

# Town Hall Meeting: April 27, 2022

Medicare update:  
ASA/NCCAOM Working for you:  
Advancing H.R. 4803

## Speakers

**Olivia Hsu Friedman**, DACM, LAc, Dipl. O.M. (NCCAOM)<sup>®</sup>  
Chair, ASA

**Mina Larson**, M.S., MBA, CAE  
Chief Executive Officer, NCCAOM<sup>®</sup>

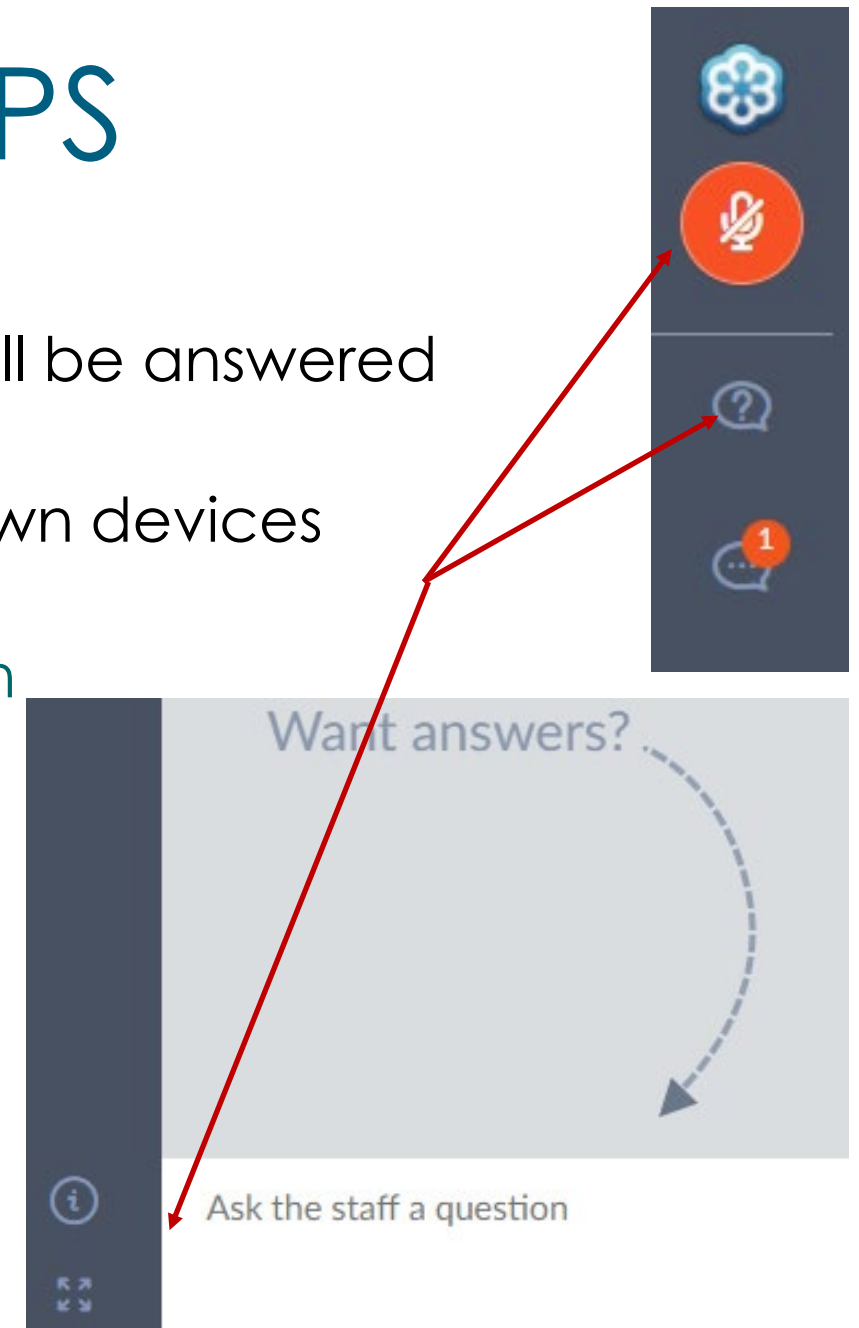
**Molly Giammarco**, MPP  
Senior Manager, Policy & Government Relations (NCCAOM)<sup>®</sup>

**Jennifer Broadwell**, LAc, Dipl. O.M. (NCCAOM)<sup>®</sup>  
Advocacy Committee Chair, ASA

**Brenda Schaufele**, L.Ac., L.OM, Dipl. O.M. (NCCAOM)<sup>®</sup>

# QUICK PARTICIPATION TIPS

- All Attendees are muted
- Ask questions using your dashboard. Questions will be answered during or after the meeting
- Attendees must watch the Town Hall from their own devices
- Certificate of completion will be distributed within two weeks from today.
- PDA Points will be reported to Diplomate's Recertification Transcript
- Certificates of completion will be uploaded to Diplomate's Portal in the Diplomate Benefits => My Learning Section



# QUICK PARTICIPATION TIPS

- Attention family and friends: You can watch the presentation together, but each attendee must be logged into the session separately to receive PDA points
- **Attendees with improper registration information in red will not be receiving PDA Points**

	Diplomate Name	NCCAOM ID #
Correct	John Doe	12569
Incorrect	Dr. John Doe	NCC12569
Incorrect	John Doe, L.Ac.	12569FL
Incorrect	John Doe	Doe12569
Incorrect	John Doe, MSOM	12569

## Agenda

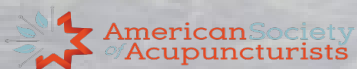
- Welcome
- H.R. 4803 Strategy
- How you can get involved
  - Patient Testimonials
  - Phone 2 Action app
- Q&A



**Olivia Hsu Friedman,** DACM, Lac.,  
Dipl. O.M. (NCCAOM)<sup>®</sup>,  
Chair, ASA



# ACUPUNCTURE FOR OUR SENIORS ACT



# QUESTIONS???

- Why does the action on this bill seem so slow?
- Why hasn't ASA/NCCAOM lead a Hill Day for H.R. 4803 yet?
- When will ASA/NCCAOM ask me to participate on a call with my U.S. Representative?
- What is the deadline to pass H.R. 4803?





# SECURE BIPARTISAN SUPPORT

## 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

# WHAT BIPARTISAN SUPPORT MEANS

1. Bill is now **bipartisan**
2. Bill is **more attractive** for legislators to support
3. Changes ASA/NCCAOM bill strategy

**TARGETED**  **BROADER OUTREACH**

4. **EVERYONE** has a role in helping ASA/NCCAOM advance this bill

# TIMING

- Yes – Congress will be in session for most of June-July
- Yes – Congress will be out of session for most of August and October
- Yes – Congress will adjourn in late 2022
- Yes – the bill will need to be reintroduced in 2023 if it does not pass before the end of the year

**BUT THAT'S ALL OKAY.....**



**it's a marathon  
not a sprint**

# FOUR THINGS YOU CAN DO

(Between Now and Dec 31, 2022)

1. Strategic Outreach – Need balance
2. Volunteer with ASA/NCCAOM to meet with you U.S. Representative's office
3. Capitol Canary – Contact your Representatives and encourage others
4. Register for the ASA/NCCAOM Summer Push Starts June 13, 2022
5. Patient Testimonials



**Molly Giammarco**, MPP  
Senior Manager,  
Policy & Government Relations (NCCAOM)<sup>®</sup>  
&  
**Brenda Schaufele**, L.Ac., L.OM,  
Dipl. O.M. (NCCAOM)<sup>®</sup>



# JOIN US FOR THE ASA/NCCAOM SUMMER PUSH!!

- Start Date June 13, 2022
- Virtual Hill week to continue our momentum.
- Meet with your U.S. Representative's office to:
  - Tell your story
  - Balance the bill
  - Secure additional co-sponsors
  - Increase awareness of the bill, of the issue
- ASA/NCCAOM will provide trainings ahead of the event
- Registration available on the ASA and the NCCAOM websites

# GRASSROOTS AT YOUR FINGERTIPS

Text 52886 and type:

“Acupuncture” (Acupuncturists)

“Student” (Acupuncture Students)

“Acupuncture Patient” (Patients)

“Senior Citizen” (Seniors)

“Acupuncture Ally” (General Supporters)

“Updates” (Get involved and stay informed!)



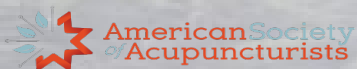
# WHAT HAPPENS AFTER DEC 2022?

- *The Acupuncture for our Seniors* reintroduction in the 118<sup>th</sup> Congress
- Build co-sponsor list, early
- Keep the bill balanced – Democrats and Republicans
- Jump onto a bigger, must-pass bill



**Jennifer Broadwell,** L.A.c, OM Dipl (NCCAOM)<sup>®</sup>

Advocacy Committee Chair, ASA



# Patient Testimonials

## Gathering Support for HR 4803

# LEGAL CONSIDERATIONS

- **Health Insurance Portability and Accountability Act (HIPAA)**
- **Federal Trade Commission (FTC)**- endorsements need to reflect the honest opinions, findings, beliefs, or experiences of the endorser
- **Authorization Form**-
  - A signed copy is required for each Patient Testimonial

# Gathering Effective Patient Testimonials

## Measurable Improvements

- **Pain Scale-** Patient will rate pain levels before and after beginning acupuncture treatment
- **Changes to Pain Medications-**
  - Name, Rx or OTC
  - Necessary dosage to control pain before and after
- **Activities of Daily Living (ADL's)-**
  - Standing, Sitting, Bending, Walking, Sleeping, Driving, Work
- **Quality of Life-**
  - Social Activities, Recreational Activities or Sports

# PATIENT TESTIMONIAL KIT

**Print or Electronic Versions Available**

- **Gathering Patient Testimonials-** A quick guide for L.A.c's
- **Sample Letter to Patients-** A letter to let patients know why you are asking for their testimonial
- **Patient Testimonial Worksheet and Form-**
  - Print Copy
  - Google Form
- **Authorization Form-**
  - Must be signed by the patient and include with each testimonial

# FINDING AND SUBMITTING the Patient Testimonial Kit

- **The Patient Testimonial Kit:**

- [asacu.org](http://asacu.org)

- **Returning the kit:**

- [patients4acupuncture@gmail.com](mailto:patients4acupuncture@gmail.com)

# ADDITIONAL WAYS TO GET INVOLVED

## We Are Stronger Together

- Discuss HR 4803 with your patients and ask for testimonials
- Discuss HR 4803 with your colleagues
- Register on Phone 2 Action
- Volunteer to work on a committee
  - Your State Association
  - ASA Advocacy Committee
  - ❖ [asacu.org](http://asacu.org) and complete the Committee Application under Committees tab





# Questions & Answers