

Oregon Society of Physician Assistants
AAPA: Leading the Profession,
Supporting Your Career

Team-Based + Patient-Centered



That Was Then...



*1967: Duke University
First graduating class
3 former Navy corpsmen*

- In 1980, there were ~10,000 PAs in the workforce...
the PA profession has doubled in size every decade since.

This is Now

- Today, **86,500 certified PAs in the workforce**, > 100K have been certified over time
- ~ 7,000 PA students to graduate from 170 programs
- Another 62 PA programs are currently in the accreditation process
- The U.S. Bureau of Labor Statistics projects that PA will be the second fastest growing health occupation between 2008 and 2018.

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To Note...



- PAs are uniquely positioned to work in any variety of circumstances.
- Educated and credentialed as medical generalists allows flexibility to coordinate care and solve problems — particularly as we enter uncharted healthcare territory.
- Of the nearly 7,000 PAs entering the workforce annually, approximately 75 percent are women, joining a profession that is already more than 60 percent female.

Integrated Convenient Care Clinic



"I practice in Stroudsburg, Pennsylvania for Careworks Convenient Healthcare, a part of Geisinger Health System. Our clinic is located inside Weis Supermarket. We are completely integrated with Geisinger's electronic medical record so if we need to send someone to the hospital or to a specialist it is all connected. We work to coordinate care to make navigating the health system easier for the patient."

Ramon Torres, PA-C, AAPA Member

PA Profession Ranks High in Today's Economy

- Forbes.com ranked physician assistant first in its list of best master's degrees for jobs three years in a row
- CNNMoney.com ranked PA as number two on its "Best Jobs in America" list in 2009 and 2010...and in the top five for five years
- U.S. News & World Report ranked the PA profession as one of the 50 best careers of 2011
- Kiplinger's has named PA as one of its "great careers for your future"
- Median annual salary for PAs is \$90,000

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PAs & NPs – A Top Hiring Priority for Medical Groups

Data were collected November 2011 and January 2012 from 80 medical groups representing more than 14,500 physicians

| | Primary Care Physicians | Specialists |
|----------------------------------|-------------------------|-------------|
| Hiring <i>Significantly</i> More | 9% | 1% |
| Hiring More | 65% | 73% |
| Unchanged | 26% | 22% |
| Reduce | 0% | 4% |

Source: Managed Care, April 2012

The Changing U.S. Health Landscape

✓ **National reform environment**

- Value-based healthcare
- Consumer-centric health markets
- New competitive structures

Driving Forces of Reform

GNP • Health expenditures now 18% of GNP...growing to 20%

Spending • Medicare and Medicaid now 21% of federal spending ...growing to 25%

Uninsured • Uninsured now 51 million...growing to 55+ million . .

Bottom Line: Both market and government forces are driving reform

Supreme Court Upholds ACA



Affordable Care Act and PAs

Impact of PPACA on Physician Assistants:

- Recognized as one of three primary healthcare professionals in the U.S. today.
- Valued as a vital and growing component of the nation's healthcare workforce as medical practices and healthcare systems look to become more cost efficient, while maintaining quality in the delivery of services.
- Eligible for 10% bonus for primary care codes through Medicare.
- Allowed to order skilled nursing facility care for Medicare beneficiaries.

Affordable Care Act and PAs

Students and Future PAs

- Increased financial support through the National Health Service Corp's scholarship and loan repayment programs.
 - \$65,000 to over \$250,000 in debt
- **PA Educators**
 - Eligible for increased funding support through the Public Health Service Act's Title VII Health Professions Program.
 - Additionally, eligible for faculty loan repayment programs through the Title VII program.

Affordable Care Act

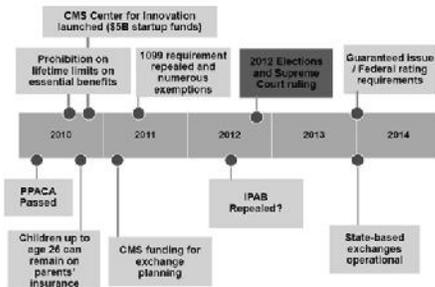
In 2014:

- Denial of health insurance coverage based on a pre-existing condition.
- An annual limit or lifetime limits on health insurance coverage.
- Gender discrimination in healthcare premiums.

Protection from insurers:

- Cancelling a policy without proving fraud.
- Denying claims without an appeal.
- Charging premiums that build more than 20% administrative costs (and less than 80% healthcare costs) into the fee.

Federal Reform Timeline



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Value-based Healthcare

Today: Fee-for-Service

Future: Fee-for-Value

Transactional Models



- Dermatologists
- Ophthalmologists
- Dentists
- Etc.

Episodic Care Models



- Orthopaedics
- CV Surgery
- General/ specialty surgery

Condition Care Models



- Oncology
- Diabetes
- Asthma
- Chronic/end-stage renal

Population Care Models



- Partial Population
 - Frail elder
 - High risk
 - Poly-chronic
- Full Population
 - Globally capitated models
 - Medicare shared savings ACO

Example Model Types

Comprehensive Care for Patients with Psychiatric Diagnoses

"I direct the PA and NP Psychiatry Fellowship program at Regions Behavioral Health System in St. Paul. Psychiatry has been the ugly step sister of medicine and it's time for that to stop. Psych patients are dying far too young because of their co-morbid medical conditions. PAs, with our strong background in medicine, can treat both medical and psychiatric diagnoses. Our strong commitment to the physician-PA team is what makes this model work."



Tracy Keiser, PA-C, AAPA Member

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Consumer-Centric Health Many PA Opportunities

"I want to improve my health."

"I want help making complex health decisions."

"I want simple, secure personal health information."

"I want convenient access to healthcare services."



Reducing Diabetes and Related Comorbidities

Under Dana's direction, St. Joseph's has developed an Institute of Behavioral Medicine — a pioneering effort aimed at reducing diabetes and diabetes related co-morbidities that brings together a multi-disciplinary team of medical providers and clinical researchers. The institute offers free weight training and classes in nutrition, exercise and tai chi. To date, 43 patients have lost a total of 600 pounds.



*Dana Green, PA-C,
Bangor, Maine*

The Changing U.S. Health Landscape

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New Competitive Structures

- Consolidation, integration and new entrants
- New models of care:
 - Retail clinics
 - Telehealth/virtual health
 - Specialized care centers
 - Mobile clinics
 - Home health

Emerging PA Roles and Opportunities

| Traditional PA Role and Opportunities | | Emerging PA Role and Opportunities |
|--|---|---|
| • Clinician | ➔ | • Clinician, care coordinator / "quarterback", quality czar, health IT leader |
| • "Cog" in the healthcare system | ➔ | • Central to healthcare reform / vital to patient experience |
| • "Supervised" by physician | ➔ | • Colleagues in integrated teams |
| • Individuals recognized more than profession by patients and other caregivers | ➔ | • Profession and individuals recognized by patients and other caregivers |
| • Personal performance hidden / bundled | ➔ | • Personal performance visible / highlighted / rewarded |
| • Fewer practice / occupational venues | ➔ | • Many practice / occupational venues |
| • Outside the policy-making process | ➔ | • Policy-making partner |

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Chief Medical Information Officer

Maureen Gaffney, PA-C, is the Chief Medical Information Officer and Senior Vice President of Patient Care Services at Winthrop University Hospital, Mineola, NY. As CMIO, she was tasked with implementing a hospital-wide EHR and subsequent quality and patient safety initiatives through the implementation of HIT that led Winthrop to receive the 2009 American Hospital Association Pursuit of Excellence Award and the 2009 HANYS Pinnacle Award for Quality and Safety. She has been named one of the top 25 Clinical Informaticists of 2010 by *Modern Healthcare* magazine.

What Does Transformed Health Look Like?

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Transformed Health

PAs will transform health in four ways:

- **Cost** – Reduced cost through preventative care and early clinical intervention
- **Quality** – Excellence in team based practice and leadership in care coordination
- **Access** – Improved access through innovative models and extending care to the underserved
- **Patient experience** – Humanizing medicine through patient-centered care

AAPA's Long View

Team-based, patient-centered medical care is the hallmark of the PA profession and a perfect fit for today's dynamically changing healthcare system.

This is Our Moment

For the PA profession to realize its full potential to transform health, strong leadership is required now more than ever.

Strategic Planning Goals

- Lead the PA Profession
- Focus the work of the organization
- Align resources with desired outcomes

**“Chance favors the prepared mind”
Louis Pasteur**

How Is This Strategic Plan Different?

1. A commitment to a full understanding of the wider world and gravity of the moment
2. An effort to engage widely
3. A willingness to think critically, impose criteria, and focus
4. Design, test, refine approach

The Changing PA

1.Changing demographics

- More women
- Younger
- First career professionals

2.Changing expectations

- Growth of the profession creates new needs
- More concern about work/life balance

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The Changing PA

1. Changing pressures

- New diagnostic and treatment options
- Evidenced-based medicine
- Reimbursement changes
- Compliance/Fraud and abuse concerns

2. Changing opportunities

- Growth in new positions
- More practice setting and specialty opportunities
- Evolving physician, PA and APN roles

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Vision and Mission

Our Vision for the Profession

PAs transforming health through patient-centered, team-based medical practice.

The Mission of our Academy

AAPA leads the profession and empowers our members to enhance patient health and advance their careers

AAPA's Values

- **Leadership and Service**
We inspire a shared vision to lead the profession, emphasize service to our members, and enhance PAs' ability to serve patients and their communities.
- **Unity and Teamwork**
We embrace the strength of our members and constituent and partner organizations to speak with one voice for the profession and work together to transform health.

AAPA's Values

- Accountability and Transparency**
 We listen, deliver results, take ownership for our actions and operate in an environment of openness and trust.
- Excellence and Equity**
 We commit to the highest standards and seek to eliminate disparities and barriers to quality healthcare.

AAPA's Strategic Commitments to the Profession in Partnership with our Constituent Organizations



- Foster PA Excellence**
 Promote and facilitate PA excellence through integrated professional development and coordinated advocacy



- Optimize PA Practice**
 Identify, evaluate and promote best practice models that increase PA impact on health, maximize PA value, and enhance PA Satisfaction

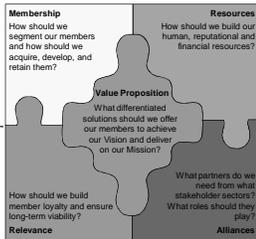


- Grow the PA Profession**
 Elevate PA roles, recognition and respect and support increasing the number and diversity of PAs

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Academy Initiatives

- Sharpen and Strengthen AAPA's Advocacy and the PA voice
- Research and Codify Insights into PA Needs, Roles and Value
- Develop Compelling PA Career Products, Services and Solutions
- Create Seamless Relationships with Constituent Organizations



- Build AAPA Strategic Alliances
- Build and Align the PA Foundation
- Capture certification maintenance opportunities
- Publish and Promote AAPA Practice Excellence Standards and Optimal Practice Models

How are We Creating Member Value

Leadership

Leading the profession on the forefront of policies, ideas, developments and systems that impact PAs

Advocacy and representation

Building and sustaining positive public opinion and a favorable regulatory environment

Career support

Supporting our members in making seamless career transitions and providing personalized expert consultation on key employment issues

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How are We Creating Member Value?

Education and professional development

Providing opportunities for learning, practice improvement, leadership enhancement and professional growth

Research and insights

Creating information on PA value and anticipating trends that impact healthcare and our members

Building community

Empowering PAs to connect, work together and learn from each other and **supporting the success of our constituent organizations**

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American Academy of
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Connecting PAs, Transforming Care

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**TRANSFORMING
HEALTH CARE
IS A BIG JOB.**

We should know. We're doing it every day.
