

***aapa*2022**

AAPA State Advocacy

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Learning Objectives

After this presentation, participants will be able to:

- **Describe how AAPA and state chapters can partner together on PA-positive legislative and regulatory changes.**
- **Understand some of the best practices – as illustrated by the Colorado Academy of PAs’ experience – in building support for a bill.**
- **List the resources and assistance that state chapters pursuing PA-positive legislation can receive from AAPA.**

State Advocacy Priorities

OTP

- Will continue to focus on OTP in states
- Carry over bills/continued efforts from last year

Professional Title Change

- Gearing up for state legislative campaigns
- Awareness building and resources for COs
- Support if states want to pursue legislative action

PA Interstate Compact

- Partner with FSMB and Council of State Governments (CSG) to introduce compact
- Introduce while challenges from COVID are still at the forefront

Optimal Team Practice

Remove

Remove the legal requirement for PAs to have a specific relationship with a physician or any other healthcare provider



Create

Create a separate, majority-PA board to regulate PAs or add PAs and physicians who work with PAs to the medical or healing arts board



Authorize

Authorize PAs to be directly paid by public/private insurers

Professional Title Change

Model State Legislation

An Act relative to updating the professional title and identification of physician assistants to physician associates

Be it enacted by the [Conform Preamble to local usage, e.g., Senate and House of Representatives in General Court assembled], and by the authority of the same, as follows:

WHEREAS, physician assistants (“PAs”) provide crucial health care services to individuals throughout the [STATE/Commonwealth] and the United States;

WHEREAS, PAs provide comprehensive health care services **[use state language about relationship with physicians or other healthcare providers]** in the [STATE/Commonwealth];

WHEREAS, the American Academy of Physician Assistants, also referred to as the "American Academy of PAs", or "AAPA", the national professional society for PAs in the United States, has changed its legal organizational name to the “American Academy of Physician Associates”; and

WHEREAS, the [STATE/Commonwealth] desires to change the professional title and identification of “physician assistant” in all statutes, regulations, and sub-regulatory guidance to “physician associate;” with **no change to the scope of practice** of such professionals under the laws of the [State/Commonwealth]; and

[OPTIONAL – defer to local use] WHEREAS, such confirmatory changes to the [regulations] shall be [non-substantive editorial changes], and no [use local nomenclature to the state Administrative Procedures Act] formal notice and comment rulemaking is required of such state agencies.

NOW, THEREFORE, *[Reference local licensing statute: Chapter 112 of the General Laws, as*

Professional Title Change

- **Legal and legislative process to change the profession's title**
- **Gearing up for legislative activity**
- **Will support state COs who want to pursue title change in 2023 in any capacity (awareness building, strategic advocacy planning, initiating legislation)**
- **Will also support COs as they change their organization's title**

PA Compact Legislation

1 PA LICENSURE COMPACT

2

3 Section 1. Purpose

4 In order to strengthen access to Medical Services, and in recognition of the advances in the
5 delivery of Medical Services, the Participating States of the PA Licensure Compact have allied in
6 common purpose to develop a comprehensive process that complements the existing authority of
7 State Licensing Boards to license and discipline PAs and seeks to enhance the portability of a
8 License to practice as a PA while safeguarding the safety of patients. This Compact allows
9 Medical Services to be provided by PAs, via the mutual recognition of the Licensee's Qualifying
10 License by other Compact Participating States. This Compact also adopts the prevailing standard
11 for PA licensure and affirms that the practice and delivery of Medical Services by the PA occurs
12 where the patient is located at the time of the patient encounter, and therefore requires the PA to
13 be under the jurisdiction of the State Licensing Board where the patient is located. State
14 Licensing Boards that participate in this Compact retain the jurisdiction to impose Adverse Action
15 against a Privilege to Practice in that State issued to a PA through the procedures of this
16 Compact. The PA Licensure Compact will alleviate burdens for military families by allowing
17 spouses of active duty service members to obtain a compact privilege based on having a license
18 in good standing from a Participating State.

19

20 Section 2. Definitions

21 In this Compact:

- 22 A. **“Adverse Action”** means any administrative, civil, equitable, or criminal action permitted by
23 a State's laws which is imposed by a Licensing Board or other authority against a PA,
24 including actions against an individual's License or Privilege to Practice such as censure,
25 revocation, suspension, probation, monitoring of the Licensee, or restriction on the Licensee's
26 practice.
- 27 B. **“Alternative Program”** means a non-disciplinary monitoring process approved by a

PA Interstate Compact

- **FSMB received a HRSA grant for 5 years to create and implement a PA interstate licensure compact**
- **AAPA is a leading stakeholder**
- **Draft Model state legislation has been drafted and currently under review by GRPA**
- **Will initially require seven states to adopt legislation to get started**

PA Licensing Requirements

Personal interviews for all applicants:

2016: 6 boards

2021: 0 boards

Physician identification required for licensure:

2016: 15 boards

2021: 5 boards

Letters of recommendation/other forms required:

2016: 21 boards

2021: 13 boards

PA License Requirements

Board approval of practice agreement:

2016: 8 boards

2021: 2 boards

Jurisprudence exam:

2016: 10 boards

2021: 8 boards

Direct board action – ratify/approve:

2016: 36 boards

2021: 23 boards

Developing an Advocacy Plan

Goals/Priorities	Organizational Considerations	Allies and Opponents	Targets	Tactics
				

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If you want to go fast, go alone.

If you want go far, go together!

Organizational Allies



Influencer Group Mapping

- **AAPA should engage influential policy and opinion makers as it continues to build its reputation in Washington, D.C. and in state capitals and expands public awareness.**
- **Identify and assess influencers who can deliver the most impact**
- **Based on their authoritative positioning and/or broad reach, influencers have the potential to help create a more accurate and favorable perception of PAs**
- **Also consider individual thought leaders**

Payers

Business and Industry Associations

Coalitions and Advocacy Groups

Health Care and Social Services


Research Organizations and Think Tanks

Organizational Opponents

Developing an Advocacy Plan

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Targets



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HOW AAPA CAN HELP?

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About

Events

Governance

Research

JAAPA

Jobs

DONATE



LOGIN

JOIN

CME CENTRAL

CAREER CENTRAL

MEMBER CENTRAL

ADVOCACY CENTRAL

NEWS CENTRAL

Advocacy Central

AAPA works to advance the profession and promote quality, accessibility and cost-effectiveness in patient-centered healthcare. Our advocacy engagement includes initiatives related to the federal, state and grassroots levels.

Become a member to gain access to all of the resources available under Advocacy Central.



Constituent Organizations



Federal Advocacy



Grassroots



Reimbursement



State Advocacy

Follow along as AAPA implements the physician associate title change



Issue Briefs

AAPA issue briefs cover a wide range of topics that are important to PAs and PA practice.



Optimal Team Practice

Provide quality care without burdensome administrative constraints.



PA-PAC

PA-PAC provides a means for PAs to participate in the political process on a national level.





CAPA Advocacy Case Study

Alyn Welchel, MSPA, PA-C

President CAPA

**Co-chair Governmental Affairs
Committee**



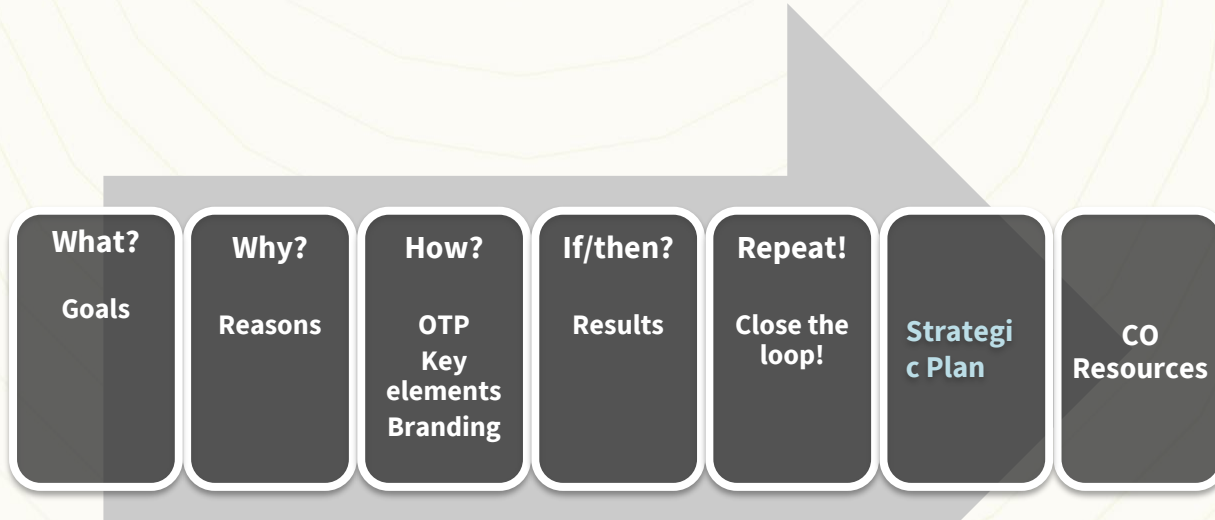
**WHO ADVOCATES FOR YOU AT THE
STATE LEVEL?**

What is Advocacy?

- If you could have everything you want - what would that look like for PAs in your state?
- What do the PAs in your state want?
- Where is your CO and where do you want to go?
 - Current state statute
 - Current rules
 - CO resources
- Practice inclusivity - new grad vs specialty change vs mid career vs seasoned
- Take your time - revisit priorities over and over again



Advocacy Process



- “All politics is local”
- All advocacy is personal!

Legislative Advocacy

HB21-1184

- Remove supervision and replace it with a period of collaboration for 5760 hours for new grads.
- Period of collaboration for changing specialties.
- Failed in Committee 5-8

2021

2022

HB22-1095

- Remove supervision
- 5000 hours collaboration for new grads
- 3000 hours for changing specialty
- Committee 10-1, House vote 28-35



Best Practice for CO Advocacy

- **Plan**

- Assess, reassess, reassess again
- Internal/External resources and opportunities
- Measure success
 - Reproducible
 - Sustainable
 - Evidence based



CAPA Advocacy Structure

- Established in 1976/~4,000 PAs in CO
- Well established lobbyist, with Frontline Public Affairs
- Fantastic relationship with Erika Miller, AAPA regional representative
- Experienced PAs on our leadership team - dedicated members
- Long history of legislative advocacy in Colorado
 - HB19 - 1095
 - HB20 – 1041
 - HB21 - 1184
 - HB22 - 1095



Time for OTP in Colorado!

Build Your Team

1. Dedicated legislative committee
 - a. Grassroots team base
 - b. Co-chairs - keep messaging on track, support
2. Lobbyist
3. CO management company
4. AAPA state advocacy team
5. CO support
6. Legal counsel
7. Organizations/stakeholders/patients



Build your internal Resources/Talent

Keep your external stakeholders close and your internal team closer

- Personally call every new committee member
- New member packet
- Offer to call new members after meetings
- Spend time education and welcoming teammates
- Allow a safe space to express frustrations and concerns, practice talking points - with bumpers



Internal Team Needs

- **Encourage participation in discussions**
- **Learn team strengths**
 - Strategy
 - Passion
 - Data
 - Social Media
 - Who is available for meetings - days off, etc.
 - Point person/small team for lobbyist
- **A good Lobbyist**
 - **Trust** - subject matter expertise and institutional knowledge.
 - Knows issues and history,, who supports/opposes, can articulate the arguments.
 - **Provide a Remedy, not a Sales Pitch**
 - Your eyes and ears!



External Resources

What does this bill do for them?

What are their concerns/problems and how can you help them?

Strive for the win/win

A word about stakeholder meetings

- *Opposing stakeholders are not your friends - keep your cards close*
- *Opportunities to connect, collaborate*
- *Listen - learn their strategies so you can alleviate concerns and develop more effective talking points*

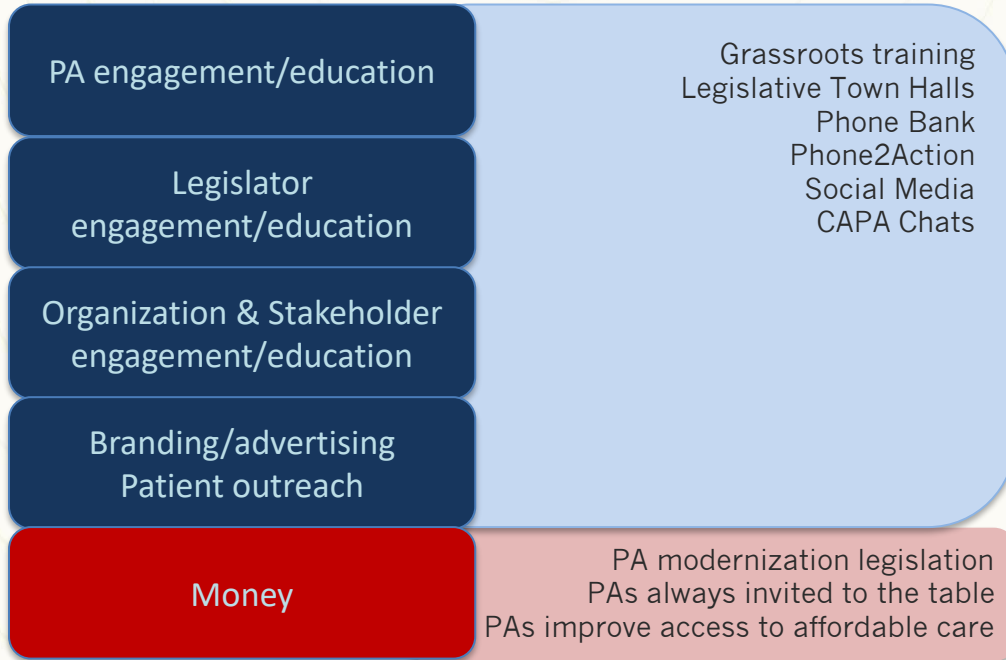


HB22-1095 Physician Assistant Collaboration Requirements Supporting Organizations

Axis Health System
Clinica Family Health
Colorado Academy of Physician Assistants
Colorado Association of Local Public Health Officials
Colorado Coalition for the Homeless
Colorado Community Health Network
Colorado Consumer Health Initiative
Colorado Rural Health Center
DispatchHealth
DocsWhoCare
Family Practice of Holyoke
Grand River Health
Gunnison Valley Health Family Practice
Gunnison Valley Family Physicians, Crested Butte
Gunnison Valley Hospital
Hazel Health
Healthier Colorado
High Plains Community Health Center
Inner City Health Center
Kit Carson Clinic
Kit Carson County Health Service District
Lincoln Community Hospital
MarillacHealth
Melissa Memorial Hospital
Mountain Family Health Centers
Northwest Colorado Health
Peak Vista Community Health Centers
Prowers County Hospital District
Prowers Medical Center
Pueblo Community Health Center
Rangely District Hospital and Clinics
River Valley Family Health Centers
Rocky Ford Family Practice
Salud Family Health
San Luis Valley Health La Jara Clinic
San Luis Valley Health-Alamosa
San Luis Valley Health-Conejos County Hospital
Sheridan Health Services
Southeast Colorado Hospital
Southeast Colorado Medical Clinic
Spanish Peaks Family Clinic
Spanish Peaks Outreach Clinic

Spanish Peaks Regional Health Center and
Veterans Community Living Center
St. Vincent General Hospital District
STRIDE Community Health Center
Summit Community Care Clinic
Sunrise Community Health
Tepeyac Community Health Center
Uncompahgne Medical Center
Valley-Wide Health Systems, Inc.
Yuma Clinic
Yuma District Hospital and Clinics
ZoomCare

Advocacy Needs



Building Advocacy in your CO

Empowerment

- New member packet
- Stakeholder prep/documents

Tools of the trade

- Grassroots training
- Legislative updates
- Partnership relationships

Support

- Continued training
- Communication templates
- Sustainability of the program
- Clear, simple communication



PA Engagement/Education

2020-2021

Successful Zoom Town Hall

2021-2022

Town Halls

CAPA Chats

Branded emails to members

Phone Bank

Social media

Respond ASAP to outreach

Student outreach



Legislator Engagement/Education

CAPA board and committee members - call your legislator

Grassroots Advocacy Training

Training handouts

Phone2Action

Call your legislator

Email legislator

Legislator meetings

CAPA at the Capital

Testimony - PA friendly legislation



Stakeholder and Organization Engagement/Education

Leverage CO relationships

Kaiser

Optum

Colorado Rural Health Center

PA specialty groups

Invite stakeholders to the table

Standard letter for Organizational outreach

Identify organizations who support PAs



Advertising and Money

Outreach media and reporters - control the PA message

Social media messaging

Letters to the editor

PAC vs Small donor fund



2021 → **2022** → **2023**

2021

Grassroot Training
Legislative Town Hall
Phone2Action
Relationship building

2022

see above
CAPA Chats
Phone bank
Branded emails to members
Social media
Press outreach
Organization outreach

2023

see above
Coalition with Healthcare professions and entities



PA SKILLSET FOR ADVOCACY

*Connection is built into our
profession*

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- Engage and listen
- Build the team
- Be kind & respectful
- Celebrate accomplishments and highlight individuals who reach goals

- Diagnosis/Assessment & Plan
- SOAP note format
- Safety first – Advocacy is #1 priority for PAs
- “see one, do one, teach one” - gift to work with such intelligent & adaptive people
- Do something – anything!



Goals for PAs

- Policy decisions require PA input at all levels
- Resource expert for multidisciplinary teams and healthcare policy
- PAs should always have a seat at the table
- Unique, distinct profession
- Modernize language, laws and perception (internal and external)
- Increase access to care
- Lead in the development of support infrastructure for PA workplace training
- Embrace the responsibility of what we are asking for



**MORE BEES
WITH
HONEY
Know
Thyself**

**THANK
YOU!**

www.coloradopas.org

Facebook: Colorado Academy of PAs

Instagram: colorado_pas

Also find us ON LinkedIn



AAPA Advocacy Resources

Erika Miller, J.D.

Director, State Advocacy & Outreach

North Central Region: CO, IL, IN, IA, MI, MN, NE, ND, OH, SD, WI

emiller@aapa.org

Advocacy Resources

Infographics and backgrounders

Grassroots tools

Communications support

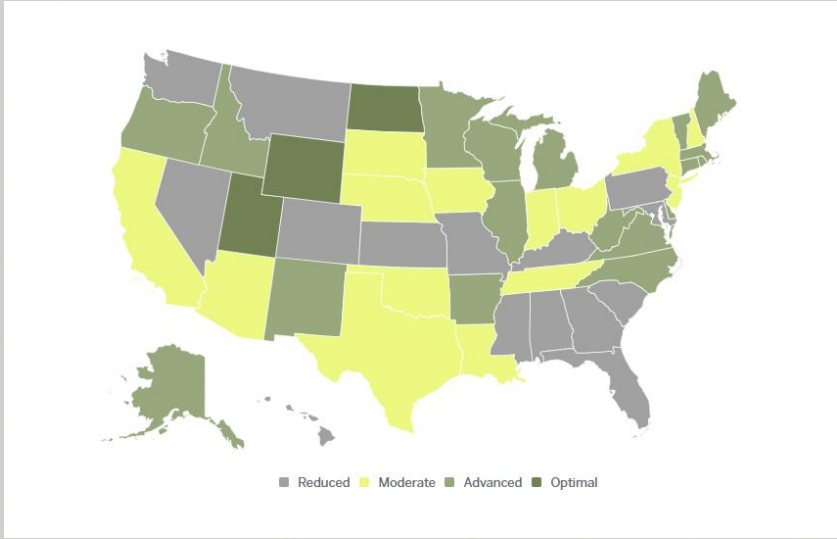
Huddle & CO leader calls

AAPA Research

AAPA SAO team

Infographics & Backgrounders

- aapa.org/advocacy-central/
- Issue briefs
- OTP resources
- PA practice maps
- Model state legislation
- State laws books
- Articles and reports
- aapa.org/what-is-a-pa
- **** Customized resources ****



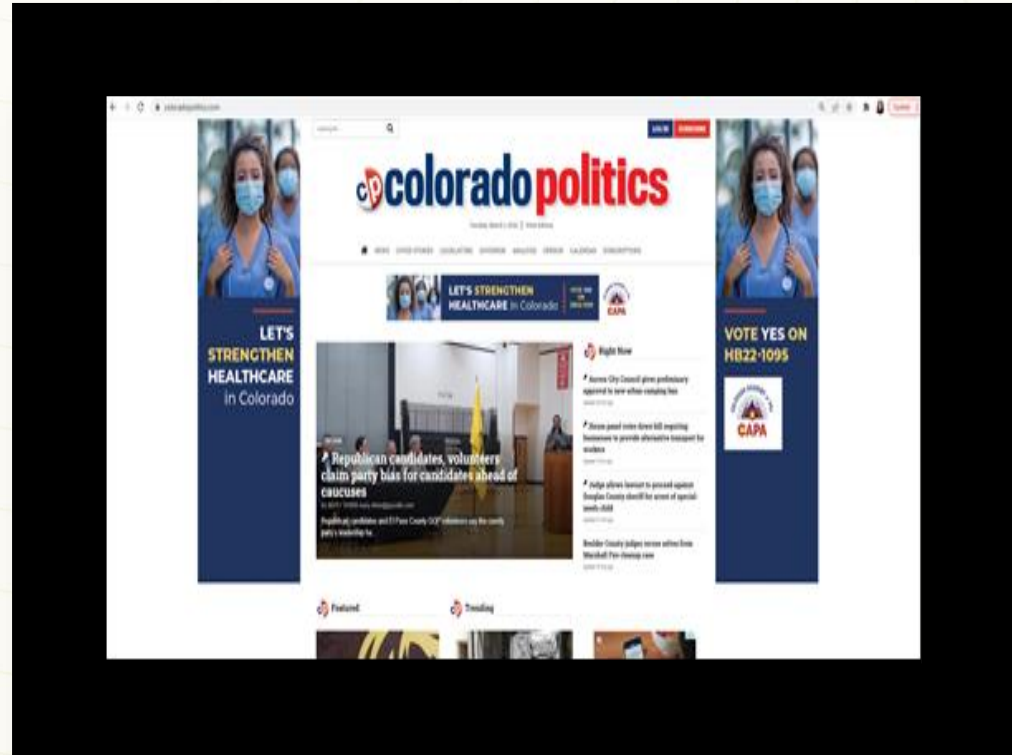


Grassroots tools

- **Capitol Canary (formerly Phone2Action)**
 - Provides an “action center” for your CO
 - Creates a link (or multiple links) you can disseminate so PAs and supporters can contact their legislators directly via e-mail, phone, or Twitter
 - Offers detailed reporting – and allows specialized control over message senders, recipients, and content
- **Aristotle**
 - AAPA uses this in partnership with state chapters – leverages our database of PAs and allows us to send an e-mail blast on your behalf
 - Can be used in conjunction with Capitol Canary links

Communications support

- Op-eds/letters to the editor
- Earned media
- Beekeeper Group/Care2
 - Advertising
 - Connect with local advocates



Huddle & CO leader calls

- **AAPA Huddle message board**
 - huddle.aapa.org/home
- **CO leader roundtable calls**
 - Quarterly
 - Various topics – often related to advocacy/comms



AAPA Research



aapa.org/research/



Bibliography and
resources



Grant funding
opportunities



Research/SAO
partnership

AAPA SAO Team

- Your greatest advocacy resource!
 - Northeast Region: Carson Walker, JD
 - Southeast Region: Stephanie Radix, JD
 - South Central/Western Regions: Shannon Morey, JD
 - North Central Region: Erika Miller, JD

