, brand awareness, and revenue enhancement and expense control.

DOCTORS THAT DO – DO PUBLIC AWARENESS CAMPAIGN SHINES IN ARIZONA

In 2015, the AOA launched *Doctors That DO*, a national branding campaign to raise public awareness of osteopathic medicine and the unique brand of care DOs provide, and to motivate target audiences to choose a DO for their health care needs. AOMA took unprecedented steps working with the AOA to bring the *Doctors That DO* campaign to Phoenix, Arizona in Fall 2016. Thirty-five billboards were strategically positioned throughout Phoenix accompanied by a grassroots campaign to DOs. A special edition of the AOMA Digest was published celebrating the history and future of osteopathic medicine, and highlighting the campaign. AOMA provided daily social media support along with the campaign tool kit. The *Doctors That DO* campaign in Phoenix was an enormous success resulting in 76 million total impressions. Phoenix saw an 18.5 percent lift in website sessions and a 27.1 percent lift in “Find Your DO” searches from October through December 2016 compared to markets without the local advertising.



ASSOCIATION DEVELOPMENT & OPPORTUNITIES

AOMA is always looking for ways to strengthen the Association, build partnerships in the community, and engage members. Our goal is to provide the highest quality professional and personal support and opportunities.

- ✦ Provided 60 hours of continuing medical education in Phoenix, Tucson, and Flagstaff to more than 900 physicians, many were members who received a substantial discount
- ✦ Expanded online CME offerings
- ✦ Redesigned the AOMA website and social media making them more user-friendly and compatible with mobile devices
- ✦ Hired a full-time membership development manager to upgrade membership services and offerings
- ✦ Expanded AOMA Career Center to include practice partnerships and acquisition opportunities
- ✦ Relunched the Membership Services Committee to closely evaluate AOMA membership benefits and maximize return on investment





LEGISLATIVE AFFAIRS & ADVOCACY

The 2017 legislative session was exceptionally challenging for physicians, and AOMA stepped up its advocacy activities and increased resources to protect osteopathic medicine and patients.

- ✪ Led efforts to ensure legislation passed to continue the existence of the Arizona Board of Osteopathic Medical Examiners and Surgery, which was scheduled to sunset July 1, 2017
- ✪ Expanded marketing and organization of DO Day at the Legislature resulting in a historic turnout of 105 attendees, 35 more than the previous year
- ✪ Represented DOs and physician interests throughout a series of licensing board reform meetings resulting in less onerous and invasive changes
- ✪ Collaborated with the Arizona Medical Association and other physician associations on surprise billing reform efforts over a period of 8 months and more than 30 stakeholder meetings that included:
 - ★ Preventing benchmarking physician out-of-network rates
 - ★ Ensuring that physicians would be paid up front for expenses while billing issues are resolved
- ✪ Successfully advocated against significant scope of practice expansion for pharmacists to perform TB, rapid strep, and flu tests and prescribe prescription smoking cessation medications such as Chantix and Zyban without requisite education and training
 - ★ Negotiated terms to allow pharmacists to prescribe over-the-counter nicotine replacement medications and extend emergency refills of non-controlled medications
- ✪ Advocated against overreaching scope of practice expansion effort for certified registered nurse anesthetists to decrease “direction and presence” physician requirements and restore DEA numbers
 - ★ Supported the Arizona Medical Association compromise with CRNAs to reduce presence requirement, maintain direction but reduce liability, and restore DEA numbers limited only to surgical procedures under direction and presence of physicians and surgeons
- ✪ Successfully lobbied the Arizona Health Care Cost Containment System (AHCCCS) to include exceptions from the 7-day opioid initial fill limit for adults with conditions such as cancer or traumatic injury
- ✪ Continued monthly monitoring of Board of Pharmacy progress to upgrade the Controlled Substances Prescription Monitoring Program
- ✪ Led efforts to defeat scope of practice effort which would have allowed naturopaths to write medical exemptions from school immunization requirements for children
- ✪ Represented physician interests at the Industrial Commission of Arizona hearing on transitioning to an RBRVS fee schedule, issues included:
 - ★ Opposition to downward rate adjustments for surgery and specialty; argued for stop loss measures to mitigate reductions if necessary
 - ★ Supported measures to eliminate or reduce “silent PPOs” and ensure physicians receive at least 90% of payment from networks
- ✪ Supported budget proposal to use federal funds to draw down \$1 million of the Arizona Department of Health Services primary care loan repayment program
- ✪ Lobbied for expanded telemedicine for urology services, AHCCCS coverage of occupational therapy, and screening for Severe Combined Immunodeficiency in the newborn screening test
- ✪ Distributed more than \$13,000 in Political Action Committee donations to healthcare supporters
- ✪ Produced a series of advocacy training videos
- ✪ Established a health policy internship program

STUDENT & RESIDENT INITIATIVES

AOMA has several new initiatives and program enhancements for residents and students. AOMA views students and residents as equal partners with an equal voice and vote on the Board of Trustees, House of Delegates, Committees, and throughout the Association. Arizona is fortunate to have two outstanding osteopathic medical schools: Midwestern University Arizona School of Osteopathic Medicine (AZCOM) and the A.T. Still University School of Osteopathic Medicine (SOMA).

- ✪ Applied and received grant funding to expand the Clinical Case Competition and Poster Forum, as a result:
 - ★ Poster entries grew from 24 in 2016 to 54 in 2017
 - ★ Virtual poster presentations increased from 2 in 2016 to 12 in 2017
- ✪ Inaugurated the student-led *Dinner with Doctors* networking and mentoring event for students and physicians
- ✪ Launched the *Arizona Emerging Osteopathic Leaders Grants*, to financial assistance to residents who wish to take advantage of leadership opportunities and professional development



It was a successful year, but we need to sustain our momentum and build on our successes. Each year there are an increasing number of harmful public policies considered by legislators that impact osteopathic physicians, residents, medical students and patients of all ages. With your support, AOMA will be there to provide the leadership, advocacy, and resources to face these challenges. Please insure the future of osteopathic medicine: renew your membership or join AOMA today!