A Guide to Advocacy

“Making a difference for you, your patients, and your profession”
Two Arms of the AAOS

• Academy is the **educational** arm founded in 1933

• Association is the **advocacy** arm founded in 1997
AAOS Hierarchy

AAOS

Association
  - Board of Councilors

Academy
  - Board of Specialty Societies
Board of Councilors (BOC)

• Grassroots organization consisting of approximately 100 delegates

• Each state has at least one delegate, regional associations, state orthopaedic associations, and territories also represented

• State societies choose delegates (number of delegates related to number of orthopaedists in state)
Board of Councilors (BOC)

- Represent point of view of the “average” orthopaedic surgeon to the attention of the Academy leadership

- Heavily involved in advocacy—members expected to be AAOS PAC contributors

- BOC members attend the NOLC, AAOS Fall and Annual Meetings

- Meetings often run in conjunction with the Board of Specialty Society (BOS) and National Leadership Fellows Program (LFPs)
State Societies

• Foster cooperation between orthopaedic surgeons and encourage scientific, educational and charitable endeavors which will promote and advance the orthopaedic profession.

• Evaluate state and national health policy activities as they relate to orthopaedics in each state

• Maintain high professional, ethical, and moral standards in the practice of orthopaedic surgery
The Value of State Societies

- CME
- Legislative and advocacy role
- Leadership development
- Patient care issues such as truth in advertising and scope of practice issues
- Protect the value and role of physicians
Council on Advocacy (COA)

- Advocacy Resource Committee
  - What do we need to focus on?

- Health Care Systems Committee
  - Develop relationships within the healthcare system

- Coding, Coverage and Reimbursement Committee
  - Get paid for what you do!

- Medical Liability Committee
  - To err is human...

- Political Action Committee
  - Engine of advocacy efforts—opens the political doors
AAOS Advocacy

- Identify key issues
- Target key decision-makers
- Grassroots outreach to targeted decision-makers

Key Elected Officials (Federal)

AAOS Fellows

Key Elected Officials (State)

State Orthopaedic Associations

Patients
Why is Advocacy Important?

• Current conditions demand that the AAOS take an active role in advocacy.

• Dialogue with Congress and federal regulators ensures that issues affecting orthopaedic surgeons and their patients are heard.

• Constant communication from AAOS fellows and staff ensures that orthopaedic surgeons have a seat at the policy table.
What has Advocacy Provided Us?

✓ Secured more than $54 million for orthopaedic research through the DoD Peer-Reviewed Orthopaedic Research Program (PRORP)

✓ Secured custom device language in the House and Senate FDA User Fee bills

✓ Helped the ACA’s Independent Payment Advisory Board (IPAB) repeal pass the U.S. House

✓ Helped remove language from a bill that would have reduced Medicare payments for imaging services

✓ Scope of practice battles on the state level
What’s at Stake?

• The SGR and payment reform
• Medical Liability
• Pay for performance
• Development of quality metrics
• Physician ownership of ancillary services
• IPAB
• Anti-trust Reform
How Does Advocacy Work?

Get politicians to listen to orthopaedic concerns by…

✓ Getting access to the legislators who make the laws and policies that affect the orthopaedic profession by…

✓ Helping elect candidate who understand the issues orthopaedic surgeons face by…

✓ Supporting favorable candidate and educating/building relationships with them EARLY!
The Orthopaedic PAC

• AAOS Orthopaedic PAC is the only national political action committee in Washington, DC representing orthopaedic surgeons before Congress
• Formed in 1999 to help advance the legislative agenda of the AAOS and subspecialty groups
• Today, it is among the largest Association PACs in the United States and the largest physician PAC (larger than the AMA) in the country.
The Orthopaedic PAC

- The PAC is issue-oriented—non partisan
- The PAC is the vehicle that opens political doors…allows the AAOS a seat at the table!
## PAC Contributions to Federal Candidates

**Election cycle:** 2012

<table>
<thead>
<tr>
<th>PAC Name</th>
<th>Affiliate</th>
<th>Total</th>
<th>Dems</th>
<th>Repubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Assn of Orthopaedic Surgeons</td>
<td>American Academy of Orthopaedic Surgeons</td>
<td>$1,758,000</td>
<td>$490,000</td>
<td>$1,260,500</td>
</tr>
<tr>
<td>American Dental Assn</td>
<td></td>
<td>$1,595,249</td>
<td>$677,000</td>
<td>$1,018,249</td>
</tr>
<tr>
<td>American Medical Assn</td>
<td></td>
<td>$1,027,200</td>
<td>$655,500</td>
<td>$366,700</td>
</tr>
<tr>
<td>American Soc of Anesthesiologists</td>
<td></td>
<td>$1,404,650</td>
<td>$511,160</td>
<td>$883,490</td>
</tr>
<tr>
<td>American Coll of Radiology</td>
<td></td>
<td>$1,402,268</td>
<td>$420,000</td>
<td>$979,268</td>
</tr>
<tr>
<td>American Coll of Emergency Physicians</td>
<td></td>
<td>$1,290,000</td>
<td>$524,000</td>
<td>$766,000</td>
</tr>
<tr>
<td>American Optometric Assn</td>
<td></td>
<td>$1,056,750</td>
<td>$539,000</td>
<td>$517,500</td>
</tr>
<tr>
<td>American Physical Therapy Assn</td>
<td></td>
<td>$1,037,850</td>
<td>$569,850</td>
<td>$468,000</td>
</tr>
<tr>
<td>American Academy of Ophthalmology</td>
<td></td>
<td>$758,047</td>
<td>$319,647</td>
<td>$438,400</td>
</tr>
<tr>
<td>American Podiatric Medical Assn</td>
<td></td>
<td>$710,700</td>
<td>$398,700</td>
<td>$312,000</td>
</tr>
</tbody>
</table>
“Other top health sector donors include the drug company Pfizer (based in New York) and the American Academy of Orthopaedic Surgeons (based in Rosemont, Illinois), both of which spent about $1.5 million in the 2012 election cycle.”

_Nature: Health Sector Opens Purse for US Election, November 4, 2012_

“At the top of the list is the American Academy of Orthopaedic Surgeons, which has already spent $3 million on the 2012 races—about 25% more than it spent in 2008—ensuring it will retain its title as the most generous physician PAC.

Like most of the PACs, top-spending AAOS has largely spent its funds supporting House members or senators or candidates who are physicians or sit on health-related committees.”

_Politico: Physician PACs Step Up Spending, October 31, 2012_
The Orthopaedic PAC

- Hard Dollars
- Soft Dollars
Hard Dollars

• Hard dollars are personal contributions written from a physician’s *personal* account

• AAOS fellows can give personal contributions up to $5,000 per calendar year to the Orthopaedic PAC

• These dollars are used for political purposes such as contributions to federal candidates and members of Congress
Soft Dollars

- Soft dollars are contributions processed on a physician’s business/corporate account (LLC, PC, or Inc.) and by law, cannot be used for political purposes.

- These dollars are used to pay the PAC’s operating and administrative expenses and to help raise additional funds.

- There is no limit to how many soft dollars an individual or corporation can contribute to the Orthopaedic PAC.

- **Bottom line:** hard dollars can be used to support political candidates, soft dollars cannot.
Build Key Contacts

1. Raise your hand if you know your member of Congress?

2. Raise your hand if your member of Congress knows your name…

The PAC help facilitate these relationships!

Members of the Texas Orthopaedic Association meeting with Texas Governor Rick Perry
Famous Excuses

• Politics is dirty
• Contributions are bribery
• Only big industry/corporations have influence
• Politicians ought to do the right thing
• “I don’t have much to give, so it won’t make a difference…”
If you don’t have a seat at the table, you are on the menu!
What Do Physicians Have to Offer?

- Credibility
- Experience
- No one understands your business & patient needs better than you!

Members of the Nevada orthopaedic delegation with U.S. Senator Dean Heller
How to Become Involved

• Political involvement, or political advocacy, covers a wide range of activities.

• You can give…
  ➢ Your **TIME**
  ➢ Your **MONEY**
  ➢ Or **BOTH!**
Benefits of Involvement

• Leadership

• Networking

• Personal & professional growth

• Learning traditions

• Non-orthopaedic lessons that are vital to long-term success
Why We Need Resident Involvement

• Residents are the future of the orthopaedic profession

• Ever changing field

• Residents offer new perspectives

• Others see your effort and want to be involved themselves
Two Easy Ways to Get Involved As a Resident Member

1. Contribute to the Orthopaedic PAC

2. VOTE!!
We Need You!

• As of 2012, just 2% of orthopaedic surgery residents contributed to the Orthopaedic PAC compared to 27% of anesthesiology residents involved in their political action committee.

• Involvement in the Orthopaedic PAC starts with a nominal contribution of ANY amount!
Five for Five Resident Contributions

• Contributions of any amount to the Orthopaedic PAC are welcome but residents are encouraged to contribute through an easy-to-remember *Five for Five* program…

- PG Year 1 - $10.00 contribution
- PG Year 2 - $15.00 contribution
- PG Year 3 - $20.00 contribution
- PG Year 4 - $25.00 contribution
- PG Year 5 - $30.00 contribution
Encourage residents in your program to contribute to achieve a program of distinction level.

- **Bronze** level – Greater than 50% contributing
- **Silver** level – Greater than 70% contributing
- **Gold** level – 100% contributing
Challenge

- Become *involved* in the AAOS or your local state society and *contribute* to the Orthopaedic PAC!

- Any amount helps advance the AAOS’ advocacy engine!
Invest in **YOUR** Future!