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# Collaboration in Affinity Programs and Future Opportunities in Affiliate Affairs

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**Disclosures:**  
No financial conflicts of interest

# Learning Objectives

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**At the conclusion of the presentation, learners will be able to:**

- Describe the current AOIA Affinity Programs
- Explain how the Affinity Programs offer support to physicians with their personal and career success, enhancing their ability to provide optimal patient care
- Indicate specific opportunities for Affiliates to engage with AOIA to enhance physician participation

# Introductions

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- Norman Vinn, DO, MBA  
Board Chair, American Osteopathic Information Association (AOIA)
- Kathleen Creason, MBA  
Executive Director, American Osteopathic Information Association (AOIA)
- Nicole G. Blankenship, MBA, CAE  
Vice President, Affiliate Affairs, AOA

# Overview of AOIA and AOA Member Value Affinity Program

## 2016

AOA had affinity relationships with:

- GEICO
- Bank of America
- HealthFusion/MediTouch

## 2017

“AOA Member Value” program launched

- Added 7 more partnerships

## 2020

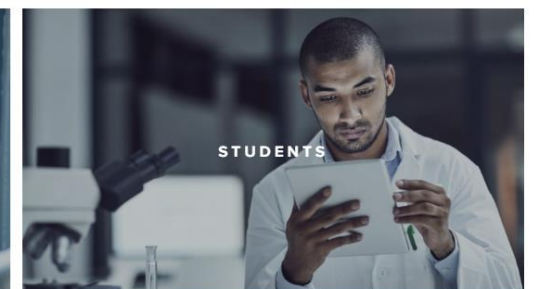
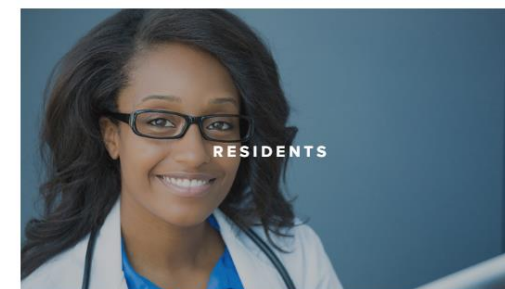
- Now 15 partners

AOA Member Value Program targeted to DOs at various career stages

### Innovative partnerships for AOA members

The AOA's Member Value Program provides tools, resources and discounts for all practice types and career stages.

Benefits include career planning tools, financial management resources and a practice innovation savings program. Select an option below to view benefits tailored to your unique needs and practice type.



# AOA Value Program: Tools for Running a Private Practice

- AOA Purchase Power

Group purchasing organization providing discounted volume pricing on medical/surgical and non-medical supplies



- CareCloud

Cloud-based platform with EHR, practice management and revenue cycle management. AOA members receive discounted services



- Office Depot

Discounted paper, toner, and office supplies



- Merchant's PACT

Advisors who monitor and negotiate reduced credit card processing fees for practices. AOA members receive a free analysis



- Officite

Create and host practice websites, additional services for search engine optimization, and online reputation. AOA members receive 2 free months of hosting

# AOA Value Program: Practice Tools to Share With Patients

- CareCredit

Financing options for patients to use for their health care expenses which also allow practices to be paid quickly



- Ceras Health

Cloud-based patient communication platform for remote patient monitoring and CCM

- AOA Prescription Discount Card

Free card to share with staff and patients that can save up to 80% on prescriptions at over 68,000 pharmacies





# AOA Value Program: Discounts on Lifestyle Products

- Bank of America

AOA-branded cash rewards credit card or AOA-branded checking account and debit card



- Member Deals

Discounts on travel and entertainment such as theme parks, theatres, and ski resorts

- AOA Travel Discounts

Exclusive discounts on worldwide hotel rooms and car rentals



- PhysicianLoans

Home financing for physicians that can offer less money down and great interest rates



- PhysicianWealth

Digital financial advisor for 401k/403b that delivers a personalized portfolio. AOA members receive 3 months free and a 20% discount

# AOA Value Program: Tools for Physicians-in-Training, Recent Grads

- Doctors Without Quarters

Individual consultations for graduating students on student loan repayment strategies. AOA members receive a 20% discount on all services



- SoFi

Student loan refinancing with a 0.25% discount for AOA members and personal loans with a \$100 cash bonus



- Canopy

Online medical Spanish courses. AOA members save up to \$100

# Current Engagement with AOA Value Partners – FY20 YTD

Partner	Engagement	Partner	Engagement	Partner	Engagement
Doctors Without Quarters	39 consultations; 188 annual subscriptions	Canopy Apps	133 sales	AOA Purchase Power	314 purchasers; 620 enrolled
Bank of America	1549 active accounts	Member Deals	48 orders	Officite	50 web sites hosted
Merchants PACT	26 active accounts; 0 consultations	CareCloud	0 Purchases	CareCredit	320 accounts

# Other AOIA Resources That Support DO Physicians

- AOA Insurance
  - medical malpractice
  - home and auto
  - life and health insurance
  - business insurance
- AOA Advanced Degrees

Online MBA and MHA degree programs with discounted tuition for AOA members
- AOA Physician Profiles

Primary source verifying osteopathic physician credentials. Free reports for AOA members.

## Physician Services Staff

Hands-on assistance and education on coverage and reimbursement, documentation and coding, office administration, payment reform, insurance industry policy, and general practice management

- Live and On-Demand CME webinars on practice management topics. Recent topics include:
  - Drafting Effective Appeals
  - Critical Coding and Billing Concepts
  - Top 3 Contract Landmines

# Monitoring and Expanding the AOA Value Program

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- How does a new partnership get added?
  - Business review to determine if they are a good fit for DO market
  - AOIA board review and approval before each partner is added
  - Agreements are 1 – 2 years to monitor member engagement and maintain customer service standards
  - Partners added because either they provide a member discount or they will share royalties
- To assess needs at various career stages, AOIA survey in 2019 asked target audiences what products or services they wanted to see added

# Opportunities for Growth and Collaboration with Affiliates

- With expanded marketing, AOA Value program could penetrate DO market better
- If state societies are looking for revenue opportunities, consider promoting relevant affiliate partners with AOIA
- Collaboration can happen when we can identify who or where a purchase was made and if there are substantial enough royalties to split



# Discussion & Questions

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# Thank You!

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