



AMERICAN OSTEOPATHIC ASSOCIATION

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AOA Report to the American Association of Osteopathic Examiners April 21, 2017

Geraldine T. O'Shea, DO—AOA Trustee

Good morning and thank you for the opportunity to stand before you and provide an update on the activities of our Association.

I bring you greetings on behalf of our President, Boyd R. Buser, DO, and our President-elect, Mark A. Baker, DO. Both of them are meeting with state affiliates today. And both send their sincere regrets for not being able to join you for your Annual Meeting.

This morning, as I pinch-hit for them, I'd like to take this opportunity to update you on the activities of our Association, specifically the key initiatives in our Strategic Plan.

Let me begin by assuring you that we are in a good place. Our profession is growing at a remarkable rate!

Currently, we have more than 102,000 DOs in this country, and with the addition of osteopathic medical students, that number rises to almost 130,000!

In just two decades, our numbers have increased by 276%!!!

At this pace, DOs are on track to make up 20% of the physician profession by the year 2030!!

While almost 60% of DOs practice in a primary care specialty, we see our ranks of DO specialists growing steadily also.

And our general demographic is evolving too. Did you know that 54% of all DOs are under the age of 45? And 40% of all DOs are female!

Since 2011, we have seen a 63% increase in women DOs under the age of 35!

Many of you know, three years ago the AOA committed to the strategic vision of the Board of Trustees to raise the osteopathic medical profession's visibility, engagement and impact.

In Phase One of that plan, we succeeded in addressing five initiatives:

1. Enhancing our **public policy impact** in order to deliver high-quality care in a cost-effective way, and increase the profession's visibility and influence at the federal and state levels.
2. Increasing **osteopathic medical research**, investing more than one million dollars annually in research grants, and identifying research funding priorities where osteopathic medicine has the potential to make a significant impact, improving patient outcomes and reducing healthcare costs.
3. Expanding **osteopathic GME** training opportunities and transitioning to a Single Accreditation System.

4. Assessing our services and programs to ensure that our **financial infrastructure** aligned with the association's strategic vision and demonstrated fiscal responsibility.
5. And launching a highly-successful, public-facing **Brand Awareness Campaign** that included our consumer website, “DoctorsThatDo.org”, a national print and social media campaign, regional out-of-home ads, and visibility at partner events like the New York City and Chicago marathons.

The successful execution of these five initiatives during those first three years, now leads to our current focus and five additional initiatives.

The new initiatives outlined in Phase Two address:

1. **Enhancing international impact** – focusing on a strategic approach to enhance the international presence of osteopathic medicine and DOs, with the addition of new staff, a collaboration with the International Association of Medical Regulatory Authorities –where Hank Chaudhry, DO is Chairman and Secretary
2. **Improving member model, value and relevance** – working to develop compelling value propositions for membership through focus groups, a nationwide member survey, CME improvements, and consultant assistance;
3. **Improving affiliate alignments** – addressing the need for a sustainable, scalable model that responds to the needs of our profession, and maximizes strengths of the AOA and affiliates; and
4. **Governance alignment** – engaging a consultant to design a governance structure that best supports our mission, vision and strategy in a sustainable way, given anticipated changes during the next five to 10 years.
5. **Enhancing board certification services** – developing strategies to secure and grow market share of DOs (and MDs) desiring AOA Board Certification;

All of these initiatives make up the logical next steps in modernizing our great house!

As we move forward, additional priority work will focus on relevance for our younger members. Currently, half of all DOs are under the age of 45. Our membership is becoming younger and more diverse, and we are excited about that!

Our Board of Trustees is working to better understand and meet the needs of this important demographic through;

- Increased representation on our Board with students, residents and new physicians in practice; and
- A strategic focus on physician wellness through the development of a new Physician Wellness Taskforce – a major concern of younger DOs and students, and
- Enhancing collaborative partnerships with the Coalition for Physician Accountability and the National Academy of Medicine.

The AOA will continue to advance our profession in this 21st century. We realize that it is only through collaborative partnerships like the ones we are engaged in with our affiliates, like the American Association of Osteopathic Examiners and the Federation of State Medical Boards, that we will be successful and sustainable.

Thank you for partnering with us in this journey, and for all that you DO!