

A Guide to the PA's Go Beyond Brand for PAs and PA Students



AAPA developed the PAs Go Beyond brand in 2022 to showcase the high-quality patient care PAs provide and the value they bring to the nation's healthcare system.

Below you will find talking points to use when discussing both your individual experience as a PA and the overall contributions of your profession.

For more details and free resources for PAs and Constituent Organizations, visit [PASGoBeyond.com](https://www.pasgobeyond.com).

The Definition of a PA (revised 2022)

PAs (physician associates/physician assistants) are licensed clinicians who practice medicine in every specialty and setting. Trusted, rigorously educated and trained healthcare professionals, PAs are dedicated to expanding access to care and transforming health and wellness through patient-centered, team-based medical practice.

What Is a Brand?

A brand is how an organization or group is perceived by those who experience it. The “PA brand” is experienced by patients, healthcare colleagues, legislators, and others. It's much more than just a professional title or a logo – it's understanding what PAs can do, what they stand for, and what they bring to healthcare.

What Is the PAs Go Beyond Brand?

The PAs Go Beyond brand is about giving patients the confidence that they are receiving high-quality, personalized healthcare from an expert provider who cares about them as an individual. The brand focuses on several qualities that make PAs unique, all of which fall under the umbrella of “going beyond for patients.”

PAs Go Beyond for patients by:

- Making a human connection with each patient, listening to their concerns, answering their questions, and connecting with them on a deeper level
- Learning all they can about the latest research on a patient's condition and then explaining it in a way the patient can understand
- Becoming an expert in their specialty or area of practice and becoming an expert on each patient – their condition and who they are as a person
- Providing high-quality care and collaborating closely with other members of the healthcare team
- Practicing in one specialty or transitioning among them over the course of their careers, which can address provider shortages and increase patient access to care
- Being advocates for all patients, including vulnerable populations
- Focusing on public health in their communities

Talking Points: How PAs Go Beyond for Their Patients

Going beyond means PAs always put patients first.

In every healthcare situation, patients are the priority. We don't just see a disease or condition – we see each patient for who they are as a person. We listen closely, making sure we understand their individual needs and concerns.

PAs know what to do – and we help patients understand why.

We are up to date on the latest in medicine and stay current by taking 100 hours of continuing medical education (CME) every two years. We take time to educate our patients about their health and answer questions about their diagnosis, treatment, and prognosis.

PAs lead with expertise and follow through with a human connection.

We strive to be experts in our specialty or area of practice by exploring the latest research and clinical advancements that might help our patients. And we also want to become experts on each patient by getting to know who they are as a person. What is their background? What are their beliefs? What are their struggles? That human connection is how we approach patient care.

PAs provide quality care—and we're transforming the healthcare system.

Research has shown that PAs provide high-quality care and that they are a crucial part of the solution to our nation's healthcare provider shortages. We can choose to practice one healthcare specialty or transition among them over the course of our careers, which shapes our unique, integrated approach to patient care. PAs respect the contributions of all healthcare professionals and believe that team-based medicine delivers the best results for patients.

PAs advocate for patients and improve the health of entire communities.

We are committed to providing preventive care so that we can identify and treat problems early. We are also dedicated to improving public health in our communities, especially in the areas of obesity, diabetes, nutrition, and mental and behavioral health. In addition, many of us serve vulnerable patient populations such as the LGBTQ+ community, veterans and active-duty military, and incarcerated or homeless patients.

How Can You Represent the PAs Go Beyond Brand?

Simply by being a PA, you are living the PA brand every day. The PA brand is reflected in those very personal and caring interactions you have with patients that leave a lasting impression. These stories are powerful tools to educate the public about the critical PA role in healthcare.

AAPA is committed to helping you share your personal story. Here are some opportunities to do so, while elevating the profession's visibility:

- **Participate in conversations as a thought or opinion leader** – whether at a forum, on a nationally recognized panel, or through published content – to represent the profession on a body of work that will impact healthcare policy.
- **Collaborate on research** that provides insights into how PAs are impacting top healthcare concerns such as workforce challenges, the need for more primary care providers, and the rise in mental health concerns.
- **Share stories with the media** about successful patient outcomes that demonstrate compassion and human connection.
- **Be a PA representative on a panel of experts** at a healthcare conference, showcasing PA perspectives and experience in delivering high-quality care to patients.
- **Engage with a social media influencer or entertainer who is a patient** willing to tell a story about how their PA was a true partner in wellness.
- **Partner with organizations and corporations** to amplify PA voices within their networks.



For more opportunities, check out the AAPA Volunteers page at aapa.org/volunteer.

To share a personal story with AAPA about how you are going beyond for your patients, email us at PAsgoBeyond@aapa.org.



Visit PAsgoBeyond.com