

Collaboration over Competition

How strategic partnerships can make an imPAct

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Disclosures

The presenter has no relevant financial or non-financial relationships to disclose

About the Speaker

Raquelle Akavan, MS, PA-C

- Wife, Mom, and PA Educator
- Surgical PA x 10 years
- Founder of the AAPA CO's
 - PA Moms
 - PAs for Women Empowerment
- Innovative leader, always thinking outside the box.




PA Moms

PA Moms was the winner of the 2021 AAPA Outreach & Advocacy Awards for:

- Fundraising
- Education
- Strategic partnerships
- Diversity, equity, and inclusion
- Beyond working with AAPA and the PA Foundation, **PA Moms connected with dozens of organizations across various health care specialties since becoming a Constituent Organization in 2020.**





**Synergy – the bonus that is
achieved when things work
together harmoniously.**

Mark Twain

quote fancy

Learning Objectives

- Define a strategic partnership
- Recognize benefits of strategic partnerships and why they are important
- Types of strategic partnerships
- Interpret how to identify potential partnerships
- Apply steps to creating a successful strategic partnership



Strategic Partnership Definition

What is a strategic partnership?

Strategic partnerships are **relationships between two or more organizations** focused on creating joint value **with overlapping or complementary products or services** that aim to achieve a **mutually beneficial result**.

<https://partnerstack.com/glossary/strategic-partnerships>



Ask the Audience!

**Does your organization have any
strategic partnerships?**

Benefits of Strategic Partnerships

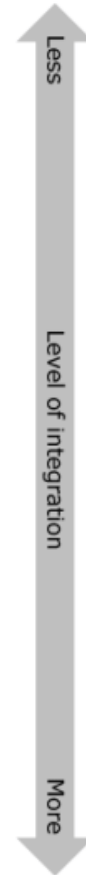
Key Benefits:

- Diversify income streams
- Brand recognition
- Improve your reputation
- Reach new audiences
- Expand membership base
- Joint member benefits



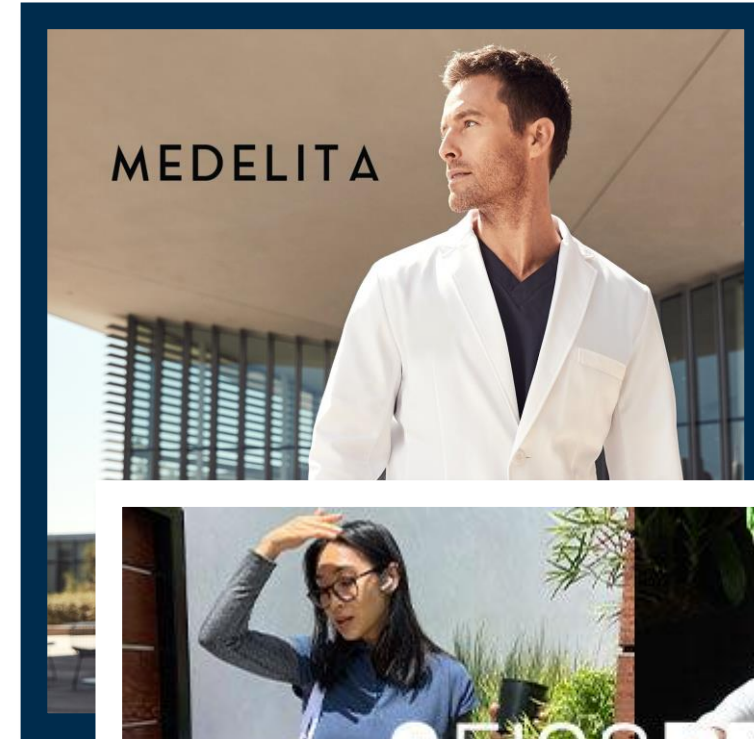
Types of Strategic Partnerships

- Affiliate Programs
- Associations/Coalitions
- Joint programming
- Shared Services
- Legal Merger



Affiliate Programs

- An agreement between two organizations or individuals to jointly promote each other's products/services
- Can be done with ambassador programs where an organization pays people from their audience to market their brand.



Associations/Coalitions

- Organizations that voluntarily joins forces with another to move toward a specific goal over time
 - A shared goal to achieve a measurable change
 - Usually for social causes

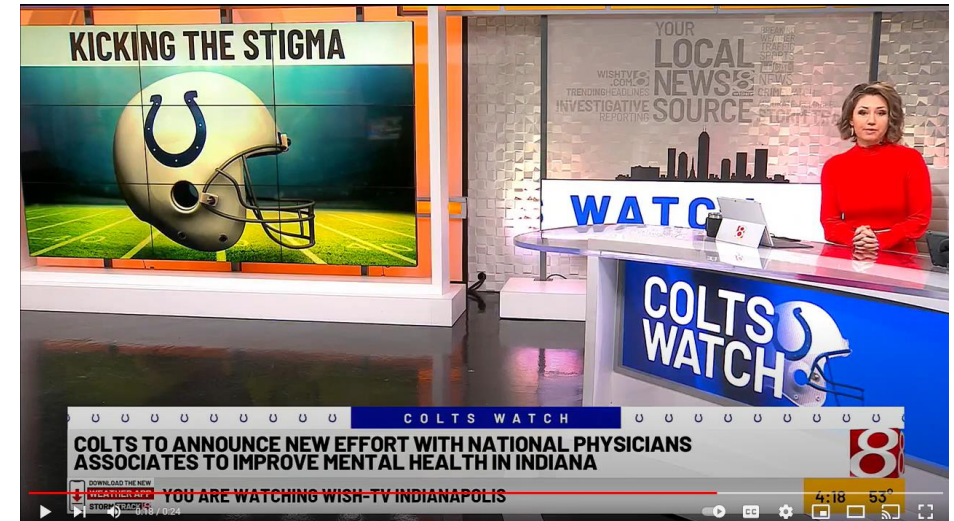


AAPA and Indianapolis Colts Join Forces to Combat Mental Health

Jeanelle Jacobs



What do the Indiana Colts football team and American Academy of Physician Associates (AAPA) have in common? Both want to raise mental health awareness, education, and access to care.



Joint Programming

- When two or more organizations engage in joint programming together to expand their membership, customer reach, or common cause

America's Opioid Misuse Epidemic
Know the Facts

National PTA
everychild.onevoice.®

AMA
ALLIANCE

Connecting Physician Families for Healthier Communities

Shared Services

- Jointly hiring a third party or agreeing to share an existing resource to provide services such as accounting, marketing, IT, or office space to consolidate administrative functions.
 - Ex: When medical practices share office spaces.



Legal Merger

- When two organization combine into one
 - Legal Affiliate
 - Integrating one organization into another
 - The creation of a new entity



Strategic Partnership Examples

Did you know that these are successful partnerships in our industry?



March of Dimes and HCA Healthcare

HCA Healthcare's partnership with the March of Dimes, supports March of Dimes through participation in the **March for Babies events**, as well as **their utilization of the March of Dimes NICU Family Support materials in their hospitals**, increases their impact on the lives of moms and their families.



American Cancer Society and Sleep Number

American Cancer Society (ACS) and Sleep Number have formed a long-term partnership to embark upon foundational sleep research, informing the first-ever sleep guidelines for cancer. Through a multi-year partnership, ACS will conduct research with **contributions from Sleep Number's proprietary** sleep data and sleep expertise **to identify the impact of quality sleep on cancer prevention and recovery**, leading to improved sleep outcomes for cancer patients and survivors.



AAPA and the CM&F Group

CM&F has been partnered with the AAPA for over 20 years as the trusted provider of insurance protection for PAs' assets and careers. Since 1947 CM&F Group has been dedicated to protecting millions of healthcare professionals. CM&F malpractice insurance products cover all methods of patient care delivery – in-person or virtual via telemedicine – within scope of practice according to relevant laws.



Strategic Partnership Examples Cont'd

Did you know that Smaller organizations can also benefit from strategic partnerships?

PA Moms chooses medically related companies to partner with who share a similar mission/values



CMEfy

CMEfy provides PA Moms with CME for short video lessons and posts/conversations happening in our membership community. This does not replace CME activities but enhances them with reflective learning.

PA Moms and CMEfy have partnered to bring these reflective learning opportunities to case discussions and conversations where learning is already happening.



PAVMT

Partnered with PAVMT to deliver CMEs to a broader Audience. One Case, Three Perspectives.

PAVMT currently uses this CME as part of their enduring content



Humerus Med

Partnered with The Humerus Med (a brand created by a PA Student Haley Diaz)

- The Humerus Med Designed the SuPAHuman sweater with PA Mom's Breast cancer awareness logo on it and all proceeds were donated
- PA Moms created a fund in Honor of Dana Cafaro, PA-C who lost her battle with Metastatic breast cancer in June 2021. Raised over \$1400 and Donated to **Metavivor**. October 4-November 4, 2021.

Strategic Partnership Examples Cont'd

Did you know that Smaller organizations can also benefit from strategic partnerships?



American Cleaning Institute x PA Moms x PA Foundation

PA Moms partnered with the PA Foundation to help The **American Cleaning Institute** with their Packets-up Campaign **for National safety Month**. This Campaign's goal was to help educate families on the importance of safe use and storage of common household cleaning products in homes with children.

- PA Moms posted on our blog and all social media channels.

<https://www.pamoms.com/packets-up/>



Medelita

In 2020-2021 we work with Medelita as a brand ambassador and donated commissions made to Women in Philanthropy (WIP) PA Foundation.

Medelita provided our members a discount and

All proceeds are used to give back to the PA profession and our organization.



American Heart Association (AHA) Go Red for Women

PA Moms started a fundraiser and awareness campaign with AHA to advocate for more research and swifter action for women's heart health.

AHA gave PA Moms a landing page on their website to fundraise and showcase our community member's personal stories of overcoming heart disease.

Click on the link for our full fundraising site or text "PAMOMSGORED" to 71777

[Link to ongoing Mobile fundraiser page](#)

Group Question

What are your sources of income at your constituent organization?

Steps to creating a successful partnership

1. Identify key reasons YOUR organization can benefit from a partnership
2. Shortlist potential partner organizations
3. Identify key points of contact and potential networking partners
4. Review for common organizational mission and values
5. Document/Ready your positioning and pitch
6. Engage in an open discussion with both parties
7. Negotiate the terms of the partnership
8. Document deliverables and how to measure success
9. Develop, establish, and review a contract that is mutually beneficial
10. Get entire team involved and LAUNCH
11. Focus on growth, measure and evaluate on a regular basis



How to identify potential partnerships

There are multiple ways to identify potential partnerships, these include:

- Exploring your network
 - Social Media
 - Conferences
- Organizations with complementary services or products for your members (AAPA and CM&F group)
- Find partners with similar mission and values



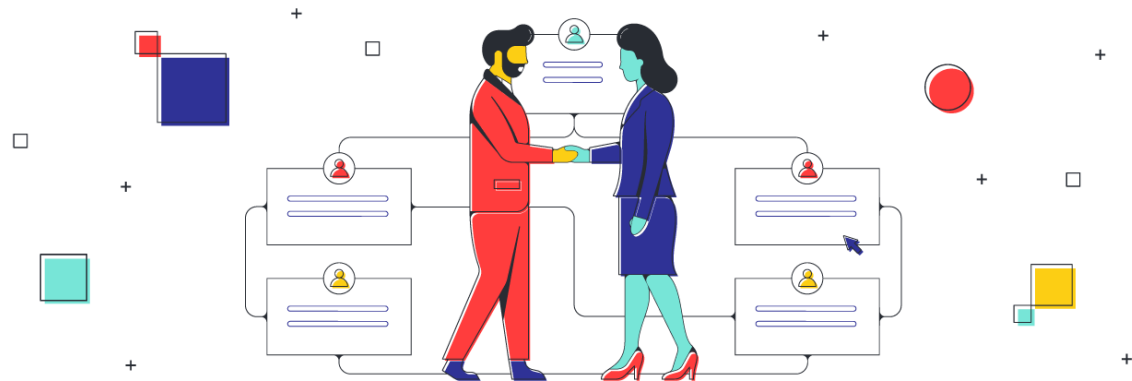
Outreach Email/Communication

- **An introduction:** Who are you? Why should this organization/individual pay attention to your email?
- **A compliment or recognition:** Why did you choose them as a potential partner? What do you like about them or their work? Why/how do your values or mission align?
- **A request:** What do you want them to do for you?
- **An offer:** What will you do if they fulfill your request?
- **A conclusion and call to action:** What should they do if they want to discuss the partnership further?



Establishing shared goals

- Successful partnerships set a clear foundation for a business relationship which includes accountability, using metrics to gauge success.
 - Transparency during negotiations
 - Ensuring everyone is using the same measures of success
 - Be flexible as your partner or you may evolve over time



Get entire team involved

- It is common for team leaders to be involved in the direct negotiations, but it is vital to engage the entire team in order to cultivate a successful partnership
- Keys to a healthy partnership are:
 - Trust, collaboration communication, and compliance with each other.
 - If both partners are open to new ideas and creative avenues, it will give you the edge that you need to grow.



Group Question

Workshop – Identify 3 potential needs of your organization that a partnership will help fulfill and identify 1 potential partner?

Key Takeaways

- A **strategic partnership** is a relationship between two or more organizations with overlapping products or services that are mutually **beneficial to both parties**.
- Partnerships can take several forms, including affiliate programs, associations, joint programming, shared services, or a legal merger.
- **Key benefits** include: diversified income, brand awareness, increase in audience and membership, shared benefits.
- Partnerships can be formed across large corporations and non-profit organizations, with many examples in our industry.
- A successful partnership requires **shared goals**, willing partners, and mutual terms that are well-documented.
- **Leverage your network**, both online and in person conferences (like this one), to identify and establish new partnerships.
- **Focus on growth** - longstanding partnerships take active communication, measurement, and a continued commitment to growth and celebrating successes across organizations.



Constituent Organization Awards

- Please consider applying or nominating a constituent organization for the CO Outreach and Advocacy Awards
- <https://www.aapa.org/about/aapa-awards/co-awards/>
- Applications will be open in October 2022!



**LEADERSHIP
AND
ADVOCACY
SUMMIT**
LEAD. ENGAGE. INSPIRE.

Closing Information

Thank you!

Get in touch:

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Resources

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