



A M E R I C A N  
O S T E O P A T H I C  
A S S O C I A T I O N

# AOA Update

**Ronald R. Burns, DO, AOA President-elect**

*Oklahoma Osteopathic Association 119<sup>th</sup> Annual Convention*

*April 27, 2019*

# Positioning for the Future

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# AOA's Strategic Focus

## Board Certification



## Affiliate Alignment



## International Impact



## Governance Alignment

## Member Value



# AOA Board Certification



**Let's DO This.**

Our goal is to make sure you're at the top of your game through all stages of your osteopathic journey. That's why AOA Board Certification is always evolving to meet the needs of next-generation DOs, like you.

When the time comes, let's DO this. **Choose AOA Board Certification.**

**Learn more now.**  
Visit: [certification.osteopathic.org](http://certification.osteopathic.org)  
Email: [certification@osteopathic.org](mailto:certification@osteopathic.org)



**75**  
YEARS STRONG

CHOOSE  
AOA BOARD  
CERTIFICATION.

[LEARN MORE NOW](#)



**AOA**  
AMERICAN  
OSTEOPATHIC  
ASSOCIATION

**AOA BOARD CERTIFICATION  
Developed by and for  
practicing physicians**

[LEARN MORE](#)

# Improving Certification

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Efficient, convenient, physician-friendly and relevant to practice



Improve testing  
convenience



Enhance test  
clarity and  
relevance



Revamp  
communication  
campaign



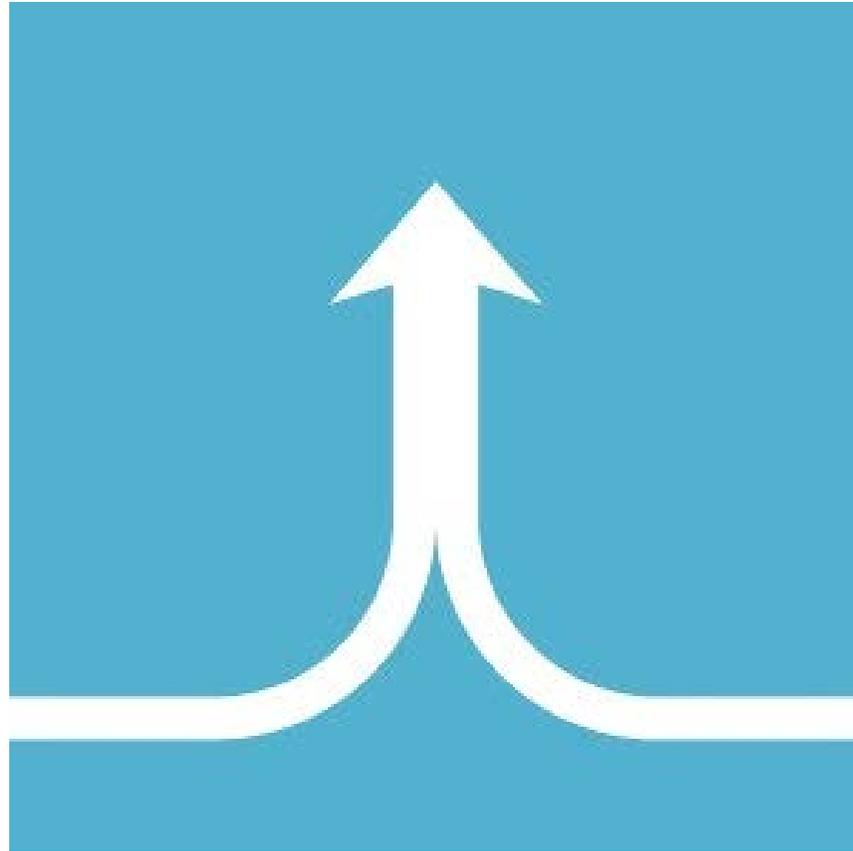
Align osteopathic  
content for  
diverse market



Restructure OCC  
exam structure to  
support lifelong  
learning

# Two Pathways to Initial Certification

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# Innovating OCC

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## 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**



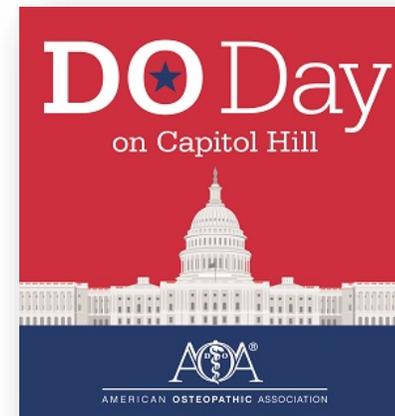
# Let's **DO** This.

**CHOOSE AOA BOARD  
CERTIFICATION.**

LEARN MORE:  
[certification.osteopathic.org](https://certification.osteopathic.org)

# AOA: What We DO for YOU

- Continuing Medical Education
- Advocacy
- Career & Practice Success
- Research
- Public Awareness
- Lifestyle





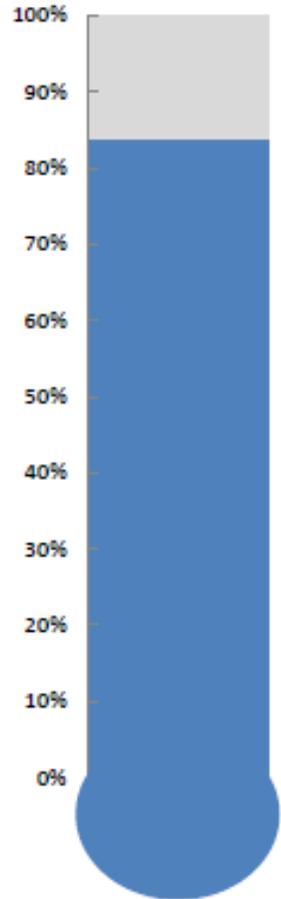
# Affiliate Alignment

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Five focus areas

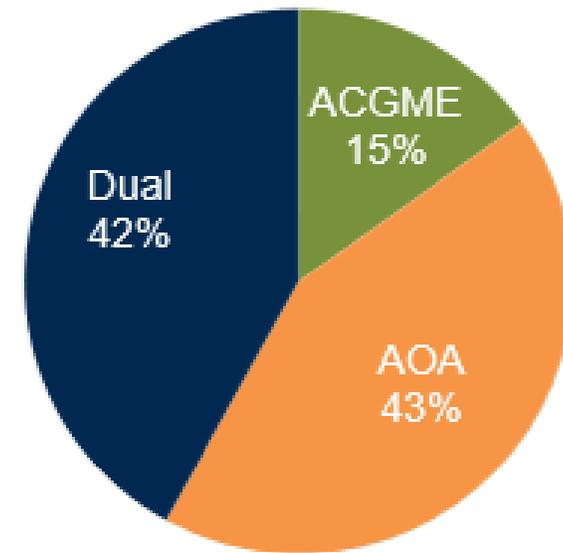


# Single Accreditation System Transition



**84%** of positions (7,153) in AOA programs as of July 2015 are now ACGME-accredited.

**209** have received or applied for Osteopathic Recognition



# Brand Awareness

811,222 “Find Your DO Searches”

1.09 BILLION ad impressions



WebMD



pandora

YouTube

Google bing

healthgrades

# 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

Osteopathic Philosophy

Chronic Conditions

Musculoskeletal Injuries & Prevention

Pain Management

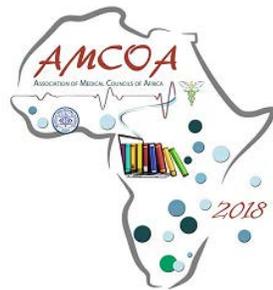
OMM/OMT

# 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



# A Voice in Health Care



INTERNATIONAL ASSOCIATION OF MEDICAL REGULATORY AUTHORITIES

# Family Unity

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AMERICAN  
OSTEOPATHIC  
ASSOCIATION



**THERE IS NEVER A BETTER  
TIME TO BE A DO ...**

**THANK YOU!**