

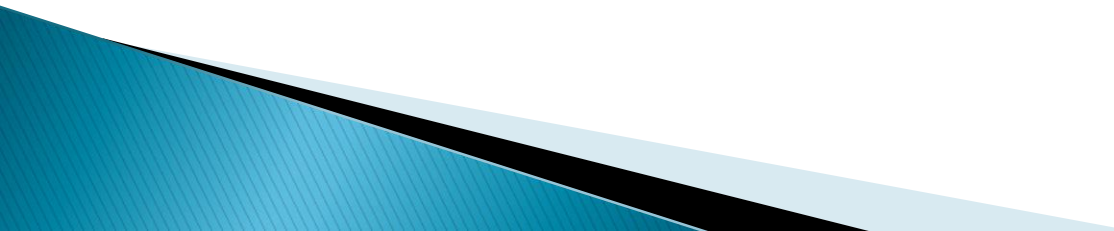
“Come Home” A message that resonates

Kathleen S. Creason, MBA
Executive Director
Osteopathic Physicians & Surgeons of California

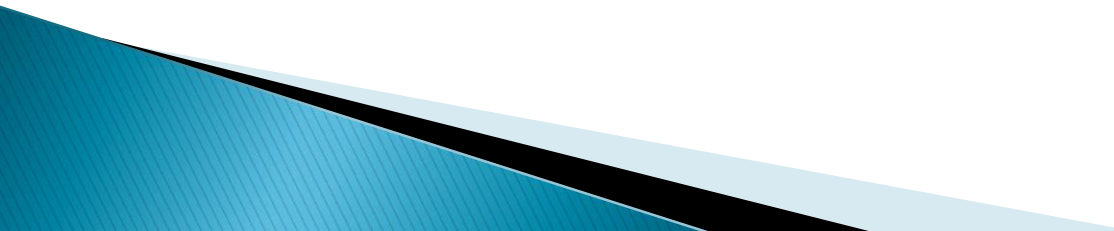
The Osteopathic “Family”

- Relatively small number of DOs
- “Family” theme in AOA/OPSC communications

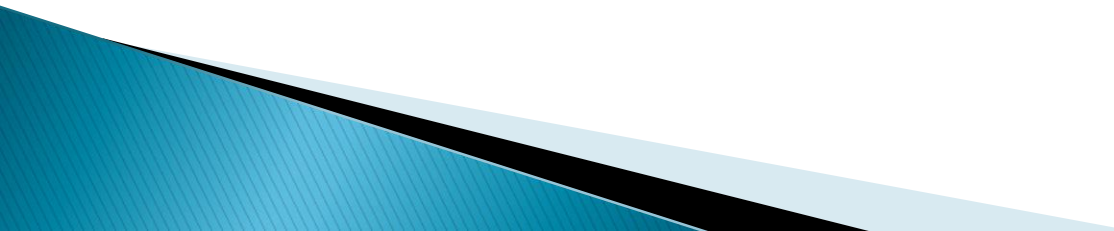
The Problem(s)

- DOs in California were not aware of OPSC or our activities
 - Even some Board members!
 - Some DOs train allopathically and don't have allegiance to osteopathic profession
- 

Communications Campaign

- Public Relations Committee and Membership Committee held brainstorming session
 - One member suggested “Come Home” theme
- 

The Plan

- Big splashy intro mailer
 - Series of postcards with
 - Quotes
 - Photos (diverse member representation)
 - Each postcard with area of focus
- 

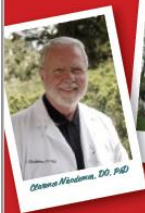
Big splashy intro

Home is where you go when you need to recharge and be inspired.

Home is where you go when you need to find support to reach new goals.

Home is where you build your sense of self so that you can venture out to the world stronger and more prepared.

*Come home to
OPSC.*



Your OPSC Home

Just ask any member of the OPSC family why OPSC is their chosen professional home.



OSTEOPATHIC
Physicians & Surgeons
of CALIFORNIA

2015 H Street
Sacramento, CA 95811

www.opsc.org

ADDRESS SERVICE REQUESTED

The osteopathic profession has a strong presence in California. With more than 7,000 DOs licensed by the State, the profession is vibrant and growing. Your professional society, the Osteopathic Physicians & Surgeons of California (OPSC) now owns a beautiful historic property in downtown Sacramento which serves as the home for the osteopathic profession in California.

OPSC invites you to "Come Home"

Our door is open.



Come Home



To Your Osteopathic Family



OSTEOPATHIC
Physicians & Surgeons
of CALIFORNIA



Come Home



To Your Osteopathic Family



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Contact Information

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www.opsc.org opsc@opsc.org

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1300 National Drive, Suite #150
Sacramento, CA 95834
(916) 928-8390 (916) 928-8392 Fax
www.ombc.ca.gov osteopathic@dca.ca.gov

American Osteopathic Association
142 E. Ontario St
Chicago, IL 60611
(312) 202-8000
www.osteopathic.org msc@osteopathic.org

Drug Enforcement Administration
(202) 307-1000 (Washington, DC)
(213) 621-6700 (Los Angeles)
(415) 436-7900 (San Francisco)
(858) 616-4100 (San Diego)
www.justice.gov/dea/index.shtml
www.deadiversion.usdoj.gov

Medi-Cal
(800) 541-5555
www.medi-cal.ca.gov

Centers for Medicare and Medicaid Services (CMS)
(800) 633-4227
www.cms.gov

State of California Osteopathic Physicians Continuing Medical Education (CME) requirements

150 credit hours within a three-year American
Osteopathic Association CME cycle

Minimum of 60 hours must be in
AOA Category 1-A or 1-B

One time requirement of 12 hours on
pain management/end-of-life care

Your osteopathic family is...

Stable



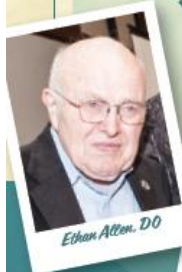
Fifty-two years strong

"The osteopathic profession would not exist in California without OPSC. We established the organization in 1962 during the bitter fight to keep DO licensure in the state. Since then, I've seen our leaders battle to get DOs accepted in the military, in Kaiser, and in many other health care settings. I'm so proud of what we've accomplished and the path we've forged for new physicians in training."

◆ Ethan Allen, DO ◆

"OPSC has been so helpful to me over the years. I don't see how I could have done without them. OPSC is more like family, not just an organization. For many years, I have attended the conventions and have found them academically and socially satisfying."

◆ Sharon McGarrity, DO ◆



Ethan Allen, DO



Sharon McGarrity, DO



Charles Skiba, DO



Kendall Felker, OMS IV

Committed



Helping members succeed

"My professional career has changed dramatically over the past 8 years. Relocating to Beverly Hills CA from Chicago IL, I relied on OPSC for professional guidance and help in creating my professional referral base. Most recently in starting my own practice I once again relied on OPSC as an invaluable resource!

Without the guidance and support from OPSC the transition from employed physician to President/Owner would have been impossible. They had the right answers to all of my questions during this change. Thanks again OPSC for all you DO."

◆ Charles Skiba, DO ◆

"OPSC has been a continuing source of information and support since my wife and I opened our practice in Monterey 6 years ago. The organization helped us untangle our Medicare enrollment as a provider at a time when it was going through a transition in contractors, helped us find resources for billing and coding, and regularly introduced me to helpful practitioners in the State during conferences. OPSC is truly a partner in practice in the State of California."

◆ Clarence Nicodemus, DO, PhD ◆



Alexandra Myers, DO

Protective



Eliminating discrimination against osteopathic physicians

"From my first contact with OPSC (though I was not a member at the time), it was clear that this was a member-helping (rather than self-serving bureaucracy) organization. My first conference (and every one since) impressed me that these were organized BY working people FOR working people, and every speaker had specific expertise in his/her field (rather than a "grandfathered FP" with company slides). By the time I found DOs were not eligible for the Steven M. Thompson Physician Loan Repayment Program, OPSC already had boots on the ground to rectify this, and the following year I was accepted to the program. Thanks, OPSC...a LOT!"

James Horspool, DO

Eliminating discrimination against osteopathic medical students

"OPSC has been an invaluable resource throughout my medical education. As proponents for the osteopathic profession, they recently eliminated policies that prevented DO students from rotating at some academic institutions in California. As a direct result, I was able to secure an audition rotation at one of my top choices for residency. Thank you OPSC for your unwavering support!"

Kendell Felker, OMS IV

Fighting to protect MICRA

"Trial lawyers have come out fighting with Proposition 46, which would destroy the foundation of MICRA (California's bellweather medical malpractice law), require physician drug testing, and mandate the use of the poorly functioning prescription drug monitoring database. OPSC has contributed funds, identified spokespersons, and kept members engaged in the effort to defeat this terrible ballot measure."

Alexandra Myers, DO

Postcard #1



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Come Home to OPSC

Come home and see how OPSC...

Develop



"Access to professional and personal mentors through OPSC membership is akin to an insurance policy – you never know when you're going to need it, and you sure are glad you've made the investment when you do... I can truly say that without OPSC, I would not be as well-networked, confident and considerate as I am today. Thank you, OPSC!"

Blake Wylie, DO



Blake Wylie, DO



O. Tyler Owens, OMS III

Connect



"My OPSC mentor helped connect me to the osteopathic profession and provided me with an example of what it means to be a caring and compassionate osteopathic physician. I will look back on his example as I progress to become an osteopathic physician."

O. Tyler Owens, OMS III

Grow



"OPSC has been an integral organization for professional development. Through them, I was able to interact with colleagues and learn from mentors – such as James Lally, DO."

Tiffany Anderson Terrell, DO



Tiffany Anderson Terrell, DO

Opens doors for you!

Postcard #2



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Happy Thanksgiving!

Come home...

Quality Information

* * *

"I have enjoyed being able to network and socialize with fellow DOs in my area. I am also grateful to continue to update my medical knowledge and receive AOA CME."

Denise Allen, DO



Convenient Credit

* * *

"As a member of our local osteopathic chapter OCOMA for 11 years now, I have found the meetings to be extremely helpful. A few benefits are:

1. Interacting and "connecting" with one's peers and "referral sources"
2. Potential curbside consults in a comfortable setting
3. EASY category 1 credit
4. Good food while learning"

Renee Yocam, DO

Connections

* * *

"There are many things we shouldn't forget! Staying involved with OPSC Regional Affiliates is my way of staying in touch with my local and California's osteopathic family!"

Steve Lee, DO



and join us for dinner!

Postcard #3



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Happy Holidays!



Postcard #4



Continuing Education
Opportunities

Fall Conference
Monterey • Sept 11-13, 2015

.....

Annual Convention
San Diego • Feb 17-21, 2016

On-line CME
www.DOCme.org

Plus...
Regional dinner meetings

Come home to OPSC

(800) 638-6772 www.opsc.org



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Does your family keep you
current?



“Best
conference
for
California DOs.
Arnold Almonte, DO

“The conferences and education platforms hosted by the Osteopathic Physicians and Surgeons of California provide an extraordinary opportunity to bring the California Osteopathic community together for collaboration, policy, continuing education and camaraderie. The curricula are poignant, up to date, and immensely applicable to Osteopathic Physicians in California.”

Michael J. Farrell, IV, DO, MBA

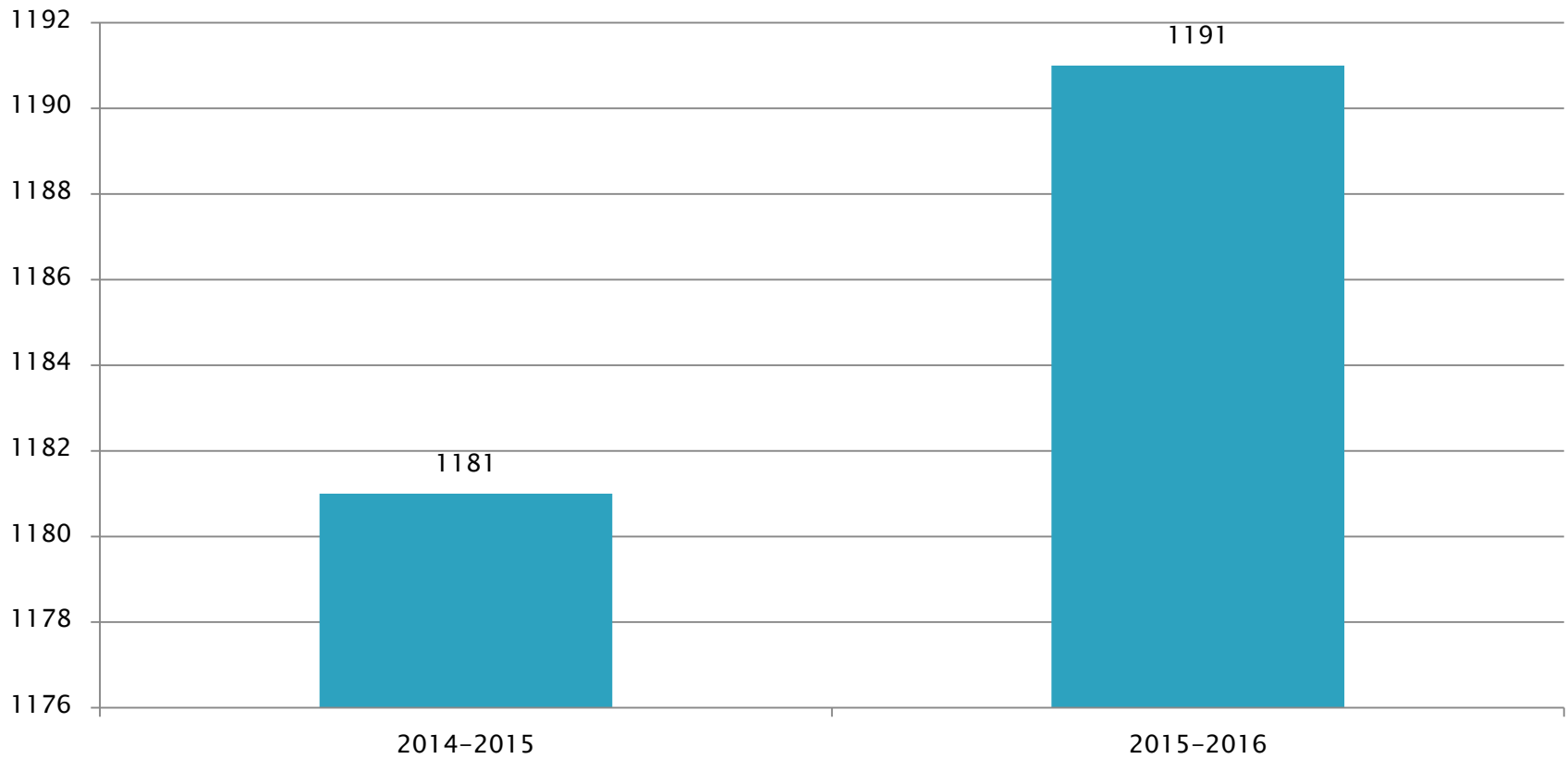
“This annual convention was by far the best of all I have attended. There were many good quality speakers, and the information I have received were all very important for my patient care, and was very much clinically relevant. Over the many years, I could only see that the convention is getting better every time I attend, and this convention was just flawless. Thank you!”

Gerald Choi, DO

*Your osteopathic
family does.*

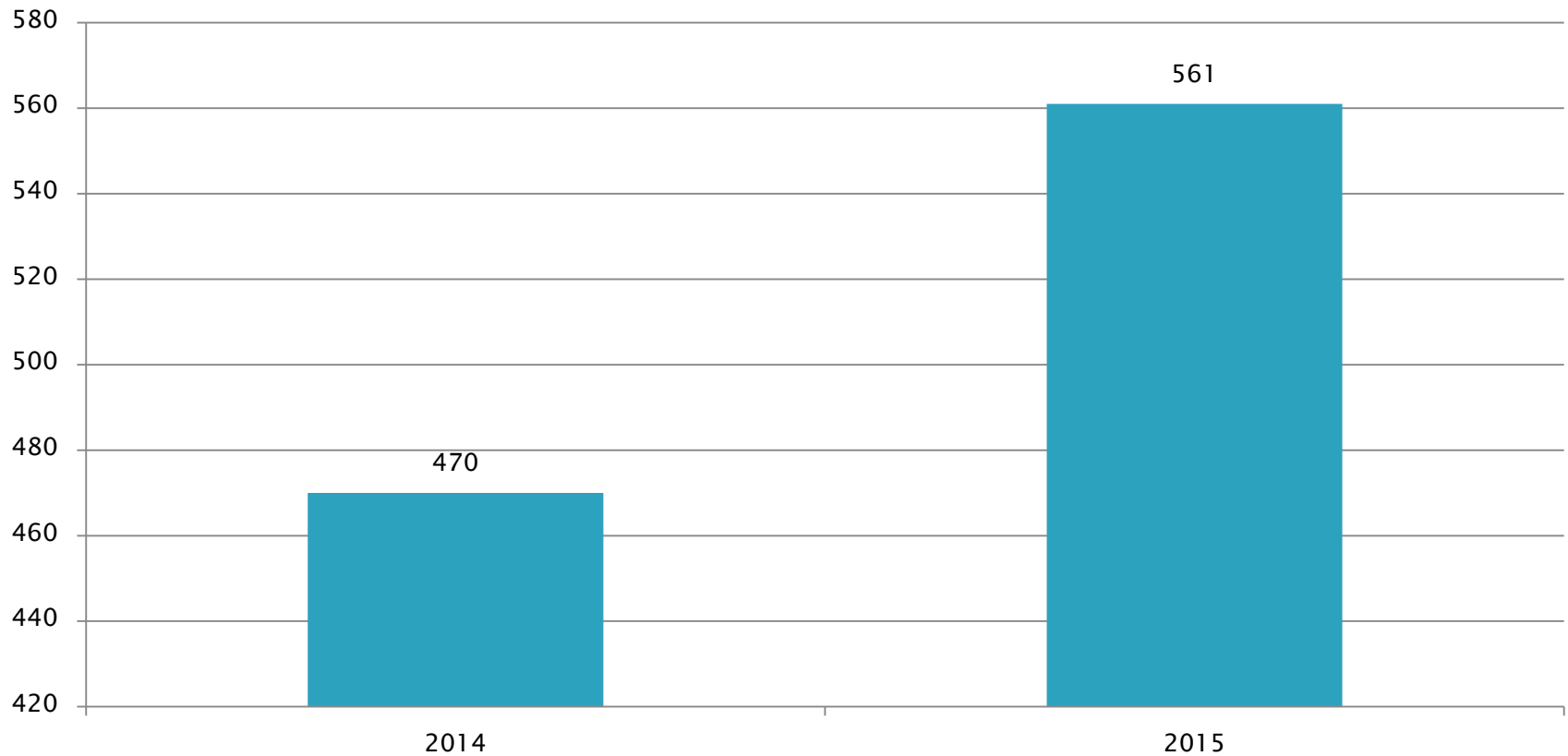
Metrics

Membership



Metrics

Fall Conference registration



Increased Revenue

Fall Conference Registration	\$60,000
Membership	<u>\$4,750</u>
TOTAL	\$64,750

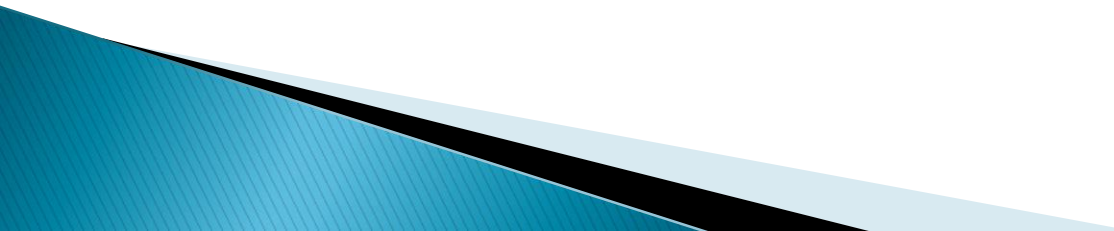
Expense

Initial mailer	\$5,300
Postcards (4)	<u>\$10,400</u>
TOTAL	\$15,700

Net

Revenue	\$64,750
Expense	<u>\$15,700</u>
TOTAL	\$59,450

Reflections / Lessons Learned

- ▶ Communication is key
 - ▶ People like to see colleagues; and themselves
 - ▶ Reflect diversity
 - ▶ Immediate gains realized
 - ▶ Regular communication is key
- 

Our new campaign...



OSTEOPATHIC
Physicians & Surgeons
OF CALIFORNIA

Who are we? **We are YOU.**
Together we are...



Advocates



Healers



Educators



Mentors



Defenders



Innovators

THANK YOU

