

WORKING TOGETHER

# Town Hall Meeting:

September 30, 2021 5:00pm PT | 7 PM CT | 8 PM ET

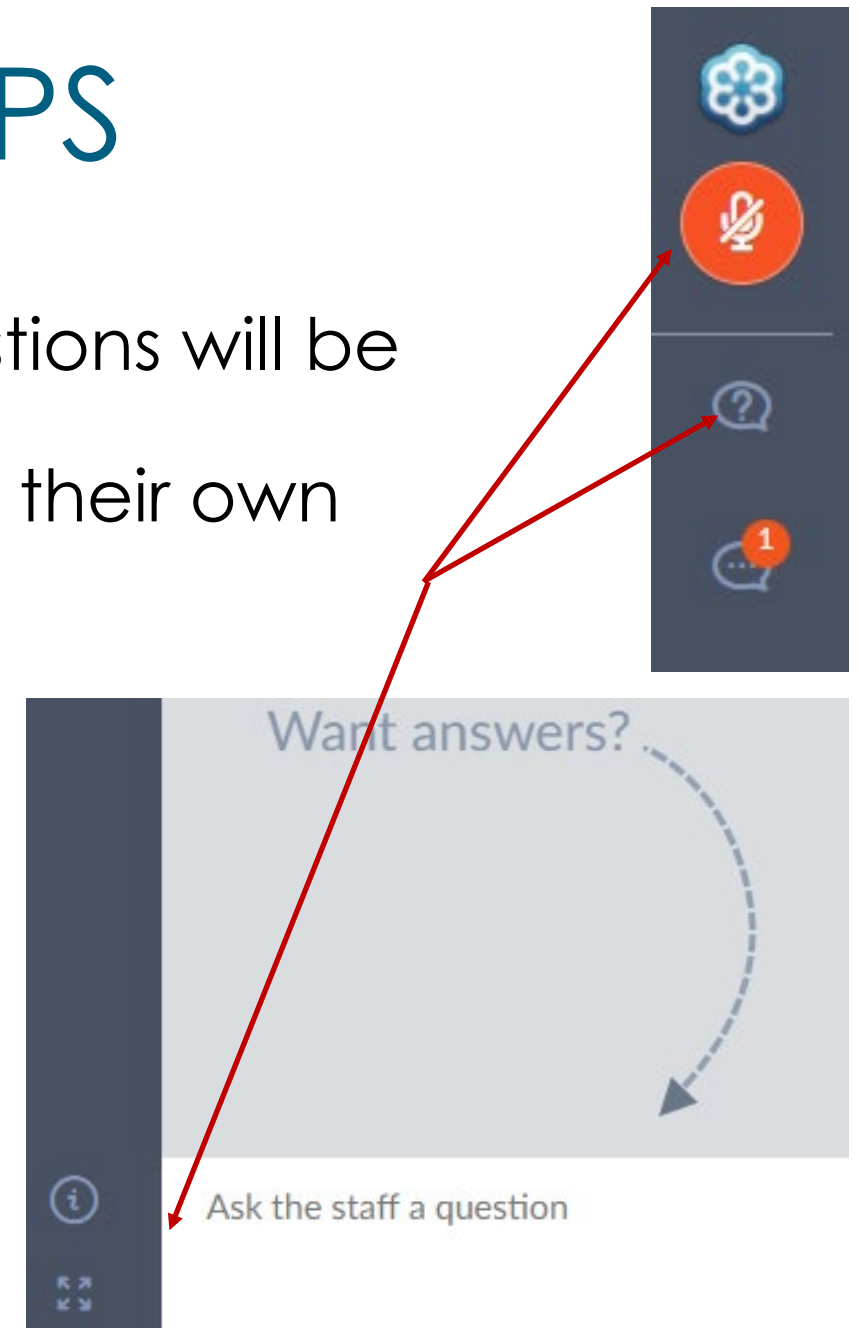
WORKING TOGETHER



**MEDICARE UPDATE:  
NEXT STEPS FOR H.R. 4803,  
THE ACUPUNCTURE FOR OUR SENIORS ACT**

# 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

## Speakers

**Mina Larson**, M.S., MBA, CAE  
Chief Executive Officer , NCCAOM®

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

**Molly Giammarco**, MPP  
Senior Manager, Policy & Government Relations (NCCAOM)®

**Jennifer Bradwell**, AP, Dipl. O.M. (NCCAOM)®  
Advocacy Committee Chair, ASA

**Amy Mager**, LicAc., Dipl. O.M. (NCCAOM)®  
Vice Chair, ASA

## Agenda

- Welcome
- Introduction to H.R. 4803
- H.R. 4803 and Advocacy Overview
- Why/How I got involved in Advocacy
- Call for Regional Champions
- Grassroots Launch
- Q&A

# MEDICARE OVERVIEW

- Covers healthcare for 65+ (60-million)
- Expected to cover 80-million by 2030
- Covers acupuncture for cLBP
- Does not cover recognized acupuncturists as providers
- Current policy hinders access

# BENEFITS OF MEDICARE RECOGNITION

- Increases access to acupuncturists
- Removes supervision requirements
- Increases acupuncturist pool
- Generates standardized data for the profession
- Establishes a model for private payers
- Increases options for federal student loans and loan forgiveness
- Increases appeal of profession



# MEDICARE ROADMAP/TIMELINE

Medicare Legislative Update

ASA-NCCAOM Advocacy Efforts

Roadmap Update/Overview

Background on Bill Introduction

[Medicare Roadmap Link](#)

# ACUPUNCTURIST PROVIDER STATUS UNDER MEDICARE OPERATIONS AND ADVOCACY ROADMAP

Now and Ongoing

Current

Begin After Meeting a Specific Metric



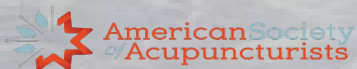
Click on an Icon to Learn More.



# Judy Chu (D-CA)

Member of the U.S. House of Representatives

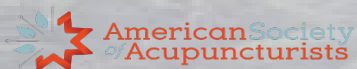
Message to Stakeholders





**Molly Giammarco, MPP**

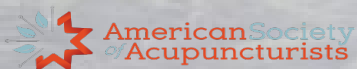
Senior Manager,  
Policy & Government Relations (NCCAOM)®





# ACUPUNCTURE FOR OUR SENIORS ACT

An Overview of H.R. 4803 &  
ASA/NCCAOM Advocacy



# ACUPUNCTURISTS AND MEDICARE

- Acupuncturists do not have provider status under Medicare
- Deemed “auxiliary personnel,” which means:
  - Acupuncturists must provide Medicare services under supervision (even though state licensure entitles independent practice)
  - Acupuncturists must bill incident-to supervising physician
  - An inefficient service delivery
  - An impediment to acupuncture referrals and pathways

# MEDICARE NON-PHYSICIAN PRACTITIONERS

- Examples of Non-Physician Providers (NPP) currently recognized under Medicare:
  - Nurse Practitioners
  - Nurse-Midwives
  - OT/PTs
  - Speech Language Pathologists
  - Audiologists
  - Dietitians
  - Physician Assistants

# H.R. 4803 SUMMARY

- Introduced by Rep. Judy Chu (D-CA).
- Would establish acupuncturists as Medicare providers.
- Would enable acupuncturists to directly bill for services furnished under Medicare Part B (no supervision).
- Deems qualified acupuncturists as licensed; in states without licensure, the Secretary of HHS would set criteria.
- Would not affect other practitioners that currently provide the service.



# WHY H.R. 4803 IS UNIQUE

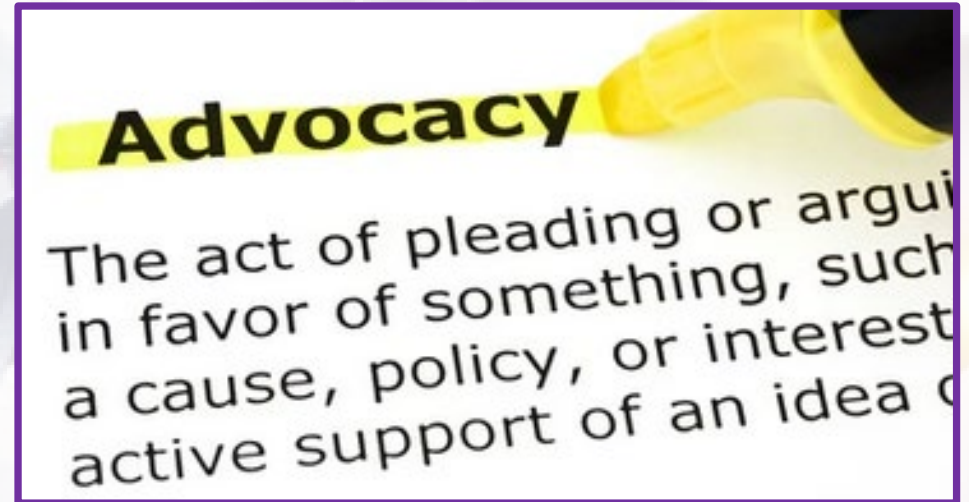
- Narrow focus on Medicare recognition
- Introduced after 2020 CMS cLBP decision
  - Calls attention to inconsistent policy
  - Highlights resulting access barrier
- Aligns with movement toward complementary & integrative health models

# WHO BENEFITS FROM H.R. 4803?

- Senior citizens (~60 Million)
- Individuals with chronic pain
- Clinicians (bill would ease Referral processes)
- General population
- Acupuncturists

# THE WHAT OF ADVOCACY

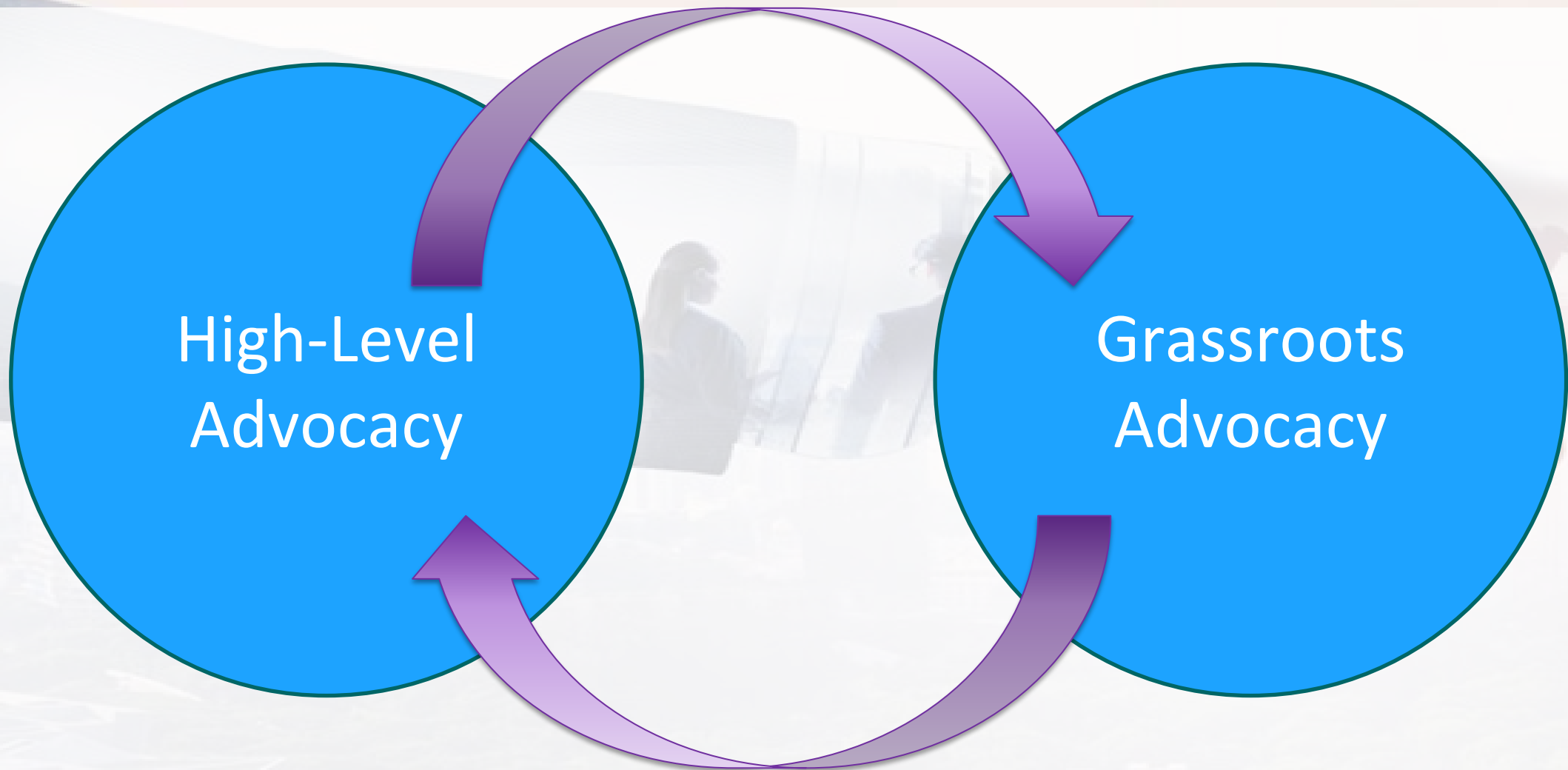
- Advocating is engaging others on an issue
- Advocacy Components
  - Monitoring
  - Coalition Building
  - Grassroots Activities
  - High-Level Advocacy
- High-Level and Grassroots Advocacy



# ADVOCACY GOALS

- Secure bi-partisan Congressional support
- Obtain Congressional co-sponsors
- Obtain stakeholder allies/endorsements
- Increase awareness of acupuncture benefits
- Make the case for expanding access
- Establish and maintain a united, informed, professional voice

# COMPLEMENTARY ADVOCACY

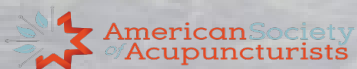




**Jennifer Bradwell,** AP, Dipl. O.M. (NCCAOM)®

Advocacy Committee Chair, ASA

**BECOMING AN ADVOCATE**



# RECOGNIZE YOUR **WHY**

- **Barriers to Access:**

- Lack of Awareness
- Minimal Coverage
- Lack of Understanding: How do we fit in?

# EDUCATION BEFORE ACTION

- **Resources and Training Materials:**
  - Your State Association
  - ASA Advocacy Committee
  - ASA & NCCAOM Medicare Taskforce
  - Advocacy App
  - Regional Champions



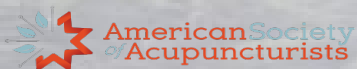
# OPPORTUNITIES FOR ADVOCACY

- Making Contact and Your Introduction
- Engage Your Audience
- Tailored Message
- Follow Up
- Enjoy the Process!



**Amy Mager,** DACM, LicAc., Dipl. O.M. (NCCAOM)®

FABORM, Vice Chair Public Policy, ASA



# ASA-NCCAOM REGIONAL ADVOCACY CHAMPIONS

- **Objective:** Help build regional grassroots networks to advance H.R. 4803, the Acupuncture for our Seniors Act.
- What is an **Advocacy Champion**?: Acupuncturists who help coordinate peer-advocacy efforts by identifying engaging acupuncturists on a “local” level to support federal efforts.
- **How** does it Work ?
  - Champions work with ASA/NCCAOM Advocacy to communicate campaigns, trainings, and calls to action to acupuncturists within a geographic regions.
  - Champions facilitate and build grassroots networks by identifying acupuncturists who can help facilitate responses
- **Why:** Personalized, peer outreach helps identify, engage, and orient acupuncturist advocates on every level.
- **Responsibilities:** Coordinator, Messenger, Organizer, Communicator, Educator, Cheerleader.

# MORE ON THE **WHAT**

- **Collaborate** with leadership in outreach, communication, and education to the profession about advocacy efforts and opportunities to advance the bill passage
- **Assess progress** toward ASA/NCCAOM goals, provide regular updates on advocacy activities to the ASA/NCCAOM Advocacy
- **Collaborate** with ASA/NCCAOM Advocacy to develop and maintain a robust grassroots network
- **Provide support** for other advocacy activities (e.g. Hill Days, Peer Training, Non-Acupuncture outreach and messaging) as needed with guidance from leadership teams

# MORE ON THE **ROLE**

## **Commitment**

- Term: one-year term, renewable for one additional year.
- Time commitment: Five hours per month, on average.

## **Role**

- Participate in regular calls with ASA/NCCAOM advocacy leaders for updates on strategy, trainings, messaging, and upcoming calls to action.
- Assist with advocacy messaging based on familiarity with assigned regions
- Communicate ASA/NCCAOM updates to acupuncturists within assigned region
- Communicate regional activity, response level, and other updates to ASA/NCCAOM Advocacy.

## **Skillset/Comfort Level**

- Familiar with regional/state advocacy landscape.
- Comfortable with social media, has a social media presence/social media familiarity.
- Active in advocacy and familiar with grassroots promotions.
- Comfortable engaging and contacting acupuncturists, stakeholders, and those unfamiliar with ASA/NCCAOM advocacy initiatives.

# MORE ON THE **WHY**

- Get involved with the ASA & the NCCAOM!
- Take an active role in promoting H.R. 4803
- Help advance the profession by supporting Medicare-recognition efforts
- Meet other acupuncturists in your regions
- Grow your advocacy voice
- Help grow fellow acupuncturists' advocacy grassroots skills

# MORE ON THE **HOW**

- Contact ASA/NCCAOM Advocacy to:
- Take an active role in promoting H.R. 4803
  - Learn more about available Regional Champion roles
  - With any questions. Please put regional champion in the subject line
  - Check the ASA and NCCAOM websites next week to look for the Regional Champion Application

[advocacy@asa.org](mailto:advocacy@asa.org)  
[advocacy@thenccaom.org](mailto:advocacy@thenccaom.org)

We look forward to you becoming more involved!

# ASA/NCCAOM GRASSROOTS LAUNCH



# We Need Your Help

- Policymakers want to hear from you
- Your story is powerful
- You are subject-matter experts
- You play a vital role in healthcare & wellness
- You drive the profession's grassroots efforts
- Barriers to your services harm patients

# Advocacy Made Easy

Text **ACUPUNCTURE** to:  
52886

## Support the Acupuncture for our Seniors Act!

Contact your U.S. Representatives to support H.R. 4803, the Acupuncture for our Seniors Act.



Send an email about H.R. 4803 to your U.S. Representative with one click!

Title \* ▾

Full Name \*

Address \*

Zip \* city and state not required

Phone \*

Email \*



I am a constituent and licensed acupuncturist and want to bring attention to a bill that affects the patients I serve. U.S. Representative Judy Chu (D-CA) has introduced H.R. 4803, the Acupuncture for our Seniors Act, which would instruct the Centers for Medicare and Medicaid Services (CMS) to recognize acupuncturists as providers.

As a small business owner in your district, I

- Send me emails about this campaign
- Send me text messages about this campaign

Share with Others



# ASA/NCCAOM Grassroots Training

- Free, personalized grassroots training sessions to equip you with advocacy skills.
  - Federal Effort
  - State Efforts
  - Professional Efforts
- Sign up on the NCCAOM website:

[www.nccaom.org/asa-nccaom-grass-root-training/](http://www.nccaom.org/asa-nccaom-grass-root-training/)

# Grassroots Training Dates

## First Round of Training

- Thursday, October 14, 6pm EDT
- Thursday, October 21, 7pm EDT
- Thursday, October 28, 8pm EDT
- Thursday, November 4, 6pm EDT



# Questions & Answers