

# ACUPUNCTURIST PROVIDER STATUS UNDER MEDICARE OPERATIONS AND ADVOCACY ROADMAP

Now and Ongoing

Start in Early 2021

Begin After Meeting a Specific Metric\*



Click on an Icon to Learn More.

\* (i.e., Post 2020 Election, Republican Lead Sponsor Confirmed, Bill Introduced, etc.)  
Note: Specific Strategy and Timing of Specific Points Subject to Change. November 2020

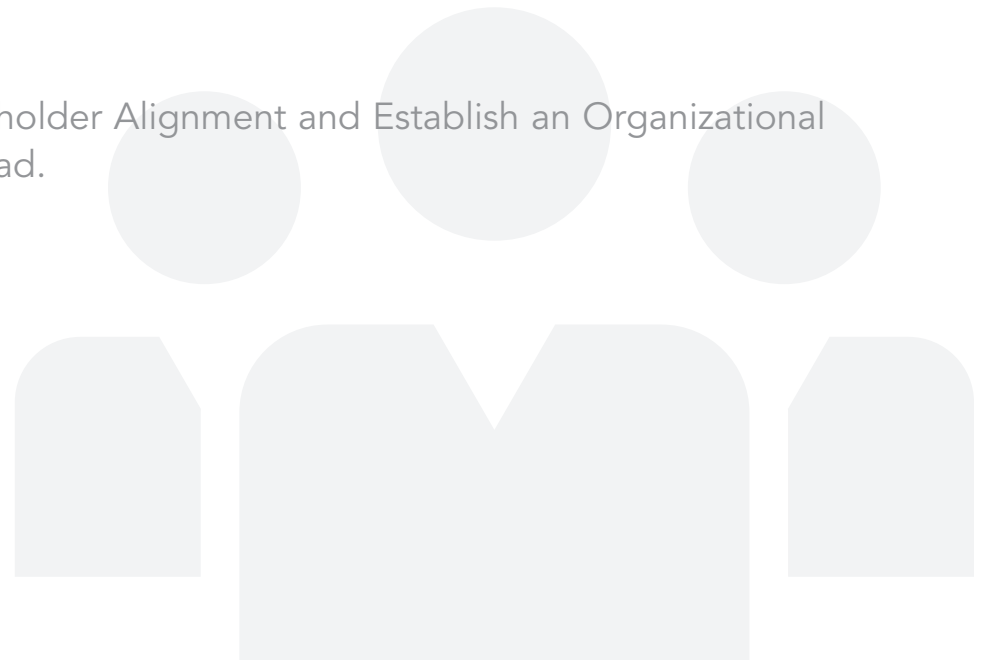
# STAGE 1

## ORGANIZATIONAL SUPPORT



### STAKEHOLDER LIST (NCCAOM, ASA)

- Establish List of Professional Stakeholder Groups.
  - Leaders
  - Regions
  - Contact Information
  - ASA, NCCAOM Liaison
- Develop a Strategic-Outreach Plan to Ensure Stakeholder Alignment and Establish an Organizational Framework Agreement that NCCAOM, ASA will Lead.



**TIMING:** Now

Roadmap

## STAGE 2

### FINALIZE BILL LANGUAGE



#### **DRAFT BILL LANGUAGE** (NCCAOM, ASA, Congressional Sponsor)

- Develop Bill Language that Provides the Centers for Medicare and Medicaid Services to Recognize Acupuncturists as Medicare Providers.
- Send Draft Language to Stakeholder Groups for Feedback.
- Work with Our Congressional Champion to Finalize Bill Language.



**TIMING:** After 2020 Election; Ongoing

Roadmap

## STAGE 3

### SECURE BIPARTISAN SUPPORT FOR THE BILL



#### REPUBLICAN CO-SPONSOR (NCCAOM, ASA, Bill Sponsors)

- Reach Out to Members of House of Representatives Committees with Jurisdiction Over CMS: Energy and Commerce Committee and the Ways and Means Committee.
- Secure Democrat and Republican Co-Sponsors.



**TIMING:** Post 2020 Election; After Bill Language Finalized

Roadmap

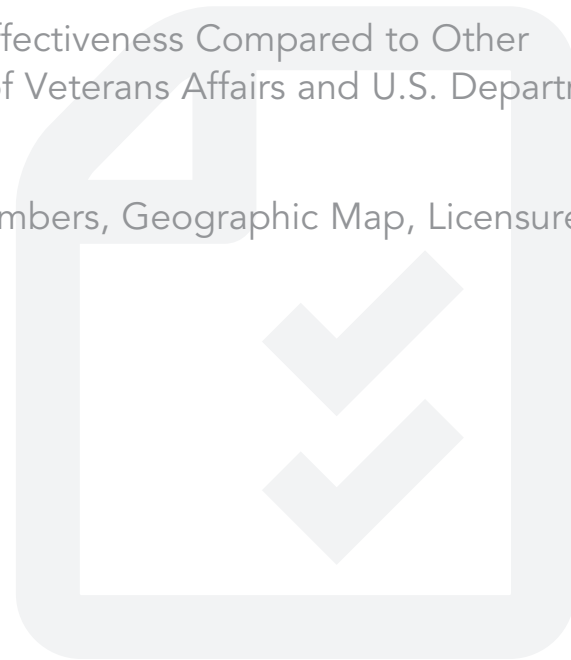
# STAGE 4

## COMMUNICATIONS



### CONGRESSIONAL PACKET DEVELOPMENT (NCCAOM, ASA)

- Issue Brief Outlining the Benefits of Medicare Recognition.
- Bill Talking Points.
- Compile Acupuncture Data Addressing Cost-effectiveness, Quality, Access, Effectiveness.
- Develop Acupuncture in Biomedical Document that Includes Effectiveness Compared to Other Treatments, Role in Combating Opioid Use, U.S. Department of Veterans Affairs and U.S. Department of Defense Acupuncture Recognition.
- Workforce Document that Outlines Acupuncture Workforce Numbers, Geographic Map, Licensure Requirements, Education, Training.



**TIMING:** Now

Roadmap

# STAGE 5

## GATHER SUPPORT / FRAME ARGUMENT



### **GATHER SUPPORTING RESEARCH** (NCCAOM, ASA)

- Perform Environmental Scan to Identify Strong Evidence Areas for Acupuncture and Areas with Evidence Gaps.
- Develop Short Pilot Studies to Help Fill Gaps.
- Consider U.S.-Based Systematic Evidence Review.



**TIMING:** Now and Ongoing

Roadmap



## STAGE 6

### TARGETED, HIGH-LEVEL ADVOCACY

#### ORIGINAL CO-SPONSOR OUTREACH (NCCAOM, ASA)

- Outreach and Meetings with W&M, E&C Members.
- Outreach to States.
- Outreach to NCCAOM Diplomates and ASA State Associations and Members About the Bill and Ways Individuals Can Help Support the Bill.



**TIMING:** During and After Bill Introduction; As Needed

Roadmap



# STAGE 7

## BILL INTRODUCTION AND OFFICIAL ADVOCACY LAUNCH

**BILL INTRODUCTION** (Congressional Champions, NCCAOM, ASA, Licensed Acupuncturists)

- Work with Congressional Champions on the Timing to Introduce the Bill.
- Organize Grassroots and Media Efforts to Coincide with Introduction.
- Organize Acupuncturist Advocacy Campaigns to Increase Awareness of the Bill and Gather More Bipartisan Co-Sponsors.



**TIMING:** After Congressional Champions Identified

Roadmap





## STAGE 8

### HIGH-LEVEL AND GRASSROOTS ADVOCACY

#### ADVOCACY – GRASSROOTS AND HIGH LEVEL (NCCAOM, ASA, Licensed Acupuncturists)

- Develop Grassroots Advocacy Campaign.
  - Training Webinar
  - Grassroots Toolkit
  - NCCAOM, ASA Town Halls
- Identify and Confirm Organizational Support.
  - Identify and Engage Non-acupuncture Healthcare Practitioner Groups that Support the Acupuncture Profession and Medicare Recognition for Acupuncturists.
  - Identify and Organize Patients and Patient-advocate Groups.
  - Identify Coalitions and Collaboratives.
- Plan for Incremental Communications with Profession for Updates and Feedback.
- Develop Organization and Coalition Support List; Develop Outreach Strategy.
- Communicate Advocacy Plans and Engage Groups within Profession.



**TIMING:** Develop Now, Implement During and After Bill Introduction

Roadmap

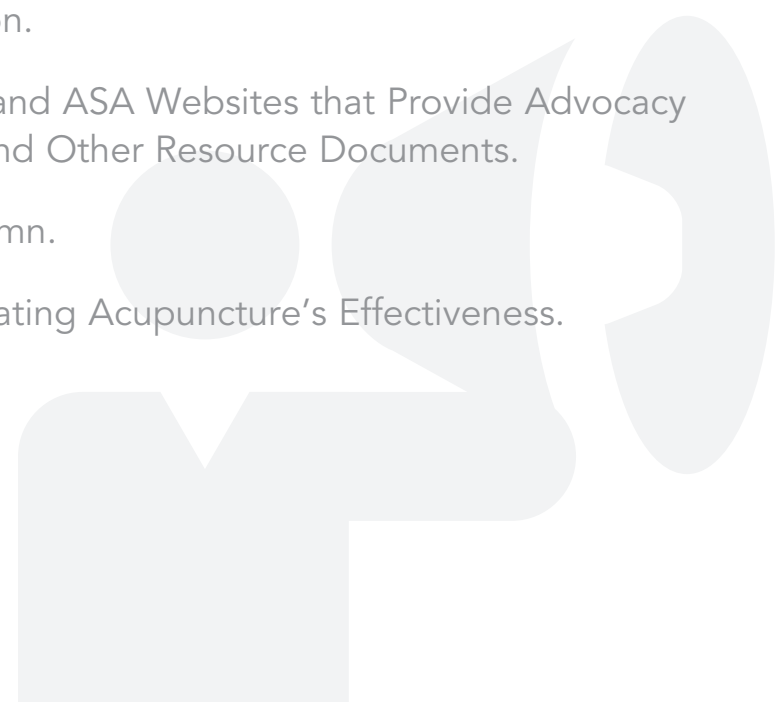


# STAGE 9

## PUBLICITY & COMMUNICATIONS

### **PUBLICITY** (NCCAOM, ASA, Licensed Acupuncturists)

- Provide Regular Updates to Profession About the Bill’s Progress, Impact of Advocacy Efforts, Upcoming Advocacy Efforts.
- Develop Educational Materials About Impact of Medicare Recognition, Medicare Enrollment, Medicare Compliance, etc. for the Acupuncture Profession.
- Develop Medicare Recognition Pages on the NCCAOM and ASA Websites that Provide Advocacy Updates, Background Information, Supporting Studies, and Other Resource Documents.
- Work with “Acupuncture Today” to Place a Regular Column.
- Compile, Develop, and Publicize Case Studies Demonstrating Acupuncture’s Effectiveness.



**TIMING:** Ongoing

Roadmap



# STAGE 10

## LONG-TERM CONGRESSIONAL AND PUBLIC ADVOCACY EFFORTS

### CONTINUE TO ADD DEMOCRAT AND REPUBLICAN CO-SPONSORS

(NCCAOM, ASA, Licensed Acupuncturists, Congressional Champions)

### PREPARE A COST-EFFECTIVENESS CASE FOR CONGRESSIONAL ASSESSMENT

- Prepare Data Demonstrating Acupuncture Cost-effectiveness for a Congressional Budget Office Estimate of the Bill's Cost.
- Continue to Support Bill as New Information Arrives.
  - New Data
  - Additional Supporters, Endorsements
  - Additional CMS Coverage Decisions



**TIMING:** After Congressional Champions Identified

Roadmap