



# 2015-16 ANNUAL REPORT

## **REORGANIZATION, SUCCESSION PLANNING, AND STRATEGIC VISIONING**

The OOA Executive Committee began the new membership year by focusing on redistricting, succession planning and leadership development. Simultaneously, OU-HCOM was initiating a three-campus strategy for educating the next generation of DOs, and CORE was undergoing a major reorganization to address ACGME accreditation and the delivery of essential services for Graduate Medical Education. As key leadership discussed the challenges facing each, it became apparent that an outside facilitator was needed to assist the Ohio osteopathic family in aligning goals to secure the future of the profession in Ohio.

Thanks to the foresight of the Osteopathic Heritage Foundations, the OOA was able to engage Joshua Mintz, a Washington, DC-based consultant to facilitate the strategic planning project. Mr. Mintz' firm -- Cavanaugh, Hagan, Pierson & Mintz -- specializes in nonprofit leadership and management and has assisted many prominent health care associations and foundations at the national level. Mr. Mintz, personally, was the facilitator for the American Osteopathic Association's (AOA's) Blue Ribbon Commission, American Association of Colleges of Osteopathic Medicine, and American Osteopathic Directors of Medical Education. He is therefore very familiar with issues facing the osteopathic profession and has worked with many of Ohio's osteopathic leaders in other venues.

The goal of this project is to align the OOA, OU-HCOM, the Osteopathic Heritage Foundations and osteopathic postdoctoral training institutions to face the changes in healthcare, osteopathic education, and membership organizations in general. As healthcare systems merge in Ohio into two or three competing systems and the single accreditation system for ACGME is implemented, the osteopathic profession must stay connected to achieve continued success. The four-phase study consists of the following:

- Review of existing state and national planning documents and environmental scans in conjunction with interviews of important osteopathic thought leaders during January and February 2016.
- Surveys of physicians, residents and students based on issues identified by thought-leaders;
- Focus group discussions with key stakeholder groups during the 2016 Ohio Osteopathic Symposium and additional individual interviews conducted at that time; and
- A strategic planning summit in Columbus of approximately 25 individuals to review results and compile final recommendations to be implemented by a group of six to ten osteopathic leaders representing key constituencies.

The study will help us identify the greatest opportunities and challenges facing the osteopathic profession in Ohio and define the role the OOA should play, if any, in the future. We will also define the type of OOA executive leadership needed, and how the OOA's governance structure must adapt to remain relevant.

## **TORT REFORM COURT WATCH INITIATIVE**

The OOA, Ohio Hospital Association and the Ohio State Medical Association (OSMA) filed another joint amicus brief with the Ohio Supreme Court, December 15, in *Antoon v. Cleveland Clinic*. The Eighth District Court of Appeals adopted a new and unfounded interpretation of R.C. 2305.113(C). This statute, at face value, requires all medical malpractice claims to be brought within four years of the date of the alleged malpractice. If affirmed, the Eighth District's erroneous decision will significantly narrow the scope of R.C. 2305.113 and upset the careful balance the General Assembly has drawn between the various competing interests in medical malpractice litigation.

## OHIO'S PRESCRIPTION DRUG ABUSE EPIDEMIC

The OOA continues to play a key role in addressing the prescription drug abuse epidemic at the state and national levels. After working for months to draft guidelines on opioid prescribing for acute pain, the Governor's Cabinet Opioid Action Team (GCOAT) has completed a final document that has been approved by all participating organizations. Ohio ACOFP President Cynthia Kelley, DO; Cleanne Cass, DO, and Jon Wills have been representing the OOA on GCOAT and two subcommittees. Dr. Cass and Mr. Wills are also currently members of the GCOAT Education subcommittee that is leading outreach efforts.

At the national level, OOA has joined the AOA, American Medical Association, and American Dental Association in partnering with the US Department of Health and Human Services (HHS) and the White House to combat opioid misuse, addiction, and overdose. OOA has committed to the following goals: to increase the number of physicians trained/educated in opioid prescriber practices; increase the number of physicians that complete waiver training to prescribe buprenorphine for opioid use disorder in the outpatient setting; and increase the number of physicians registered with their state prescription drug monitoring program. OOA's educational efforts were launched during the 2016 Ohio Osteopathic Symposium, which also featured the premier of GCOAT's new educational video to approximately 300 DOs.



*Rep. Robert Sprague discusses prescription drug abuse legislation he has introduced during a three-hour session on addiction and pain management at the Ohio Osteopathic Symposium. Other speakers lectured on addiction, medical marijuana, medical board rules and the new Ohio Guidelines on Prescribing Opioids for acute pain. The new GCOAT acute pain video was aired to a public audience for the first time. About 300 physicians were in attendance.*

## IMPACTING HEALTH CARE DELIVERY: CONNECTING DOs WITH STATE POLICYMAKERS

Since 2016 is a major election year, the legislative process will be interrupted by the general election followed by a hectic “lame duck” session. The current status of important healthcare bills is listed below, while ultimate outcome will depend on whether the bills have broad-based stakeholder support and/or special interest backing:

- **HB 116 (Brown)** – This bill authorizes a medication synchronization process so pharmacists can dispense multiple drugs to patients with chronic diseases on the same date each month. The bill passed the House and has been assigned to the Senate Medicaid Committee.
- **HB 124 (Johnson)** – This bill authorizes a physician, advanced practice registered nurse, or physician assistant to prescribe or personally furnish a drug for up to two sexual partners of a patient diagnosed with chlamydia, gonorrhea, or trichomoniasis, without examining the sexual partner. The bill was signed by the Governor.
- **HB 169 (Brown/Reineke)** –OOA opposes this bill, which allows physical therapists to “diagnose” and

order tests. This bill is in the House Commerce and Labor Committee. OOA remains involved in interested party meetings.

- **HB 157 (Butler)** – This complicated bill deals with an overhaul of the medical tort system, an HSA program for Ohio Medicaid patients, changes in emergency department care, and cost transparency among other things. Rep. Jim Butler, the sponsor, continues to seek input from interested stakeholders.
- **HB 188 (Burke)** – OOA supported this bill, which allows pharmacists to do medication management through consulting agreements with physicians. OOA signed on to the final version because it preserves the physician-led, team approach to health care and improves patient access and quality of care. The bill passed the Senate with amendments and the House concurred with those changes; HB 188 has been signed by the Governor.
- **HB 216 (Pelanda)** – This bill would allow APNs to practice independently without a collaborating physician. The OOA is part of a coalition of physician organizations strongly opposed to this bill. A substitute version was released by the sponsor and a robust, interested party meeting of lobbyists-only was held, Dec. 9. The OOA supported an OSMA grant application from the AMA's Scope of Practice Commission to hire legislative and public relations consultants to help with the physician campaign.



*(Left) State Rep. Dorothy Pelanda, sponsor of HB 216, visited OU-HCOM Dublin to discuss medical and nursing education differences. Also pictured are OU-HCOM Dean Bill Burke, DO; OOA Health Policy Chair Peter Bell, DO; and OU-HCOM Faculty Member Jean Rettos, DO, who was an RN before entering Medical School. (Left) Sen. David Burke poses with OU-HCOM Dean after a tour of the Dublin Campus. Rep. Burke is Chair of the Senate Medicaid Committee and holds other key health related appointments in the Senate.*

**HB 352 (Johnson)** This bill, designates April 2016 as Osteopathic Awareness Month, unanimously passed the House of Representatives and is working its way through the Senate. To commemorate the 40<sup>th</sup> birthday of OU-COM, resolutions were presented to college officials in the Ohio House and Senate, April 20<sup>th</sup> followed by a reception at the Statehouse. Copy the following link and paste in your web browser to see a the HR 345 House presentation: <https://www.ohiochannel.org/video/ohio-house-of-representatives-4-20-2016>

- **SB 33 (Tavares)** -- This bill would require CME for cultural competency. OOA opposes mandatory, subject-specific CME, but OOA, OU-HCOM, and CORE are working with Sens. Tavares and Jones to strengthen cultural competency education in osteopathic UME, GME and during student rotations.
- **SB 129 (Gardner and Cafaro)** – This bill establishes important new requirements and uniform procedures for how health plans handle prior authorizations. The Senate passed a substitute version, which is now pending in House Insurance Committee.
- **SB 165 (Lehner)** – This bill replaces DNR orders with Medical Orders for Life Sustaining Treatment (MOLST). The OOA, as a member of the Honoring Wishes Task Force, has strongly supported this legislation with Cleanne Cass, DO, serving as our main advocate. The Senate Civil Justice Committee has held three hearings on the legislation. A substitute bill has been introduced and action by the Senate has been held up due to concerns from local chapters of Ohio Right to Life; the state association's position is neutral.



*(Left) Cleanne Cass, DO and Nate Overmire, OMS IV, discuss SB 165 (MOLST) with Rep. Steve Huffman, MD. (Right) Nate Overmire, OMS IV and Elizabeth Snajdar, OMS I, visit with State Rep. Terry Johnson, DO, after testifying in the House Health Committee on HB 216. Student Doctor Overmire spent an elective four-week health policy rotation with the OOA. Ten OU-HCOM students have completed the rotation over the last three years.*

- **SB 243 (Lehner)** – This bill addresses step therapy procedures by requiring health plans and the Department of Medicaid to follow mandated step therapy protocols that reduce red tape. OOA assisted advocates in getting Rep. Terry Johnson, DO, to sponsor the companion bill in the House.

**LEGISLATIVE STUDY COMMITTEES**

- **Joint Medicaid Oversight Committee.** The Joint Medicaid Oversight Committee (JMOC) was created by SB 206 of the 130th Ohio General Assembly. The committee consists of five State Senators and five State Representatives, and is co-chaired by Sen. Dave Burke and Rep. Barbara Sears. The primary function of the JMOC is to provide continuing oversight of all facets of the state's Medicaid program. The committee oversees Medicaid compliance with legislative intent, evaluates legislation for long-term impact on Medicaid, and assists in limiting the rate of spending growth, while improving quality of care and health outcomes for individuals enrolled in the state's Medicaid program.



*JMOC Executive Director Susan Ackerman and her staff visit Doctors Hospital, Columbus, to discuss how emergency departments handle behavioral health patients. Also in photo: John Mulvaney, Psych Social Worker; Bruce Jones, DO, EM Dept Director; and Richard J. Snow, DO, System VP Clinical Effectiveness OhioHealth.*

- **Commission on Infant Mortality.** The Ohio Commission on Infant Mortality, co-chaired by Sen. Shannon Jones and Rep. Stephanie Kunze, was created by the 130th General Assembly to study the current inventory of state programs and funding streams available to address the issue of infant mortality. The Commission is developing recommendations to improve accountability and coordination in the state's efforts to combat the abysmal rate of infant mortality in the State of Ohio. *Ohio ranks 46th in the nation for overall infant mortality and last among black babies.*
- **[Graduate Medical Education Study Committee \(slow loading PDF\)](#)**. This committee was created by the legislature in HB 64 to study Medicaid payments to hospitals for the costs of GME. It met twice and submitted its recommendations to Governor Kasich and the Ohio General Assembly prior to the mandatory reporting date of December 31, 2015. The final report includes information on current GME payments to hospitals, how the funding formula works, and recommendations to update the formula to be more equitable. OU-HCOM Executive Dean Kenneth H. Johnson, OU President Roderick Davis, PhD (with designated substitute, OU-HCOM Associate Dean for GME Robert Cain, DO) and OOA Executive Director Jon F. Wills represented the interests of the osteopathic profession.

### **HEALTH POLICY INITIATIVES WITH STUDENTS**

- OOA worked with the American Medical Student Association and the Student Osteopathic Medical Association to host an OU-HCOM three-campus broadcast with State Rep. Marlene Anielski, January 5, in conjunction with Mental Health Month. OOA has also assisted OU-HCOM students with writing resolutions and affecting policy changes at the AOA.



*Rep. Marlene Anielski discusses suicide prevention and mental health issues with OU-HCOM students in Cleveland during Mental Health Month. The presentation was telecast to all three campuses.*

- OOA assisted Peter A. Bell, DO in planning the third annual Health Policy Day for the first and second year OU-HCOM students. The theme of the February 2016 program was entitled, “Professionalism, Civility and Ethics in Health Policy Formation. The day-long event included, breakfasts with state legislators on all three campuses; guest speakers on the basics of health policy, civility in health policy formation and the political process, population health, and payment reform. Small group discussions focused on five subject areas: the Future of Medicare and Long Term Care; Medicaid Expansion; Physical and Mental Health Integration; Children at Risk; Pain Management and Addiction and Women’s Health Issues.



*(Left) Reps. Sarah LaTourette and Nickie Antonio on the Cleveland Campus. (Right) Rep. Heather Bishoff with OU-HCOM Dean Bill Burke and Dublin Campus students*

### STATE MEDICAL BOARD OF OHIO

- **Medical Board Policy Committee.** The OOA regularly attends monthly meetings of the State Medical Board of Ohio Policy Committee. This committee reviews pending legislation and updates rules pertaining to changes in state laws and medical board policies.
- **Medical Board Appointments.** Katherine A. “Toni” Clark, DO, of Dayton, was reappointed to the Board of Nursing Prescriptive Governance Committee. Ron Routh, DO of Columbus, was reappointed as the OOA representative on the Physician Assistants Policy Committee.
- **Medical Association Coalition.** The physician associations have formed a Medical Association Coalition (MAC) to jointly advocate for continuation of the so-called “one-bite rule.” The rule currently provides a confidential process for initial referral of impaired physicians to treatment programs without Medical Board intervention. Referral remains confidential unless the physician has a relapse. The Consumer members of the Medical Board and staff are attempting to refine the process – by requiring a “confidential reporting to a Medical Board staff member.” We believe this proposed change would have a chilling effect on voluntary treatment and referral.
- **Ohio Physicians Health Program.** OHP has hired former Supreme Court Justice Evelyn Stratton to serve as a facilitator between the Board and the OPHP on the “one-bite” process. The MAC suggested development of a Memorandum of Understanding (MOA) between OPHP and the Medical board to ensure OPHP compliance with Medical Board operational guidelines. The MOA draft was rejected by staff without the knowledge and involvement of the physician members of the Medical Board. Past OOA President David D. Goldberg, DO, is the PHP Medical Director.
- **One-Bite Draft Legislation.** The SMBO staff and the consumer members of the Medical Board, subsequently asked State Rep. Robert Sprague to sponsor legislation based on the Medical Board’s proposed concepts, which are strongly opposed by the MAC. Individual MAC members, including Jon Wills, were then asked to meet separately with the Medical Board Executive Director to discuss our opposition to the draft legislation concept paper. In addition, representatives of the MAC, which include Justice Stratton, Jon Wills, Tim Maglione (Ohio State Medical Association) and Phil Cass (Columbus Medical Association), have had several meetings with Reps. Cheryl Grossman, Steve Huffman and Bob Sprague to delay the legislation. A Medical Board Work Group has now been established to move the process forward.

## TOBACCO SUMMIT

- Ohio is one of five states selected by the Substance Abuse and Mental Health Services Administration to develop a statewide tobacco use and behavioral health action plan. OOA staff participated in a Tobacco Summit, December 14, hosted by the Ohio Department of Mental Health and Addition Services to provide input into the plan. Participants identified smoking cessation strategies that are working in Ohio and discussed ways to weave them into actionable objectives and strategies to reduce smoking rates by 10 percent in the behavioral health population by 2020. Ohioans with substance abuse disorders or poor mental health are twice as likely to smoke as other populations.

## PAYMENT REFORM

- **Ohio's SIM Grant.** The Office of Health Transformation (OHT) has been updating the provider community on payment reform models related to Ohio's State Innovation Model (SIM) grant. The OHT has been educating stakeholders on: (1) Ohio's approach to paying for value; (2) Episode-based payment model overview; (3) Timeline and launch of performance period for Wave 1 (including thresholds for perinatal, asthma acute exacerbation, and COPD exacerbation); (4) Wave 2 updates and key sources of information; and (5) Update on Patient Centered Medical Home Design Process and Decisions. For more information go to: <http://www.healthtransformation.ohio.gov/CurrentInitiatives/EngagePartnerstoAlignPaymentInnovation.aspx>
- **Population Health Advisory Committee.** OOA also participated in the Governor's Population Health Advisory Group, which is attempting to align the State Health Improvement Plan (SHIP) and community health assessments (CHA) with payment reform related to Patient Centered Medical Homes. For complete information visit the Health Policy Institute of Ohio's web site (<http://www.healthpolicyohio.org/populationhealth/>)

## OHIO HEALTH INFORMATION PARTNERSHIP

- **State Health Information Exchange Update.** OOA Executive Director Jon Wills is a founding member of the Ohio Health Information Partnership - CliniSync and serves on its Executive Committee and Board. A total of 149 hospitals in Ohio are in various stages of implementation to exchange information live on the statewide health information exchange. [CliniSync's](#) efforts are widely recognized by CMS as among the best in the country. The OOA, OHA, and OSMA are CliniSync's only permanent members.
- **Meaningful Use Regulations.** Despite best efforts by CMS to simplify MU reporting, confusion remains. The original three regulations proposed last spring were sandwiched into two final regulations with conflicting language in some sections. Contributing to confusion, separate regulations address different parts of the MU process and it is extremely difficult to reconcile all the various regulations.
- **CMS Payment Reform and Quality Reporting.** CMS began a new payment and quality review reporting program for every provider in the country. Practices are expected to review these new reports to determine if they are to receive a payment adjustment from CMS for low quality, high cost, or both. Numerous steps are needed to access the reports and some practices are having problems accessing the CMS reporting system. Physicians who disagree with the analysis and the payment adjustments, must file an appeal. Consequently, a lot of providers are seeking support from OHIP for either MU, quality data reporting or both.
- **Pharmacy Board of Ohio.** CliniSync has a contract with the State Pharmacy Board to bring OARRS into the State Health Information Exchange. There is a \$1.5M grant opportunity to integrate the Pharmacy Board's interface into electronic medical records (EMRs).
- **Patient Consent Policy for EHRs.** Patient consent policy has been changed to require notice of an organization's participation in CliniSync, rather than a patient explicitly giving consent. All patients will be "opted in" by default and consent language is no longer required in general consent forms. Patients, however, may opt out at any time.

## OHIO DEPARTMENT OF AGING

**Advocates for the Ohio Osteopathic Association.** AOOA President Barb Wills and OOA Executive Director Jon Wills presented \$2,000 worth of I-Pods/Cards for the Ohio Department of Aging's Music and Memory Program on behalf of the Advocates and the Ohio Osteopathic Foundation. Director Bonnie Kantor-Burman and top staff participated in the presentation, November 12, 2016.



### Music & MemorySM

is an innovative approach to dementia care that uses personalized play lists on digital music players (i.e., iPods) to reconnect older adults to the world around them. The power of music has been shown to reduce confusion for an amount of time, decrease anxiety and agitation, and bring a sense of connection. Music & MemorySM is being utilized in long-term care facilities, but it can be easily incorporated into home and community settings.

## OHIO HEALTH COUNCIL

**The Ohio Health Council** was formed by the Ohio Hospital Association, Ohio State Medical Association and the OOA to oversee Medical Opportunities in Ohio (MOO) and the Ohio Patient Safety Institute (OPSI). OOA served as an incorporator, and Jon Wills represents the OOA on the Council's Board, which meets annually.

- **Medical Opportunities in Ohio.** MOO is a physician job placement service cosponsored by the three associations. A portion of the proceeds from MOO are distributed annually to provide \$2,000 scholarships for each of Ohio's medical Schools, including OU-HCOM. <https://ohio.medopps.org/>
- 
- **Ohio Patient Safety Institute.** The OOA position on the OPSI is vacant due to the untimely death of Francis V. Dono, DO, who served as Chair. We have nominated Joseph Gesky, DO, the Safety Officer at Doctors Hospital, Columbus, for the position, and he will be appointed at the next OPSI board meeting. <http://www.ohiohospitals.org/opsi>

## OHIO OSTEOPATHIC POLITICAL ACTION COMMITTEE

- During Calendar Year 2015, OOPAC contributed a total of \$17,450 to support state representatives and senators on both sides of the aisle. The biggest benefactor has been State Rep. Terry Johnson, DO, who received \$5,000 in support. OOPAC targets individual members of the health committee who share common interests with the profession and support public health initiatives. The PAC also focuses on leadership and the caucuses to maintain high visibility.

## OOA PRESIDENTIAL VISITS AND EXECUTIVE COMMITTEE MEETINGS

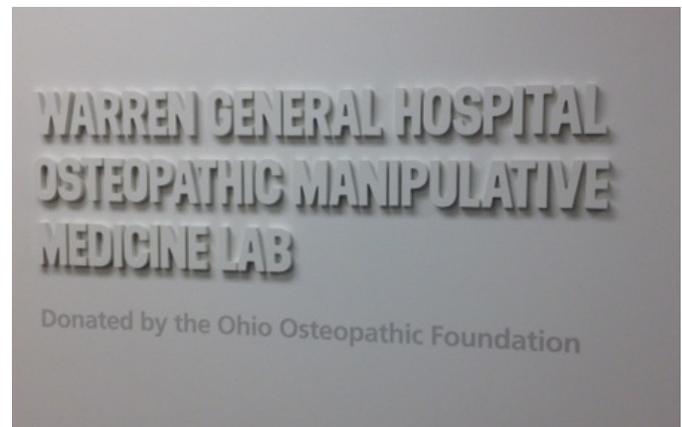
- OOA President Robert Hostoffer, DO has had a busy travel schedule, speaking at the fall Akron, Toledo and Columbus District Academy meetings. He has also met with executive directors and presidents in northeast Ohio to advance collaboration, communication and possible consolidation.

- Dr. Hostoffer and OOA Executive Director Jon Wills visited with OU-HCOM students on all three campuses. In addition to OOA updates, Dr. Hostoffer discussed scholarly research and how students can get more involved in research and scholarly work.



### OHIO OSTEOPATHIC FOUNDATION

- **Charitable Gifts.** During his inaugural address, OOA President Hostoffer launched the [PULL Fundraising Campaign](#), which stands for Pride, Unity, Legacy and Loyalty. OOA's charitable arm, the Ohio Osteopathic Foundation (OOF) received a total of \$84,722 in 2015-16, including a \$29,617.12, from the Richard L. and Marilyn A. Sims Fund of Columbus Foundation.
- **Warren General Hospital OMT Suite.** OOF dispersed the first of five annual payments of \$40,000 to OU-HCOM for the naming rights of the OMT Lab on the Cleveland Campus. The \$200,000 commitment was made from OOF's Warren General Hospital Fund. Signage at the entry to the OMT lab prominently recognizes Warren General Hospital and the Ohio Osteopathic Foundation for the gift.
- OOF continues to provide white coats to all OU-HCOM First Year students during the college's annual Convocation.



### PUBLIC EDUCATION AND OUTREACH

The OOA continued its statewide radio advertising campaign for the second year in partnership with the Ohio Radio News Network and the Ohio Society of Association Executives. The campaign features a video about the association posted on a common Landing Page with links to the OOA Web Site (see below). The video is also posted on the OOA's Facebook page under OhioDO.



As partner in AAO, the Ohio Osteopathic Association received:

- Inclusion on the AAO website with a video introduction
- Click-through links to bring interested Ohioans to the OOA's web site, Social Media pages and member directory allowing them to find an OOA member in their local community.

The campaign also included an on-air campaign consisting of 215 commercials that aired 16,985 times on stations across the network. The 2015-16 campaign reached approximately 700,000 Ohioans at least one time over the course of 2015.



The Statewide Radio schedules supported the web page with further information and opportunities to educate and drive interested individuals to the AAO web page to find an OOA member in their home community.

The Radio Campaign ran over 52 weeks on all ONN affiliates. The schedule topics included:

- 115 years of DOs
- Family Physicians
- The new extension campus at Cleveland Clinic

Total paid schedule was for 96 network commercials throughout Ohio. ONN aired additional no-charge commercials as network inventory permitted. The total schedule over this fiscal year (May 2015 through April 2016) included 215 network commercials over 79 stations for a total of 16,985 commercials throughout Ohio!\*

\*see attached logs

**ONN Network Affiliates by Zones**



CENTRAL OHIO [ZONE 1] 14 stations	NORTHWEST OHIO [ZONE 2] 19 stations	NORTHEAST OHIO [ZONE 3] 20 stations	SOUTHWEST OHIO [ZONE 4] 9 stations	SOUTHEAST OHIO [ZONE 5] 15 stations
Chillicothe: WBEX-AM, WBEX-FM, WOHL-AM	Port Clinton: PORTCLINTONRADIO.COM	Fainesville: WABQ-AM	Bellefontaine: WBL-AM	Athens: WATH-AM
Columbus: WBNS-FM, WNSD-AM	Bryan: WBND-FM, WQCT-AM	Urichville: WBTC-AM	Janaia/Dayton/Springfield: WSD-AM, WSD-FM	Zanesville: WHZ-AM
Washington Court House: WCHO-FM	Celina: WCIM-AM, WCIM-FM	Staubenville: WCDK-FM	Eaton: WEDJ-AM	Ironton: WRD-AM
Newark: WCLT-AM	Van Wert: WERT-AM	Oberlin: WDLW-AM	Dayton: WING-AM	McComersville: WJAH-FM
Delaware: WCLR-AM	Fondlay: WFIN-AM	Galion: WFXN-FM	Wilmington: WKFI-AM	Marietta: WMCA-AM
Lancaster: WLOH-FM, WLOH-AM	Festonia: WFOB-AM	Canton: WBC-AM	Hamilton/Cincinnati: WMOH-AM	Portsmouth: WNKI-AM, WNKI-FM, WZZZ-FM
Marion: WMRN-AM	Fremont: WRFD-FM	Wilex: WLE-AM	Sidney: WMYR-AM	Kenova, WV: WTCB-AM
Marysville: WQTT-AM	Lima: WLSA-AM	Dover/New Philadelphia: WSR-AM	Greenville: WTGS-FM	Huntington, WV: WVHU-AM
Hillsboro: WSRW-AM	Toledo: WQOR-AM, WLGR-FM	Millersburg: WKUM-FM		Wheating, WV: WVLY-AM
Mount Gilead: WYGD-FM	Archbold/Toledo: WMTS-FM	Cleveland: WKXR-AM		Waverly: WKXC-AM
	Belleveue: WOHF-FM	Marionfield: WMAN-AM		Waverly: WKZF-FM
	Defiance: WDNW-AM	Fredericktown: WMAN-FM		Jackson: WYRD-FM
	Tiffin: WTTT-AM	Ashland: WNCO-AM		Madisonport: WYK-FM
	Sandusky: WLEC-AM	Youngstown: WNIC-AM		Milton, WV: WZZW-AM
	Mount Vernon: WQIO-FM, WYVO-AM	Canton/Aaron/New Philadelphia: WNPQ-FM		
		Oshtemo: WOEL-AM		
		Bucyrus: WOEL-FM, WBCD-AM		
		Coshocton: WTNG-FM		

The third part of the advertising program consisted of a Statewide Digital Banner Campaign, which delivered 1,018,622 Gross Impressions to consumers searching for health information on the Internet.

**ASSOCIATIONS ADVANCE OHIO** | **OHIO OSTEOPATHIC ASSOCIATION**

Looking for a Physician? DOs consider your total health and practice a "whole-person" approach to medicine. Celebrating 115 years of caring for Ohioans.

TO FIND A DO NEAR YOU

looking for a Doctor? DOs consider your total health and practice a "whole-person" approach to medicine. The more you know about DOs, the better you'll feel.

The Digital Banner portion of the campaign for the year shows that while 750,000 impressions were contracted (paid for), 1,018,622 were *actually delivered*—meaning OOA received a bonus of 36%!

In addition, 2027 people clicked on the banner which took them to the home page of the Associations Advance Ohio and to the OOA video introduction.

Need a doctor? Ohio DOs are located in rural and urban communities, are licensed to prescribe, and practice in all medical specialties. Osteopathic Medicine is a century-old tradition of caring for people.

Site	Market	Placement	Platform	Ad Class	Size(s)	Start Date	End Date	Total Days	Days Into	Contracted Impressions	Target Impressions	Delivered Impressions	Delivered Clicks	CTR
Premium News Network	Geo-Targeted	RDS: Ohio	Desktop	Display	728x90, 300x250	07/13/15	07/31/15	19	19	375,000	375,000	471,641	677	0.14%
Premium News Network	Geo-Targeted	RDS: Ohio	Desktop	Display	728x90, 300x250, 160x600	09/01/15	09/30/15	30	30	187,500	187,500	246,842	386	0.16%
Premium News Network	Geo-Targeted	RDS: Ohio	Desktop	Display	728x90, 300x250, 160x600	02/01/16	02/29/16	29	29	187,500	187,500	300,339	964	0.32%
TOTAL:										750,000	750,000	1,018,622	2,027	0.20%

Of the people who saw the banners, .2% of them clicked through to the webpage—a better than average CTR.

## UPDATED WEB SITE AND ADVOCACY TOOL

OOA also updated its website to give a fresh new look. The website is now formatted to fit mobile phones and notebook devices. Thanks to the generosity of the American Osteopathic Association the OOA also added advocacy software that allows members to send messages to their elected officials in Washington and Columbus.

**OHIO OSTEOPATHIC ASSOCIATION**

Home | Contact Us | Member Login

Find a Physician | Take Action

About | CME | Advocacy | Research | Districts | Affiliates | Students | **Join**

# Advocacy

Your Voice at the Statehouse

The OOA is dedicated to promoting the public health of the people of Ohio and cooperating with all public health agencies. We advocate for DOs and their patients at the Statehouse, with the news media, and before state boards and commissions by maintaining regular contact with state policymakers.

[More Information](#)

### The GREAT Family of Ohio DOs

The Ohio Osteopathic Association is a non-profit professional association that advocates for Ohio's 4,441 licensed osteopathic physicians (DOs), 21 health-care facilities accredited by the American Osteopathic Association's Healthcare Facilities Accreditation Program (HFAP), and Ohio University Heritage College of Osteopathic Medicine. DOs represent 13 percent of the total physicians practicing in Ohio and 26 percent of the state's family physicians. OOA has been serving the osteopathic profession and Ohioans since 1898. The OOA's mission includes promoting Ohio's public health and advancing the distinctive philosophy and practice of osteopathic medicine.

[A Message from OOA President Bob Hostoffer, DO](#)  
He wants to **PULL** together



## Advocacy

State Legislation
State Agencies
Federal Legislation
Toolkit
Take Action
OOPAC

## Upcoming Events

← April 2016 →

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

[View All Events](#)



Let's PULL together to leave a legacy. Make a tax-deductible contribution. [Click here.](#)

## Take Action

### Action Alert

#### Urge Ohio Senate to Delay SB 279

OOA is one of nine physician organizations opposing SB 279. This bill expands the scope of practice for Advance Practice Registered Nurses (APRNs), removes restrictions on their ability to prescribe addictive schedule II drugs in all settings but retail clinics, and allows them to practice independently without physician collaboration. This bill is a significant departure from the current collaborative team-based model of care coordinated by a physician.

Contact your state senator to urge them to delay hearings on the bill.

### Compose Your Message

#### Recipients

+ Senator Jim Hughes

#### Guidelines

Feel free to personalize the letter, particularly if you collaborate with an APRN.

#### Message

##### Subject

Please Oppose SB 279 as Introduced

##### Body

I am writing in opposition to SB 279, as introduced, which allows Advance Practice Registered Nurses (APRN) to practice independently without a standard of care agreement with a physician. Although I value APRN contributions as part of the health care team, I believe that any hearings on this bill should be delayed until interested parties reach consensus on a substitute version.

### Review Your Profile

[Privacy Policy](#)

Not Jon Wills?

#### Your Information

Prefix First Name Last Name Suffix  
Mr. Jon Wills

Email  
jwills@ooanet.org

Category

#### Home Information

Street Address  
3792 Riverwatch Ln

City State ZIP Code  
Columbus OH 43221

I want to receive future email alerts

Remember me (Uncheck on shared computers)

[Send Message](#)

## Ohio Representation at National Events

The OOA took a full delegation to the American Osteopathic Association's House of Delegates in July, 2015. The OOA also bussed 35 OU-HCOM students to Washington, D.C. for DO Day on the Hill.



## OHIO DOS SERVING IN STATE AND LIAISON POSITIONS

- Ohio House of Representatives - State Representative Terry A. Johnson, DO
- State Medical Board – Anita M. Steinbergh, DO
- Physician Loan Repayment Advisory Committee – Luis Perez, DO
- Nursing Board’s APN Prescriptive Governance Committee – Katherine A. Clark, DO
- Medical Board’s Physician Assistants Policy Committee – Ronald Routh, DO, Anita M. Steinbergh, DO
- Ohio Medical Quality Foundation Board - Brian Kaminski, DO and Simrit K. Bhullar, DO
- Bureau of Workers Compensation Quality Committee – Paul T. Scheatzle, DO
- Ohio Department of Medicaid Pharmaceutical/Therapeutics Committee – Jennifer J. Hauler, DO, Jennifer Gwilym, DO
- Governor’s Cabinet Opiate Action Team – Cleanne Cass, DO; Cynthia S. Kelley, DO
- Ohio Health Information Partnership Board of Trustees - Gregg Alexander, DO
- Ohio Patient Safety Institute Board – DO appointment pending
- Ohio Department of Health, Ohio Patient Centered Medical Home Collaborative – Richard J. Snow, DO
- Ohio Occupational Therapy, Physical /Therapy, and Athletic Trainers Board – Jason P. Dapore, DO
- Graduate Medical Education Study Committee – Kenneth H. Johnson, DO, Jon F. Wills, Robert Cain, DO
- Patient Centered Medical Home Education Pilot Program Funding/Sustainability Work Group, Richard J. Snow, DO, Chair
- Ohio Youth Sports Concussion and Head Injury Return to Play Guidelines Committee – Jason P. Dapore, DO, Andrew N. Russman, DO
- Ohio National Guard TRICARE Working Group, Jennifer J. Hauler, DO

