



*Advancing Integrative Health
Through Advocacy and Public
Awareness*

2024 International Congress, April 12, 2024

Panel Introductions



Why is Advocacy for Integrative Health Critical?

- Unifies the profession – creates collective powerful, national voice
- Places emphasis on education, training and certification standards
- Advances Research – supports evidence-based practices
- Increases access to integrative health providers to all patients
- Promote innovation to drive improvements in patient care.

ENGAGING PROFESSION FOR ADVOCACY



EDUCATION



AWARENESS



PROGRESS UPDATES



EVERYONE HAS A ROLE;
ENCOURAGE INVOLVEMENT

Advocacy Do's and Don'ts

- Do demonstrate yourself as a professional – you are the expert
- Do follow gov't relations professional timing and direction
- National organizations and local individuals working together
- Do work with your Advocacy team for strategy, support, and meeting coordination
- Don't expect immediate change – legislation can take time but success will only happen if you act and let your voice be heard over time
- Don't talk about elections or campaign donations during Hill meetings
- Do talk about your practice, how you help patients, your reasons for supporting recognition
- Do talk to your colleagues about supporting this effort

Risks of Remaining Unrecognized

- Healthcare Models Are Changing – Ensure Your Profession is Included
- Who Will Provide Your Services: Public Safety Concerns
- Professional Insecurity
- Access Limitations - What About Our Patients?



NAVIGATING LEGISLATION



ATTRACTING A VEHICLE



INTRODUCE PASSABLE BILL



OBTAIN BIPARTISAN SUPPORT



GENERATE COMMITTEE
SUPPORT



SECURE GENERAL SUPPORT



ENGAGE COMMITTEE
LEADERSHIP AT RIGHT TIME



OBTAIN A SUCCESSFUL CBO
SCORE



ENSURE VOCAL BILL CHAMPION
INSIDE COMMITTEE

MATURING A BILL FOR A VEHICLE

- Maintain Hill presence
- Hold strategic constituent meetings
- Engage committee members and staff
- Establish internal and external strategic allies
- Prepare data for CBO score
- Maintain engagement with bill champions
- Introduce Senate Counterpart
- Hold Congressional briefings
- Keep bill balanced



BARRIERS TO SUPPORT/PASSAGE

- Cost concerns
- Opposition from influential groups
- Lack of CBO score
- Small/nonexistent constituent base
- Unfamiliarity with profession
- Lack of existing co-sponsors
- Lack of bipartisan support
- Lack of unity/support from profession

WORKING FOR
SUPPORT/PASSAGE

Narrow bill scope

CMS service coverage

Opioid utilization


United profession

Consistent, engaged effort

Initial Committee support

No opposition

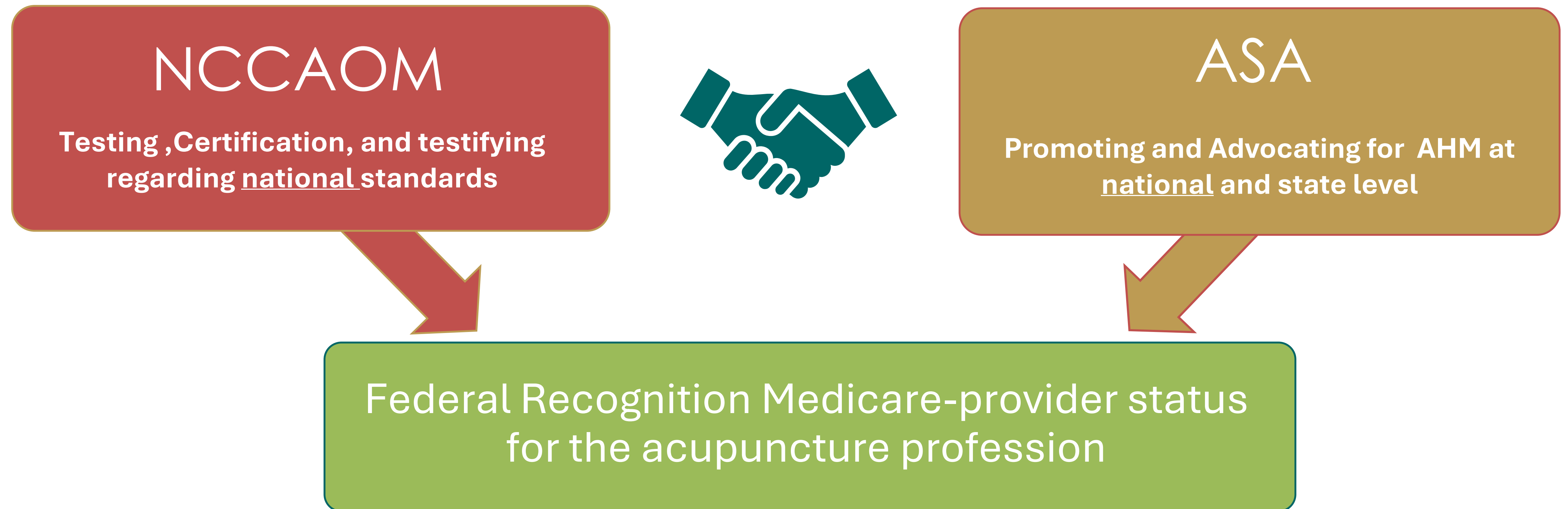
The Legislative Process Can Take Years

- Building awareness among policymakers and their staffs are key first steps for legislation.
 - This is an iterative process that requires consistent messaging and strategic engagement.
 - Securing support from groups and organizations outside of the profession will help advance our bill.
 - Consistent grassroots efforts from the profession to support legislation.
- 

JOURNEY TOWARDS FEDERAL RECOGNITION



Leadership Role in the AHM Community



NCCAOM

Testing, Certification, and testifying
regarding national standards

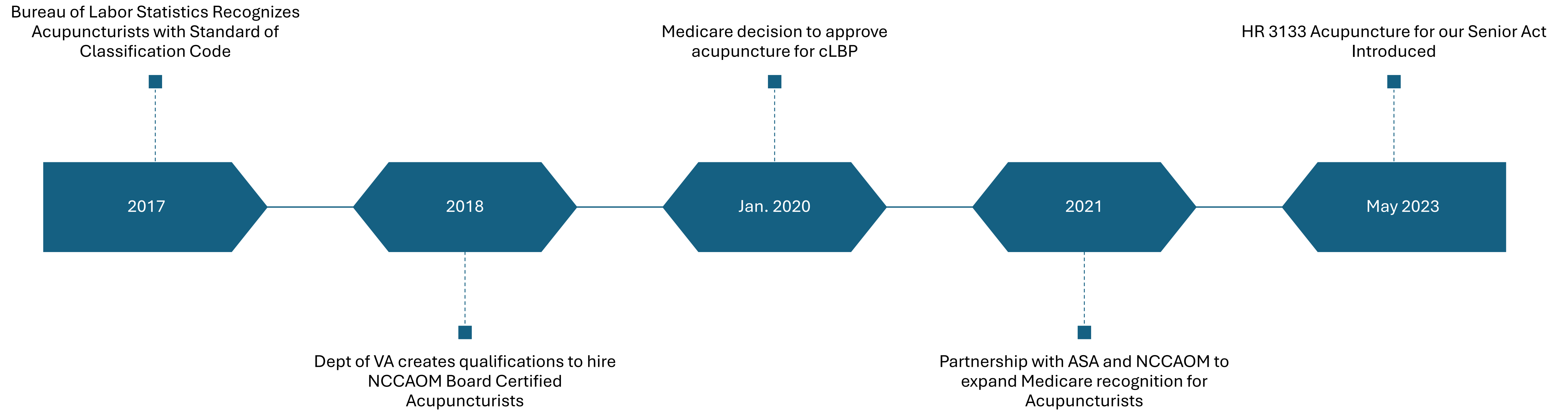


ASA

Promoting and Advocating for AHM at
national and state level

Federal Recognition Medicare-provider status
for the acupuncture profession

Campaign for Federal Recognition of Acupuncturists



Why Medicare Recognition?

- Healthcare model is moving toward integrating and covering evidence-based, non-invasive treatments, such as acupuncture, to help better manage chronic-pain utilization.
- Medicare is the primary example and has authority to add coverage for treatments at any time but does not have the authority to add providers.
- Adding providers to the Medicare program requires an act of Congress, which is why the ASA/NCCAOM is pushing H.R. 3133, the Acupuncture for our Seniors Act.
- Service expansion becomes a case of supply and demand: without action on the federal level, other provider groups seek to expand their scopes



HR 3133: Medicare = Patient Benefits

Increases Awareness of Acupuncture

Increases Access to Care

- Underserved communities
- Vulnerable populations

Increases Access to Licensed
Acupuncturists

- Providers with the most training
- Practicing a complete system of medicine

Medicare = Practice Benefits

- Increases Access to Patients
- Removes Supervision Requirement
- Allows Acupuncturists to Bill Directly
- Establishes a Model for Private Payers or Third-Party Insurance
- Increases Opportunities for Practice Settings
 - Hospitals and Multidisciplinary Clinics
- Increases Potential for Referrals



Medicare = Professional Benefits

- Job Growth
- Research and Generation of Standardized Data
- Increases Eligibility for Federal Student Loans and Student Loan Forgiveness
- Access to Other Federal Programs
- Educational Opportunities
- Appeal of Profession - Students



Outcomes of Federal Advocacy

- Increases Access of Services to Seniors, Disabled and Underserved Communities
- Expands Job Opportunities for Qualified Practitioners and Promotes Credentials
- Strengthens Insurance Reimbursements
- Advances Whole System of Medicine Practice
- Promotes Public Education of Qualified Practitioners (Board Certification, etc.)



Questions?

