

The American
Occupational Therapy
Association

NATIONAL PARTNERSHIP PROGRAM

*Supporting the **Business**
of Health Care*

AOA[®]



AOTA's Board and Specialty Certification Program

Professional Development That

Moves Your Practitioners Forward

AOTA'S PROFESSIONAL CERTIFICATION PROGRAM

is a great opportunity for your organization to recruit driven occupational therapy practitioners who understand your commitment to the highest standards of the profession

RETAIN DEDICATED OCCUPATIONAL THERAPY PRACTITIONERS through professional excellence and career growth investment

ENHANCE YOUR BUSINESS'S REPUTATION with qualified, professional practitioners

AOTA Board and Specialty Credentialed practitioners will speak highly to your clientele and the overall image of the occupational therapy profession.

AOTA BOARD CERTIFICATION

- Gerontology
- Mental Health
- Pediatrics
- Physical Rehabilitation

Occupational therapists who have been practicing for at least 5 years and have at least 5,000 hours in the certification area can demonstrate achievement of **advanced** practice by meeting identified competencies and requirements.



AOTA SPECIALTY CERTIFICATION

- Driving and Community Mobility
- Environmental Modification
- Feeding, Eating, and Swallowing
- Low Vision

Occupational therapists and occupational therapy assistants with at least 2,000 hours' experience in occupational therapy—600 hours of which are in the specialty area—can demonstrate achievement of **specialized** practice by meeting identified competencies and requirements.



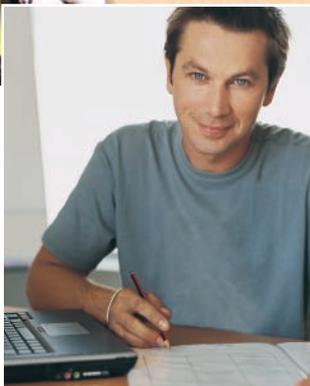
Through the AOTA Board and Specialty Certification portfolio process, practitioners reflect on their knowledge and evaluate the development of their critical and ethical reasoning, interpersonal abilities, and performance skills to earn credentials that speak to their commitment to their clients, their profession, and their continuing competence.



To customize your partnership package,
call AOTA's Corporate Relations department
at **800-877-1383, ext. 2715.**

AOTA® The American
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AOTA's Continuing Education Advances Your Staff's **Expertise** and **Job Satisfaction**



IN A RECENT AOTA SURVEY, occupational therapists ranked Continuing Education/Professional Development (CE/PD) as the interest area of greatest importance. However, the same survey identified a clear dissatisfaction with the quality of the CE/PD they currently receive.

TAKE ADVANTAGE OF AOTA'S HIGHLY REGARDED CE OPPORTUNITIES to advance your staff's professional development and help them meet their certification and licensure requirements. AOTA offers timely, relevant CE on a wide variety of topics in several convenient formats. Tailor AOTA's CE to the needs of your business with packages designed specifically for you.

AOTA PROVIDES THE INFORMATION that enables your therapists to make good choices with patients and to develop solid treatment plans with measurable outcomes that lead to reimbursable service.

AS LEADERS IN THEIR FIELD, AOTA faculty members provide authoritative information on topics ranging from dementia care to school-based practice. AOTA's practical, cost-effective continuing education is recognized, high-quality content your staff can put to work today.

- **AOTA's Annual Conference & Expo** attracts thousands of occupational therapy professionals every year with hundreds of continuing education sessions, networking, and opportunities to experience hands-on the latest innovations in the field.
- **Online Courses** provide interactive study of dynamic content.
- **Self-Paced Clinical Courses** offer flexible learning through individually bound lessons that allow participants to choose their study setting.
- **AudioInsight™ Seminars** present the most current topics in a live audio conference or web-based extended replay.
- **CE Articles** deliver continuing education right to the member's door in quick, convenient lessons bound inside *OT Practice*.



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AOTA® The American Occupational Therapy Association, Inc.

AOTA Provides You the **Most Comprehensive Recruitment Opportunities**



You want to reach strong candidates for your positions. AOTA has the most comprehensive tools in the recruitment industry. Our magazine, journal, online recruitment site, and direct-mail list rentals provide you access to the best in the field.

YOUR JOB OPPORTUNITIES WILL BE SEEN.

In a recent survey of members, 82% indicated that AOTA publications are “must-reads” to keep informed about the profession.



OT Practice, AOTA's semimonthly magazine and flagship publication, is the first choice of members when it comes to professional reading. It is their key source of practical information, CE offerings, and job opportunities.

The American Journal of Occupational Therapy (AJOT), AOTA's bimonthly peer-reviewed journal, focuses on research, practice, and health care issues.

When you're seeking to fill a position yesterday, turn to OT JobLink today.



- With more than 36,000 AOTA members linked to OT JobLink, posting your open positions here will ensure quick access to the most qualified occupational therapy professionals.
- AOTA members also enjoy résumé-posting privileges, making it easy for you to consider the skills and experience of prospects.

IF YOU'RE COUNTING ON THE SUCCESS OF YOUR NEXT DIRECT-MAIL CAMPAIGN, we can help focus your efforts with a customized direct mail list. Our lists are updated daily and are 95% deliverability guaranteed. We can identify therapists with relevant experience, close to your opportunity.

TAKE ADVANTAGE OF THESE ADDITIONAL OPPORTUNITIES to connect with highly qualified occupational therapy professionals:

- AOTA's Annual Conference & Expo, which will take place in St. Louis April 20–23, 2007, is the premier continuing education event for the profession. Featuring hundreds of sessions, outstanding networking opportunities, and an Exhibit Hall offering the latest innovations and job opportunities, exhibiting at AOTA's Annual Conference & Expo is the place to gain a strong position in the occupational therapy market.
- AOTA sponsorships at the 2007 Annual Conference & Expo give you both marketing power and valuable exposure. Our sponsorship opportunities provide you distinction within the market.
- AOTA's *Conference Program Guide*, which is mailed to more than 3,500 Conference attendees, is where they turn for all information that is Conference related.

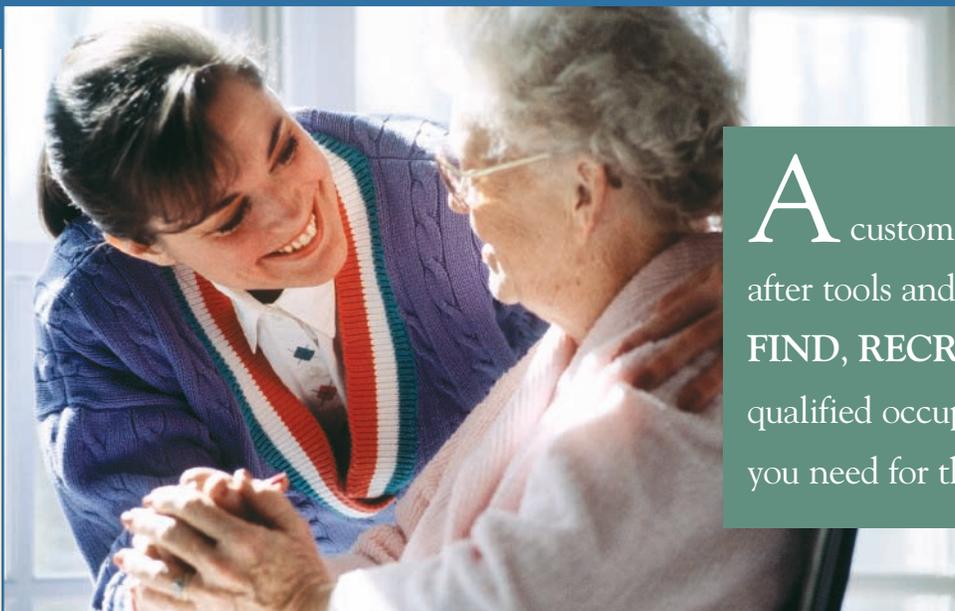
Gain the exposure you need to attract high-quality candidates, and strengthen your position in the market.



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The American Occupational Therapy Association Supports the **Business** of Health Care



A custom package of AOTA's sought-after tools and resources can help you **FIND, RECRUIT, and RETAIN** the top qualified occupational therapy practitioners you need for the success of your business!

TO RECRUIT *top occupational therapy candidates, ask us about...*

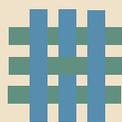
- **AOTA's 2006 workforce survey...** critical facts and insights into your market enable you to make smart business and staffing decisions
- **Recruitment advertisements** in print and online: *OT Practice*, *The American Journal of Occupational Therapy*, and www.OTjobLink.org... cost-effective ways to reach the right candidates
- **Mailing lists** that get your unique recruitment message to the right target audience

TO RETAIN *your valued occupational therapy staff, ask us about...*

- **Continuing education and staff training options...** cost-effective professional development you can customize for practitioners at every level of experience, at any stage of their careers, and raise the bar on the professional caliber of your business. Consider these widely-recognized choices... Online Courses, Self-Paced Clinical Courses, and AOTA's Annual Conference & Expo
- **AOTA books and products...** select from the newest and widely-acclaimed resources of the profession to build a powerful knowledge center for your practitioners and your facilities

TO MAXIMIZE *the return on your employee investment, ask us about...*

- **AOTA membership...** a strong statement about the practitioner's commitment to the highest professional standards of practice, and individual benefits that range from valued periodicals and evidence-based practice resources to dynamic Special Interest Sections and regular electronic professional updates on news, practice, reimbursement, legislation, and more
- **AOTA's new Board Certifications and Specialty Certifications,** demonstrating professional excellence in practice areas ranging from gerontology and physical rehabilitation to driving and community mobility and low vision



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