Collaboration in Affinity Programs and Future Opportunities in Affiliate Affairs

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Disclosures:
No financial conflicts of interest
Learning Objectives

At the conclusion of the presentation, learners will be able to:

• Describe the current AOIA Affinity Programs

• Explain how the Affinity Programs offer support to physicians with their personal and career success, enhancing their ability to provide optimal patient care

• Indicate specific opportunities for Affiliates to engage with AOIA to enhance physician participation
Introductions

• Norman Vinn, DO, MBA
  Board Chair, American Osteopathic Information Association (AOIA)

• Kathleen Creason, MBA
  Executive Director, American Osteopathic Information Association (AOIA)

• Nicole G. Blankenship, MBA, CAE
  Vice President, Affiliate Affairs, AOA
Overview of AOIA and AOA Member Value Affinity Program

2016
AOA had affinity relationships with:
- GEICO
- Bank of America
- HealthFusion/MediTouch

2017
“AOA Member Value” program launched
- Added 7 more partnerships

2020
- Now 15 partners
AOA Value Program: Tools for Running a Private Practice

- **AOA Purchase Power**
  Group purchasing organization providing discounted volume pricing on medical/surgical and non-medical supplies

- **CareCloud**
  Cloud-based platform with EHR, practice management and revenue cycle management. AOA members receive discounted services

- **Office Depot**
  Discounted paper, toner, and office supplies

- **Merchant’s PACT**
  Advisors who monitor and negotiate reduced credit card processing fees for practices. AOA members receive a free analysis

- **Officite**
  Create and host practice websites, additional services for search engine optimization, and online reputation. AOA members receive 2 free months of hosting
AOA Value Program: Practice Tools to Share With Patients

• CareCredit
  Financing options for patients to use for their health care expenses which also allow practices to be paid quickly

• Ceras Health
  Cloud-based patient communication platform for remote patient monitoring and CCM

• AOA Prescription Discount Card
  Free card to share with staff and patients that can save up to 80% on prescriptions at over 68,000 pharmacies
AOA Value Program: Discounts on Lifestyle Products

• Bank of America
  AOA-branded cash rewards credit card or AOA-branded checking account and debit card

• Member Deals
  Discounts on travel and entertainment such as theme parks, theatres, and ski resorts

• AOA Travel Discounts
  Exclusive discounts on worldwide hotel rooms and car rentals

• PhysicianLoans
  Home financing for physicians that can offer less money down and great interest rates

• PhysicianWealth
  Digital financial advisor for 401l/403b that delivers a personalized portfolio. AOA members receive 3 months free and a 20% discount
AOA Value Program: Tools for Physicians-in-Training, Recent Grads

• Doctors Without Quarters
  Individual consultations for graduating students on student loan repayment strategies. AOA members receive a 20% discount on all services

• SoFi
  Student loan refinancing with a 0.25% discount for AOA members and personal loans with a $100 cash bonus

• Canopy
  Online medical Spanish courses. AOA members save up to $100
## Current Engagement with AOA Value Partners – FY20 YTD

<table>
<thead>
<tr>
<th>Partner</th>
<th>Engagement</th>
<th>Partner</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctors Without Quarters</td>
<td>39 consultations; 188 annual subscriptions</td>
<td>Canopy Apps</td>
<td>133 sales</td>
</tr>
<tr>
<td>Bank of America</td>
<td>1549 active accounts</td>
<td>Member Deals</td>
<td>48 orders</td>
</tr>
<tr>
<td>Merchants PACT</td>
<td>26 active accounts; 0 consultations</td>
<td>CareCloud</td>
<td>0 Purchases</td>
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<tr>
<td></td>
<td></td>
<td>AOA Purchase Power</td>
<td>314 purchasers; 620 enrolled</td>
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<td></td>
<td></td>
<td>Officite</td>
<td>50 web sites hosted</td>
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<tr>
<td></td>
<td></td>
<td>CareCredit</td>
<td>320 accounts</td>
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Other AOIA Resources That Support DO Physicians

- **AOA Insurance**
  - medical malpractice
  - home and auto
  - life and health insurance
  - business insurance

- **AOA Advanced Degrees**
  Online MBA and MHA degree programs with discounted tuition for AOA members

- **AOA Physician Profiles**
  Primary source verifying osteopathic physician credentials. Free reports for AOA members.

**Physician Services Staff**

Hands-on assistance and education on coverage and reimbursement, documentation and coding, office administration, payment reform, insurance industry policy, and general practice management

- Live and On-Demand CME webinars on practice management topics. Recent topics include:
  - Drafting Effective Appeals
  - Critical Coding and Billing Concepts
  - Top 3 Contract Landmines
Monitoring and Expanding the AOA Value Program

• How does a new partnership get added?
  – Business review to determine if they are a good fit for DO market
  – AOIA board review and approval before each partner is added
  – Agreements are 1 – 2 years to monitor member engagement and maintain customer service standards
  – Partners added because either they provide a member discount or they will share royalties

• To assess needs at various career stages, AOIA survey in 2019 asked target audiences what products or services they wanted to see added
Opportunities for Growth and Collaboration with Affiliates

- With expanded marketing, AOA Value program could penetrate DO market better
- If state societies are looking for revenue opportunities, consider promoting relevant affiliate partners with AOIA
- Collaboration can happen when we can identify who or where a purchase was made and if there are substantial enough royalties to split
Discussion & Questions
Thank You!