



AMERICAN
OSTEOPATHIC
ASSOCIATION

HELLO, HAOPS!

William S. Mayo, DO, FAOCO
President, American Osteopathic Association

March 26, 2019



AMERICAN
OSTEOPATHIC
ASSOCIATION

DISCLOSURE

William S. Mayo has no conflicts to disclose.

Learning Objectives

1. Articulate how osteopathic medicine is growing and changing in response to an evolving healthcare landscape.
2. Identify how the American Osteopathic Association is strategically positioning the profession to anticipate, respond to and thrive.
3. Describe how AOA is meeting the needs of an increasingly diverse osteopathic medical community, with the aim of advancing and expanding access to patient-centered osteopathic care.

AOA UPDATE





TOTAL DOs 1990–2018

Increase since 2010 **54%**

Year	Total DOs
1990	30,990
1995	38,842
2000	47,957
2005	59,268
2010	74,111
2015	96,963
2018	114,425

students **54%** Increase since 2010
1 in 4 medical students attends a COM

Age Group	Percentage
<35	35%
35-44	30%
45-54	19%
55-64	15%
Unknown	1%

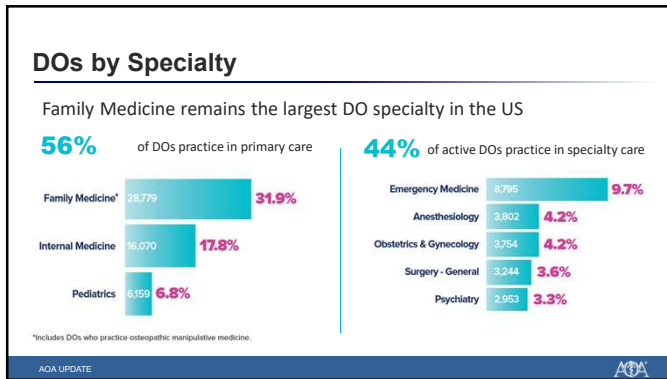
65%*
UNDER AGE 45

65%*
UNDER
AGE 45

74%*

74%*
UNDER AGE 45





Strategic Focus

Expand Osteopathic GME



Build Brand Awareness

Increase Osteopathic Research



Expand Public Policy Impact



Control Costs

AOA UPDATE

AOA Board Certification



Let's DO This.

The American Osteopathic Association Board Certification is the gold standard for osteopathic physicians. It is the only certification that is recognized by the American Medical Association (AMA) and the American Board of Medical Specialties (ABMS).

LEARN MORE



AOA Board Certification

LEARN MORE



75 YEARS STRONG

LEARN MORE



AOA BOARD CERTIFICATION

Developed by and for practicing physicians

LEARN MORE

AOA UPDATE

Improving Certification

Efficient, convenient, physician-friendly and relevant to practice



Improve testing convenience



Enhance test clarity and relevance



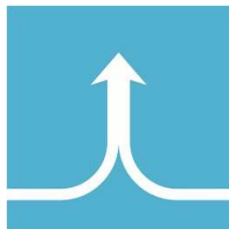
Revamp communication campaign



Align osteopathic content for diverse market



Two Pathways to Initial Certification



AOA UPDATE



OCC – Proposed Approach

Offer two options to accommodate physician preferences

PERIODIC EXAM



- One exam to get recertified over 5-10 year period
- Currently offered today

ONGOING EXAMS

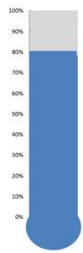


- Shorter certification cycle
- Batches of questions provided multiple times for recertification

FOCUS OF INNOVATION



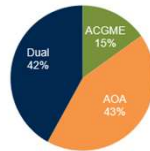
Single Accreditation System Transition



81% of positions in AOA programs as of July 2015 are now ACGME-accredited.

89% of programs that applied have been accredited.

213 have received or applied for Osteopathic Recognition



AOA UPDATE

AOA

Single Accreditation System Transition

- Intentionally designed to preserve osteopathic identity and principles in GME
- AOA is committed to protect residents during the transition
- Revised Common Program Requirements recognize AOA



AOA UPDATE

AOA

Brand Awareness

648,291 Find Your DO Profile Views **1.08 BILLION** ad impressions



AOA UPDATE

AOA

Research on Osteopathic Impact

AOA Annual Research Grants

- Pre-FY16 – \$250,000 average
- FY 2016 – \$1.1M
- FY 2017 – \$1.3M
- FY 2018 – \$1.1M
- FY 2019 – \$1.4M



AOA UPDATE

AOA

Advocacy

- Medical education funding & student loan relief
- Supporting policies that improve access and affordability
- Osteopathic equivalency and recognition
- Defending licensure and scope of practice
- Payment reform, paperwork reduction, prescription drug pricing
- Public health issues



AOA UPDATE

AOA

A Voice in Healthcare



AOA UPDATE

AOA

Family Unity



AOA UPDATE





THERE IS NEVER A BETTER
TIME TO BE A DO ...
THANK YOU!
