

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

Membership Services To Create Community and Value



AMERICAN OSTEOPATHIC ASSOCIATION

TREATING OUR FAMILY AND YOURS



Now experience ...

Loss market share

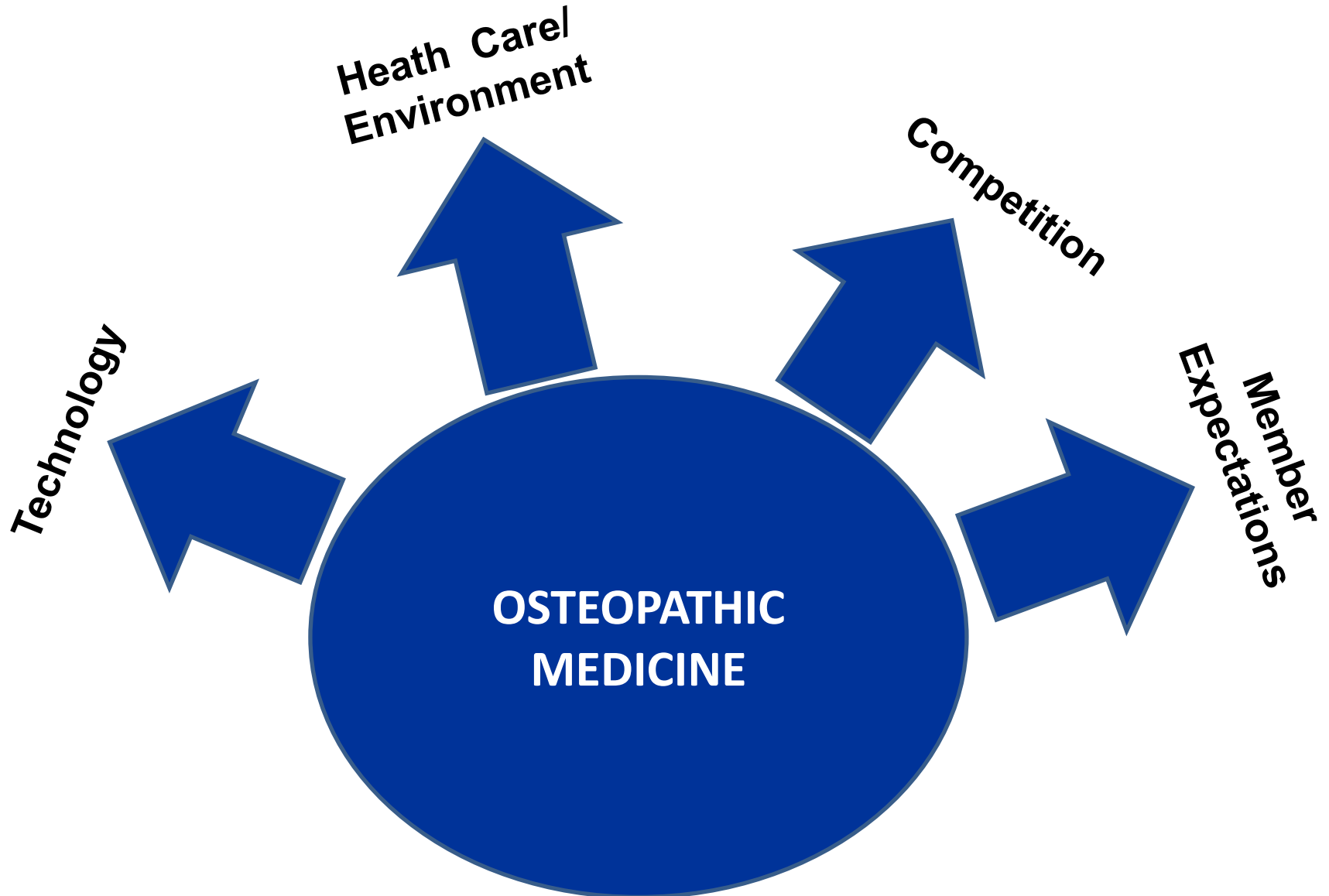
Increased competition

- by others
- by members time and priorities

Resulting shrinking revenues



Influence on Association's Relevance





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US Growth in Osteopathic Physicians

- 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.





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WHO WE ARE

104,000

DOs and osteopathic medical students in the U.S.

Women account for over a third of all DOs



DIVERSITY

among osteopathic medical students (2012-2013):

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

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

70%

< 44 years old

> 45 years old

53% of the 2014 Class are women.



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WHO WE ARE

DOs in Medical Specialties

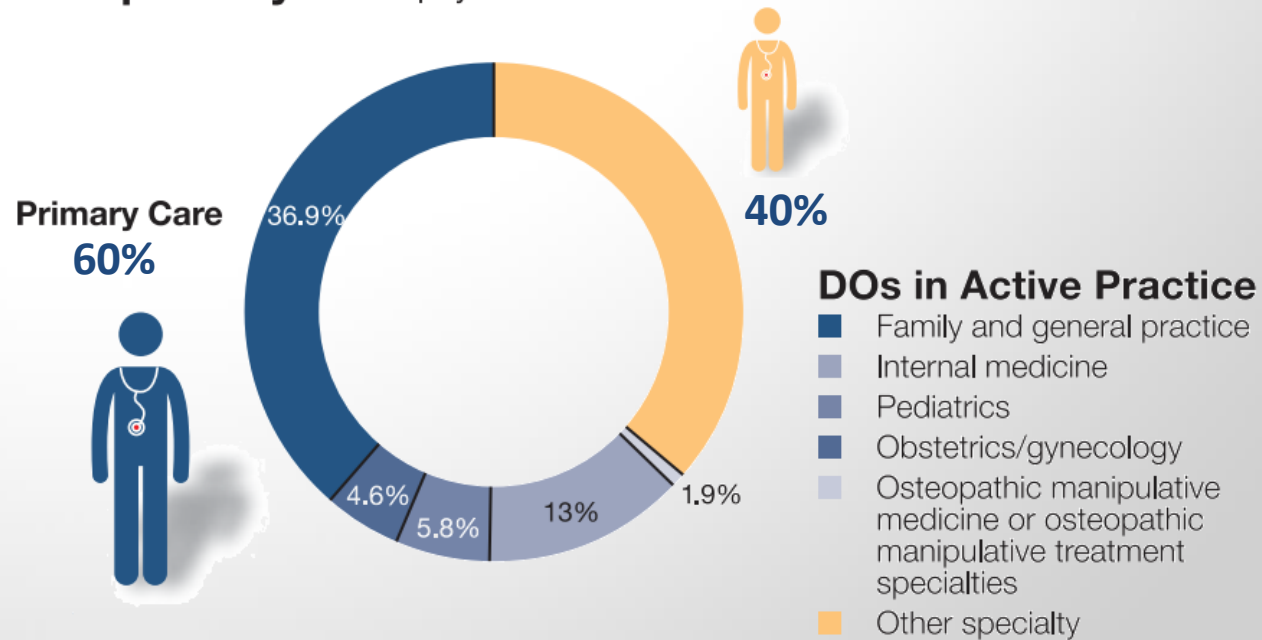
GROWING *number of DOs practice in non-primary care:*

24% in 1984 **40%** in 2013

CERTIFICATION

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

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





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American Osteopathic Association

Association Focus:

- Advocate for the profession;
- Promote public health;
- Encourage scientific research;

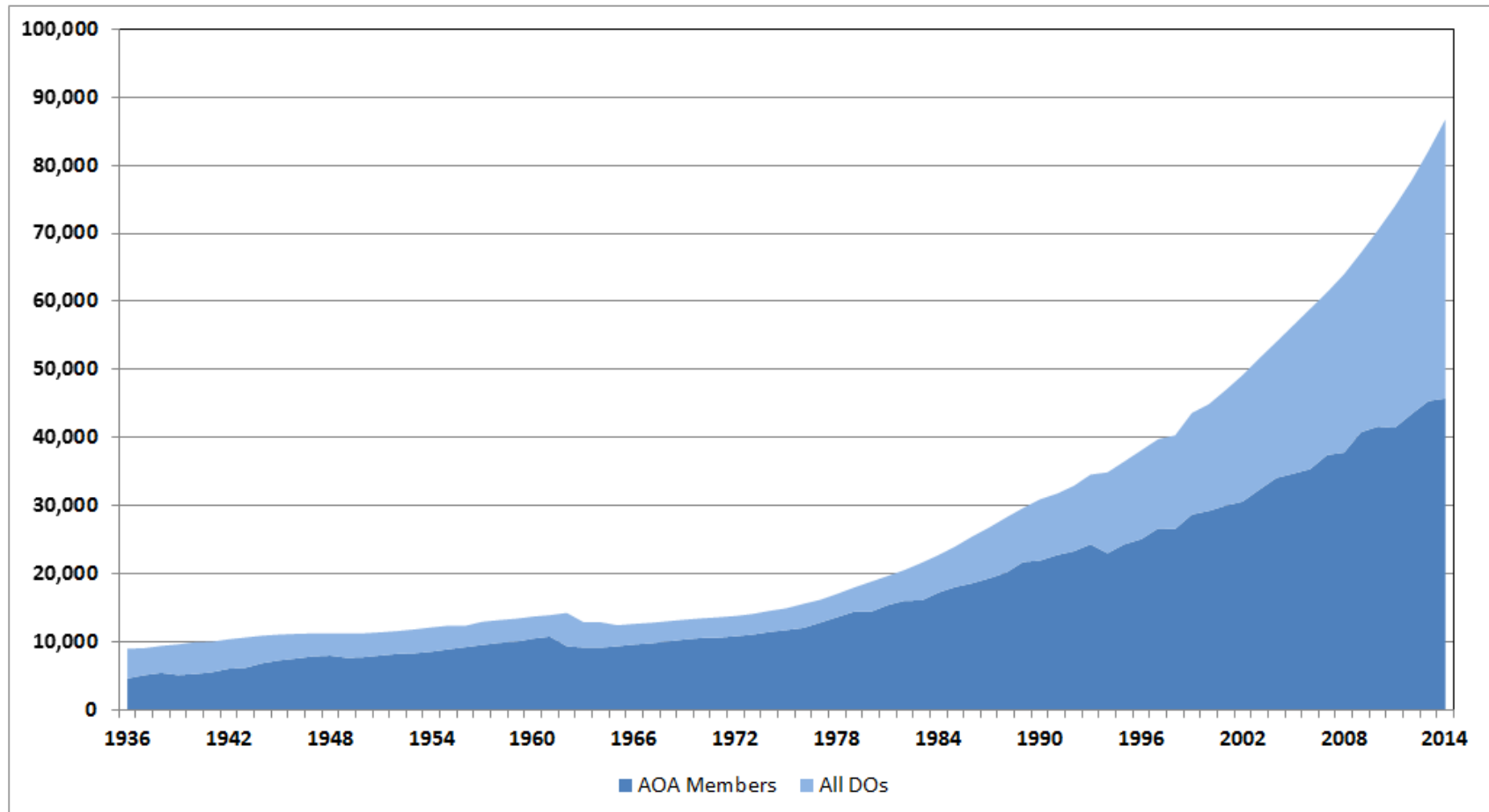
Accreditation Focus:

- Primary certifying bodies for DOs
- Accrediting agency for GME
- Accrediting agency for osteopathic medical schools (30 colleges in 40 locations, and 28 states)
- Accredited hospitals and other health care facilities





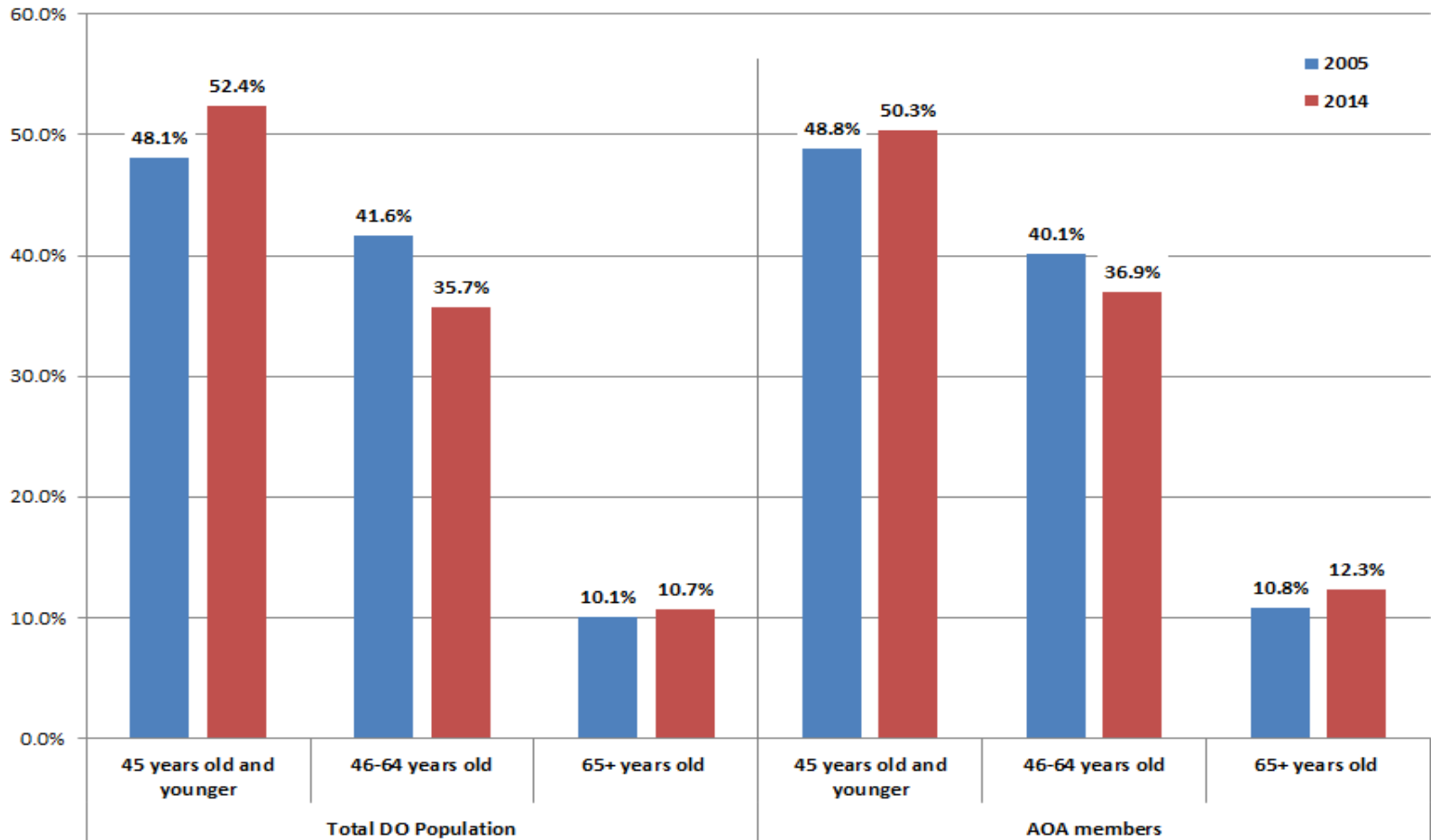
Total DO Population and AOA Member Base by Year (1936-2014)





DOs By the Numbers

Comparison of DOs by Age Total DO Population and Total AOA Member Base (2005 and 2014)





How to Address Member Engagement

Association service delivery must move from:

←→
Broad

to

RATIONAL





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How to Address Member Engagement

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

*Mary Byers
Race to Relevance*





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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





Leverage Opportunities for Collaboration

Consider partnerships which:

**Enhance
technological
capacity**

**Eliminate
redundancy and
talent**

**Increase market impact and
engagement**



New Strategies for Programs and Services

From:

Stagnant and Historical
➤ *Member Prestige*



To:

Innovative and Appealing
➤ *Access, Opportunity & Influence*

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*





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Member Value vs. Dues Proposition

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.



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The Landscape has Changed... Let's welcome and adapt!

