



CONFERENCE

JANUARY 24–25, 2019

HILTON LAKE LAS VEGAS

Increasing Physician Engagement in Grassroots

Sean Neal, Director, Grassroots & OPAC

Tajma Kotoric, Executive Director, New Jersey Association of Osteopathic Physicians and Surgeons

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Disclosures

No financial conflicts of interest.



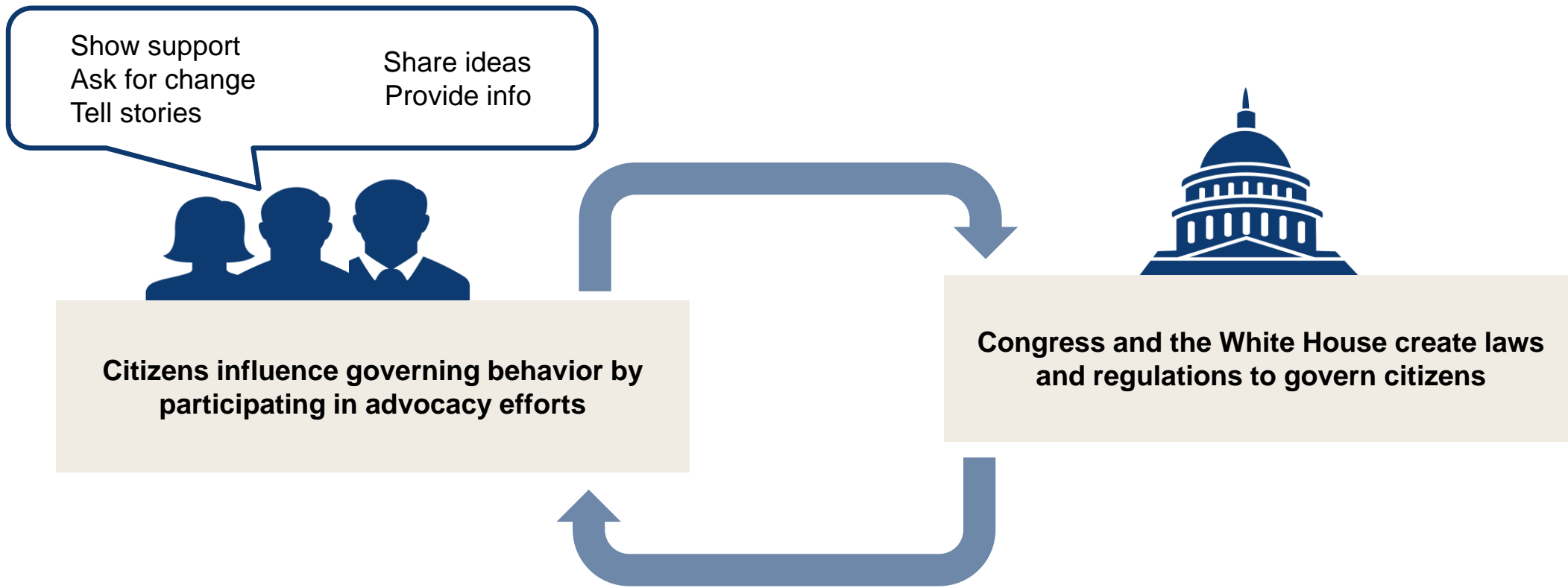
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LEARNING OBJECTIVES

- Identify the various steps in the legislative and regulatory process
- Explain why physician grassroots engagement is necessary to advance pro-physician policy
- Describe marketing strategies that increase public and member legislative awareness

Introduction to Advocacy

How does advocacy in Washington work?



The Issue

Identifying problems that impact physicians and patients

Physician Shortages

- A shortage of 85,000 physicians in 2020
- Shortages impact rural communities more dramatically

Opioid Crisis

- 40% of all U.S. opioid overdose deaths involve a prescription opioid
- Opioid deaths now higher than motor vehicle accidents

Crushing Student Debt

- Potential impact on primary care
- Impact on economy

Introducing Legislation

The Substance Use Disorder Workforce Loan Repayment Act of 2018

Creates a loan repayment program for individuals who serve in a substance use disorder treatment job in a mental health professional shortage area, or an area of the country where the drug overdose death rate is higher than the national average.

✓ Student Debt

✓ Opioid Crisis

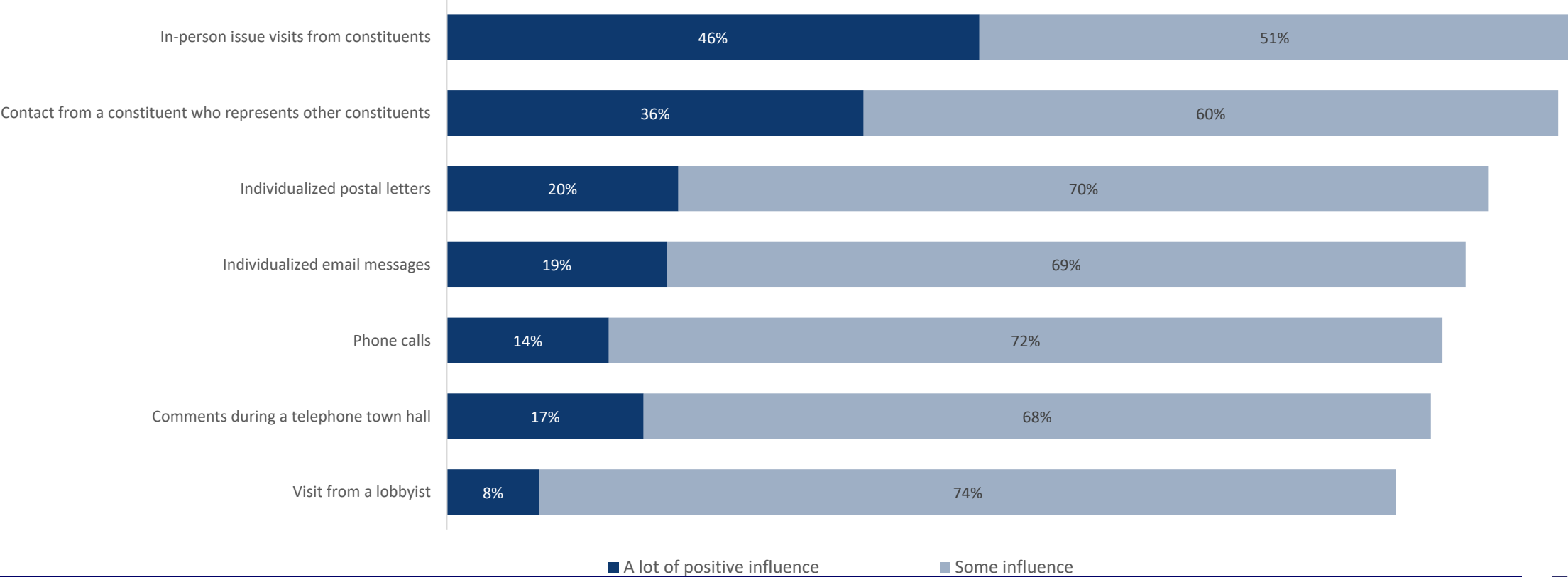
✓ Physician Shortages

Members of Congress want to hear from you

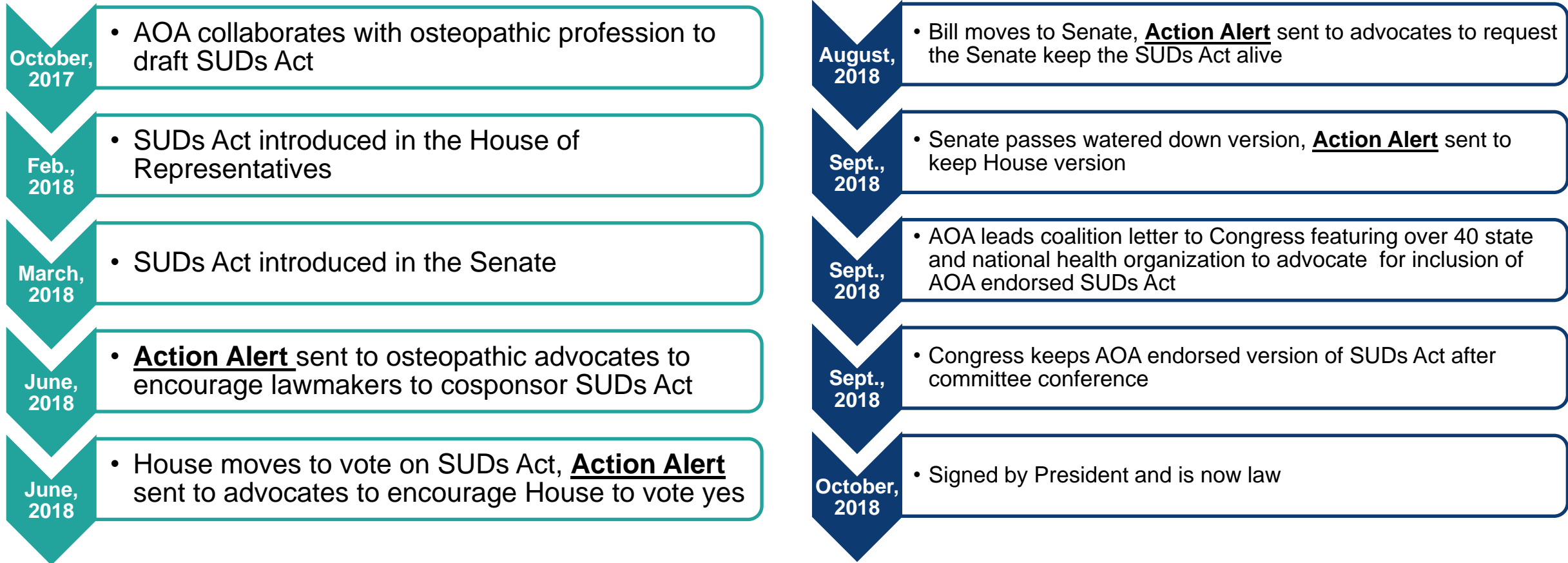
Members value staying in touch with constituents

If your member/senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the Washington office have on his/her decision?*

**Asked of senior managers and mail staffers*



Advocacy Timeline – SUDs Act



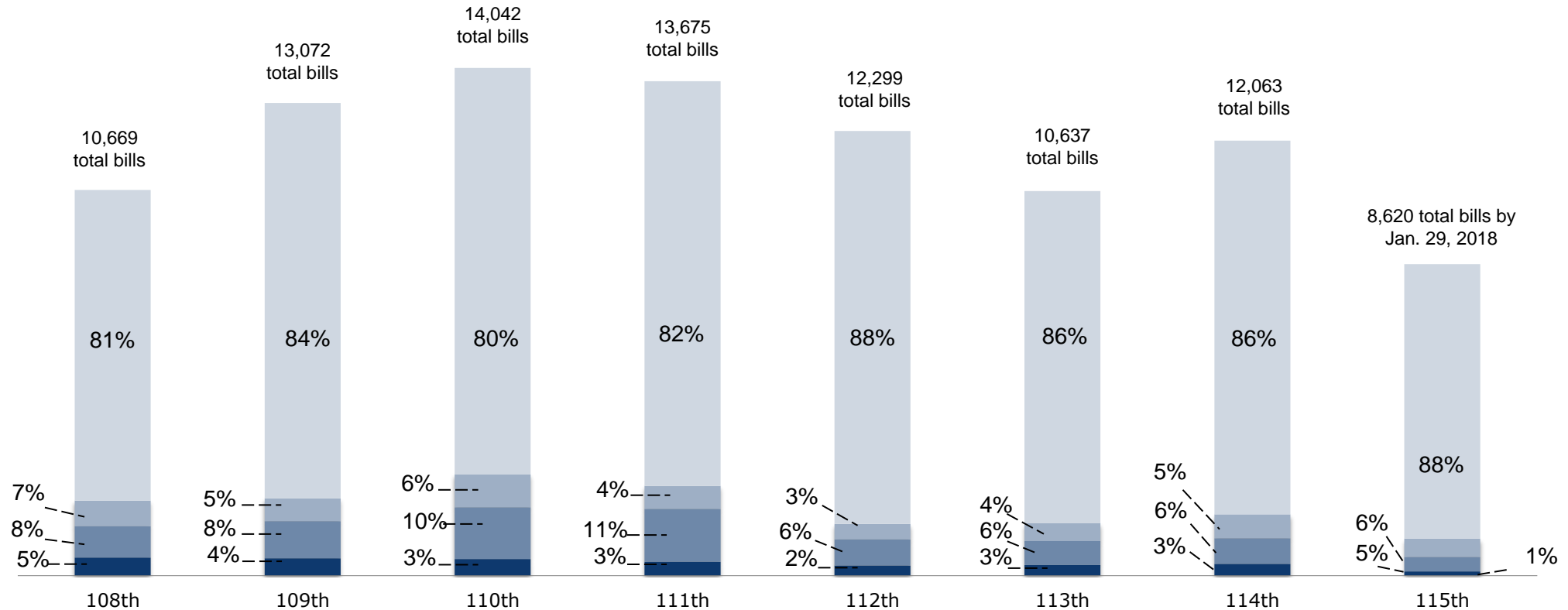
The AOA Public Policy team and osteopathic advocates conducted more than 225 meetings with Members of Congress and their staff on the SUDs Act

Legislation moves slowly and advocacy takes time

Very few bills become law

Breakdown of bills and resolutions by status, 108th – 115th Congress

■ Enacted as law ■ Passed as resolution ■ Got a vote ■ Got no vote



Increasing the Osteopathic Footprint in Advocacy

American Osteopathic Association Advocacy Center

Welcome, Sean ▾



View Issues



Log Interaction



My Relationships

GRASSROOTS: Direct Primary Care



Support Direct Primary Care: Tell your Members of Congress to vote YES on the Bipartisan HSA Improvement Act of 2018 (S.1358/H.R. 365).

Write

0 Actions | Issues: Access to Care, Physician Payment

SOCIAL: Support DPC!



Tweet at your Members of Congress and tell them to support Direct Primary Care.

Tweet

0 Actions

REGULATION: Physician Fee Schedule



Comment on Regulation: Help Urge CMS to Delay Finalizing Payment Policies for E/M Visits

Comment

0 Actions | Issues: Regulatory Reform

TESTIMONY: We need to hear from you!



How has surprise billing impacted your patients?

Tell

2 Actions | Issues: Access to Care, Opioid Addiction Prevention and Treatment, Scope of Practice

Increase Grasstops Participation

Log Relationships

Have a relationship with a state or federal lawmaker? Let us know! Together, we can work with lawmakers to help advance pro-physician legislation.

Please describe your relationships with your following officials.



Sen. Tim Kaine (D-VA)
(D-VA)

Are you a classmate of Sen. Tim Kaine (D-VA)?

Yes

No

We attended Harvard together.

Are you a friend of Sen. Tim Kaine (D-VA)?

Yes

No

Do you share a family connection with Sen. Tim Kaine (D-VA)?

Yes

No

Do you have any other relationships or connections with Sen. Tim Kaine (D-VA)?

Yes

No



Sen. Mark Warner (D-VA)
(D-VA)

Are you a classmate of Sen. Mark Warner (D-VA)?

Yes

No

Are you a friend of Sen. Mark Warner (D-VA)?

Yes

No

He attends my church.

Do you share a family connection with Sen. Mark Warner (D-VA)?

Yes

No

Do you have any other relationships or connections with Sen. Mark Warner (D-VA)?

Yes

No

Log an interaction with a lawmaker

Did you have a meeting or interaction with a state or federal lawmaker? Let us know! Together, we can work with lawmakers to help advance pro-physician legislation.

If you have any questions, please send an email to Sean Neal, Director of Grassroots at sneal@osteopathic.org with the name of the legislator and your interaction!

Type to search for officials...

Type of Interaction

Meeting ▾

Duration

1 hr ▾

Date and Time

Friday, January 18th at 1:31 PM

Notes

Tell us about the interaction...



AMERICAN OSTEOPATHIC ASSOCIATION

Do you believe that medical care should be physician-led? New Jersey lawmakers are beginning to think otherwise. The New Jersey General Assembly is considering House Bill 1, which would allow Advanced Practice Registered Nurses (APRNs) to practice without physician involvement.

As written, this bill drastically transforms primary care in New Jersey and puts patients at risk by allowing APRNs to act as primary care providers without any physician collaboration or oversight.

Tell your New Jersey lawmakers that patient safety is in jeopardy and urge them to vote NO on House Bill 1

Act Now! Send a Letter!

Legislator

Subject

Text

As an osteopathic physician, my team relies on me to make difficult healthcare decisions on a daily basis. Patient safety is my utmost priority, and that is being jeopardized by New Jersey House Bill 1 . This legislation expands the scope of practice of Advanced Practice Registered Nurses (APRNs) by eliminating the requirement that they practice in collaboration with a physician. As written, the bill allows APRNs to replace physicians as the primary care providers under state insurance plans. This would drastically change primary care in New Jersey as patients could be seen by nurses, instead of osteopathic



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Understanding Local Policies and Identifying Opportunities

- **Understand How State and National Issues Will Affect Your Organization**
 - Identify Marketable Opportunities within these National and State Legislative Policies and Regulations
 - i.e. For New Jersey – Opioid Epidemic
- Connect with a connected legislative representative
- Communication, Communication, Communication (enhances your efforts in communicating your public policy efforts):
 - Social Media
 - Weekly Newsletter
 - Journals
 - Board of Directors, House of Representatives
 - Press Releases via PR Newswire, Marketwire, local radio and television stations

2018 State Legislative Calendar

2019 State Legislative Calendar FiscalNote

State	Session Starts	Session Ends
Alabama	03/05/2019	05/19/2019
Alaska	01/15/2019	04/19/2019
Arizona	01/14/2019	05/10/2019
Arkansas	01/14/2019	05/01/2019
California	12/03/2018	09/15/2019
Colorado	01/09/2019	05/10/2019
Connecticut	01/02/2019	06/07/2019
DC	01/03/2019	12/31/2019
Delaware	01/08/2019	07/02/2019
Florida	03/05/2019	05/08/2019
Georgia	01/14/2019	04/03/2019
Hawaii	01/16/2019	05/05/2019
Idaho	01/07/2019	04/07/2019
Illinois	01/09/2019	05/31/2019
Indiana	01/03/2019	04/23/2019
Iowa	01/14/2019	04/22/2019
Kansas	01/14/2019	06/26/2019
Kentucky	01/08/2019	03/30/2019
Louisiana	04/08/2019	06/08/2019
Maine	12/05/2018	06/19/2019
Maryland	01/09/2019	04/11/2019
Massachusetts	01/02/2019	12/31/2019
Michigan	01/09/2019	12/31/2019
Minnesota	01/08/2019	05/22/2019
Mississippi	01/08/2019	04/02/2019
Missouri	01/09/2019	05/13/2019

State	Session Starts	Session Ends
Montana	01/07/2019	04/28/2019
Nebraska	01/09/2019	06/02/2019
Nevada	02/04/2019	06/06/2019
New Hampshire	01/02/2019	06/30/2019
New Jersey	01/07/2019	01/09/2020
New Mexico	01/15/2019	03/18/2019
New York	01/09/2019	06/30/2019
North Carolina	01/10/2019	07/01/2019
North Dakota	01/03/2019	04/28/2019
Ohio	01/07/2019	12/31/2019
Oklahoma	02/04/2019	05/26/2019
Oregon	01/14/2019	07/08/2019
Pennsylvania	01/01/2019	12/31/2019
Rhode Island	01/01/2019	06/30/2019
South Carolina	01/08/2019	05/12/2019
South Dakota	01/08/2019	03/27/2019
Tennessee	01/08/2019	05/11/2019
Texas	01/08/2019	05/29/2019
Utah	01/28/2019	03/09/2019
Vermont	01/09/2019	05/19/2019
Virginia	01/09/2019	02/25/2019
Washington	01/14/2019	04/23/2019
West Virginia	01/09/2019	03/09/2019
Wisconsin	01/08/2019	12/31/2019
Wyoming	01/08/2019	03/10/2019

*Dates current as of 12/05/18



NJAOPS' "OMM Pilot Program" Legislative Bill A3901/S3304

A3901 BENSON

2

1 AN ACT creating the "Osteopathic Manipulative Medicine Pilot
2 Program" in the Division of Mental Health and Addiction
3 Services and supplementing Title 26 of the Revised Statutes.

4

5 **BE IT ENACTED** *by the Senate and General Assembly of the State*
6 *of New Jersey:*

7


8 1. The Legislature finds and declares that:

9 a. The effects on individuals, their families, and society of the
10 opioid and heroin addiction crises are well known, and efforts to
11 combat addiction often fail to address the underlying medical
12 reason for which opioids were prescribed by physicians in the first
13 place, pain or chronic pain due to injury or disease.

Press Release Number 1: Assembly Sponsorship Example

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Bill Promoting Alternative to Opioid Treatment Endorsed by New Jersey State Board of Medical Examiners

NEWS PROVIDED BY
[New Jersey Association of Osteopathic Physicians and Surgeons →](#)
Jul 17, 2018, 09:54 ET

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PLAINSBORO, N.J., July 17, 2018 /PRNewswire/ -- Assemblyman Daniel Benson (D-14) recently introduced bill number A3901, which provides for a 12-month study initiative to be known as the **Osteopathic Manipulative Medicine Pilot Program**. The program was created in response to State's prescription drug abuse epidemic, and seeks



Press Release Number 2: Senate Sponsorship Example

Legislation Promoting Alternatives to Opioids Gains Support

NEWS PROVIDED BY

[New Jersey Association of Osteopathic Physicians and Surgeons →](#)

Jan 11, 2019, 14:45 ET

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PLAINSBORO, N.J., Jan. 11, 2019 /PRNewswire/ -- Assembly Bill 3901 sponsored by Assemblyman Daniel Benson (D-14) and Senate Bill 3304 sponsored by Senator Joseph Cryan (D-20) establish a pilot program, the "Osteopathic Manipulative Medicine Pilot Program," in the Division of Mental Health and Addiction Services in the Department of Health.

"We must use every available resource at our disposal. I introduced Assembly Bill 3901 to provide another option to enhance the state's expanding treatment programs" stated Assemblyman Benson.

Marketing and PR: Communications Strategy



NJAOPS UPDATE

January 4, 2019 - Issue #1
Happy New Year!



Spotlight on Unresolved 2018 Legislative Issues

Happy New Year to all! As 2019 commences, the Legislature begins year two of the 218th Legislative Session which originated in January of 2018. It will be an action packed year for sure!



By Laurie Clark

When the Legislature's recess began on December 17, the spotlight issues of the Localization of Marijuana and the Mandatory Minimum Wage, among many others, were

Marketing and PR: Communications Strategy



Marketing and PR: Communications Strategy



Assemblywoman Carol Murphy (D-7) and NJAOPS' Executive Director, Tajma Kotoric, discussing how osteopathic physicians can be instrumental in helping



NJAOPS' Executive Director, Tajma Kotoric, with Senate Republican Leader Tom Kean at the New JOBS Event in Trenton on Thursday, June 21.

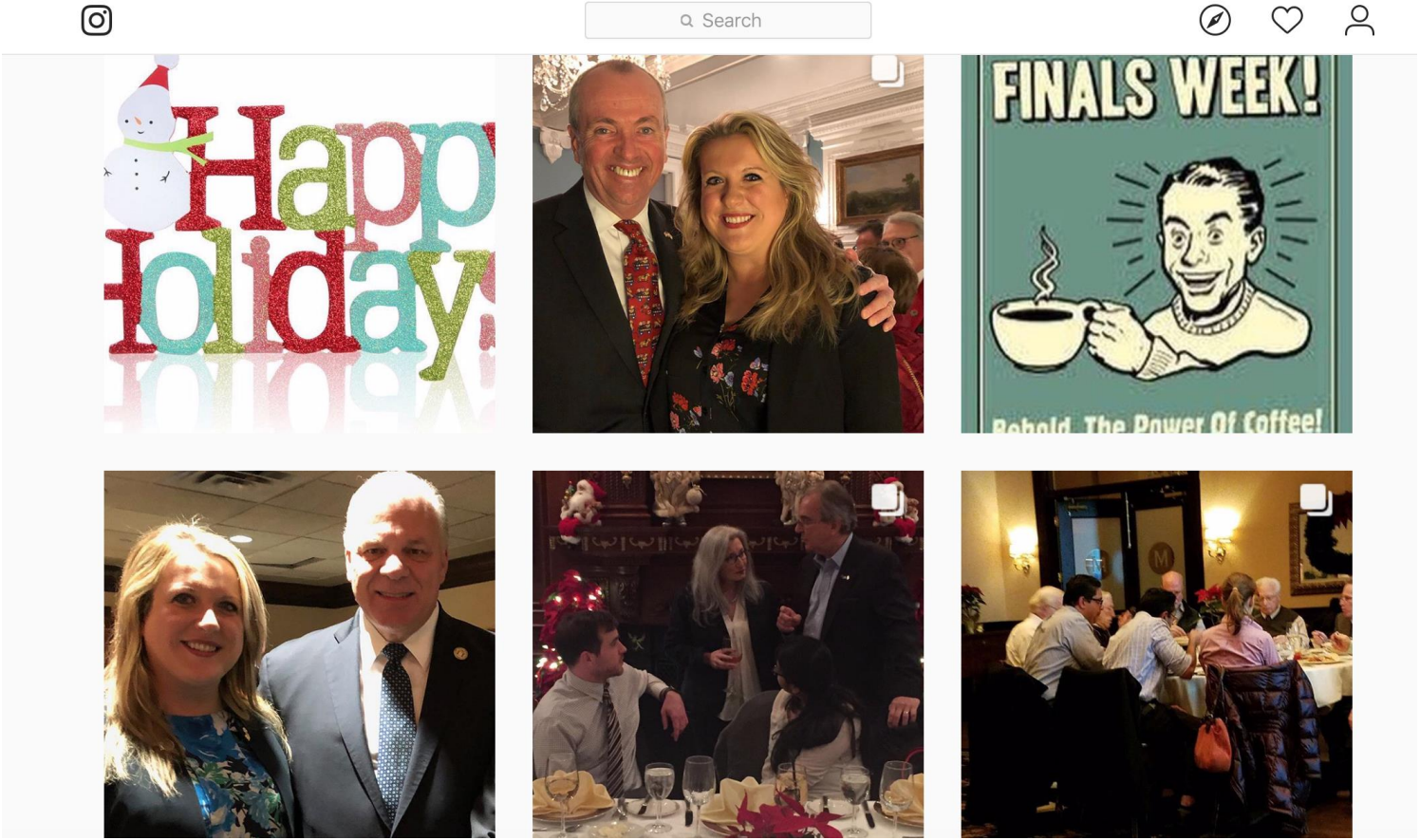
Marketing and PR: Communications Strategy




Marketing and PR: Communications Strategy



Marketing and PR: Communications Strategy- Social Media



Marketing and PR: Communications Strategy- Social Media



Out of Network Update: Guidance for Implementation of Law

By Laurie Clark

The Implementation of the OON law and providing practical guidance to our members for compliance is complex. I can only provide the best information available during the interim period while the official regulations are being developed for adoption.

On Monday, the Department of Banking and Insurance released a DRAFT Bulletin concerning implementation of the OON law which is effective on August 30, 2018.

Please note that there are various dates out there but DOBI has indicated August 30 as of yesterday. This will be the final change.

The DOBI Draft Bulletin primarily pertains to Carrier Disclosures and the new Arbitration Process. Input from all stakeholders has been requested by September 4.

I am including an [18 page document attachment](#). Please provide any feedback to me. We anticipate a final bulletin at



#AROC2019

APRIL 10TH-13TH, 2019

GOLDEN NUGGET

ATLANTIC CITY



Lets Unite Together

- Power is in Numbers: Lets Unite Our Efforts!
- Reach out to Tajma Kotoric with any questions regarding the Government Affairs Initiatives in New Jersey:
 - Email: tkotoric@njosteo.com
 - Office Phone Number: 732-940-9000 ext 303
 - Cell Phone: 267-934-9357



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The Osteopathic Physician Perspective



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Thank You!