Adrienne White-Faines, Executive Director and CEO
American Osteopathic Association

Membership Services To Create Community and Value
Now experience ...

Loss market share

Increased competition

• by others
• by members time and priorities

Resulting shrinking revenues
• The number of DOs has grown more than 200% over the past 25 years.
• DOs are one of the fastest growing segments of health care professionals in the United States.
• Currently over 10% of all US physicians are DOs
• Today, 25% of all medical students in the US are in Osteopathic Medicine colleges.
104,000
DOs and osteopathic medical students in the U.S.

DIVERSITY
among osteopathic medical students (2012-2013):

- 67% Caucasian
- 19% Asian
- 4% Hispanic/Latino
- 3% African-American

Women account for over a third of all DOs

Over 70% of female DOs are less than 44 years old

53% of the 2014 Class are women.
GROWING number of DOs practice in non-primary care:

24% in 1984
40% in 2013

CERTIFICATION saw a 17% growth in number of DOs certified by AOA boards, 2008-2013.

DOs in Medical Specialties

More than 60% of DOs in active practice are self-identified primary care physicians.

WHO WE ARE

DOs in Active Practice
- Family and general practice
- Internal medicine
- Pediatrics
- Obstetrics/gynaecology
- Osteopathic manipulative medicine or osteopathic manipulative treatment specialties
- Other specialty
**Association Focus:**
- Advocate for the profession;
- Promote public health;
- Encourage scientific research;

**Accreditation Focus:**
- Primary certifying bodies for DOs
- Accrediting agency for GME
- Accrediting agency for osteopathic medical schools (30 colleges in 40 locations, and 28 states)
- Accredit hospitals and other health care facilities
Total DO Population and AOA Member Base by Year (1936-2014)
Comparison of DOs by Age
Total DO Population and Total AOA Member Base
(2005 and 2014)
### Percent Market Share of AOA Membership
#### 2002-2012 Graduates per Fiscal Year

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<th>Graduation Year</th>
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Association service delivery must move from: Broad to RATIONAL.
How to Address Member Engagement

Associations are more successful when they help members to be successful!”

Mary Byers
Race to Relevance
The NEW Focus of the AOA

Evolve the Internal Infrastructure

Appeal to Broader Inclusive Professional Market

Advance More Efficient and Effective Operations

Enhance Service Delivery / Customer Service as an “Organization of Excellence”!

Innovative and Responsive Product Delivery, adapting to Today’s Physician Needs

Responsive and Resilient Organization to Report to new issues and opportunities which arise.
Set a Strategic Approach

2025 Rooftop Goals

- 100% increase in awareness of osteopathic medicine
- 50% increase in engagement with DOs
- 100% increase in international awareness of DOs

2014-2016 Priority Areas

- Governance
  - Expense Control & Revenue Enhancement
- Research
  - Increase Osteopathic Medical Research Impact
- Education
- Advocacy
  - Expand OGME and Enhance Quality
  - Enhance Public Policy Impact
- Teamwork
- Family
  - Brand Visibility Campaign
Leverage Opportunities for Collaboration

Consider partnerships which:

- Enhance technological capacity
- Eliminate redundancy and talent
- Increase market impact and engagement
New AOA Strategic Plan Member Engagement:

- Public Policy (Legislators; Policy Panels; Testimony)
- Brand Visibility (Media Relations; Community Outreach)
- Research (Scholarship; Health Outcomes & Influence)
- Ost. Graduate Medical Education (Career Development)
- Operations Control (Enhance Investments in Programs; more efficient and effective quality program delivery)
New Strategies for Programs and Services

From: How to Run a Practice

To: Individual and Clinical Development:
- Employment Contract Review
- Leadership Development
- Mobil Language Translation Apps

From: Travel & Affinity Programs

To:
- Technology Enhanced CME
- Career Navigation Tools
- Global Mission Opportunities
Are your dues “worth” the Return on Investment (ROI)?

- Reevaluate your dues structure
- Consider market opportunities
  - Menu of options vs. Single Structure
- Price point dependent on target market size and quality of service
**Actions for success:**

- Accurately define your member market.
- Strategize programs and services for relevancy (eliminate the obsolete!)
- Enhance operations (technology, talent and systems) to provide quality and efficient delivery of services.
- Recognize potential for effective collaboration.
- Set appropriate/”value-add” dues structure.
The Landscape has Changed...
Let’s welcome and adapt!