

**February, 2009**

**Report of the Vice President**

**Florence Clark, PhD, OTR, FAOTA**

**Summary of Key Activities/Accomplishments:**

The Centennial Vision priorities continue to progress thru the work of AOTA volunteers, leaders and staff. The “commissioners” are actively working within their groups to align their activities with the Centennial Vision. The BOD will use the logic model ( which is grounded in the Centennial Vision) for purposes of strategic planning and measuring outcomes. The Vice President continues to speak around the country on the Centennial Vision and has turned her attention to the concept of “power” as a major theme of her presentations.

**A.1. Centennial Commission Activities October ‘08 to January ‘09**

**Activities of Commissioners and their groups**

- ❖ **ASD**
  - Working on ASD meeting at conference
    - Reached out to Sam Gonzales for OT Connections presentation
    - Deborah Lieberman will give an evidence based practice presentation
    - Tim Wolfe will give a presentation on the newly developing Emerging Leaders Development Initiative
  - Doing on line meetings for potential OT students
  - Have 36 schools with SOTAs
  - ASD will try and have a bit more involvement with the 2009 Student Conclave; ASD working with Frank Gainer in this regard
  
- ❖ **Program Directors** Devoting the spring meeting to issues related to the CV
  - Economic situation will be a discussion at meeting
  - Devoting the spring meeting to issues related to the CV
  - Diverse work force
    - Have been approached by MDI network leaders re: increasing diversity in faculty and students
      - Will divide into small working groups
      - PDs did have Penny’s e-mail on member –to-member campaign and some will hopefully continue work within their own geographic areas.
  
- ❖ **RA**
  - RACC
    - Re-working some elements for the Societal Statements
    - Looking at which tasks are in line with the vision and what changes may be needed
  - RA

- The RALT has been doing a lot of work in getting ready to run the spring meeting “virtually”
  - 6 member motions to deal with at spring virtual meeting
  - Meeting will start in March
    - Consent agenda will be separate
    - Task groups meeting on line
    - Regular meeting will be separate
- Member-to-member campaign
  - Brent will follow up on the idea of getting PDs involved in bringing in the FW educators
  - Possibly holding a CE event in Ill
    - All costs underwritten
    - Cost to participant would be an “AOTA membership”
  - Working on a PP for FW students to use for an in-service ( Florence has also worked on this type of presentation)

❖ **ASAP:**

- Working with states to see who is using AOTA’s CV as part of their own strategic planning
- Patrick trying to find a way to re-energize states in hearing from them as to how they are connecting with and using the CV in their state
- Will try and share some strategies with Presidents during the on-line meeting
- Florence would like to speak with Presidents at their meeting and do an abbreviated version of her “Power” presentation

❖ **BOD**

- **Measuring and reporting outcomes for the Centennial Vision**
  - **Logic Model** - the outcome measures for all the intermediate outcomes and activities have been drafted. The final draft will be revised and approved by the BOD in February. Additionally, the finalized intermediate outcomes, the activities and the outcome measures will all be prioritized by the BOD at their February meeting as part of a strategic planning session. These priorities will assist both the staff and volunteers in developing a focused work plan for fiscal year ’10.

**A.2 General Centennial Vision Related Activities**

❖ **Dissemination**

- **OTP articles**  
**October 20, 2008**  
 Practice Perks: *Obesity*. By Cindy Barrows, p. 8.

Molly Asks: Kevin Hiniker (advocacy), p. 37.

**November 17, 2008**

Capital Briefing: *Defining Scope of Practice*. By Ralph Kohl, p. 8.

Perspectives: *Expanding the Role of OT to Board Rooms*. By Constance Daly, p. 23.

**January 19, 2009**

*Occupational Therapy and Disaster Response*. By Kimberly Schoessow, p. 10.

○ **Web articles in the “Vision in Action” section:**

December 4, 2008

*Occupational Therapy: Helping America Age in Place*. By Stephanie Yamkovenko

<http://www.aota.org/News/Centennial/40313/Aging/Aging-in-Place.aspx>

January 7, 2009

*The Power of a Jump Rope: An Evidence-Based Movement*. By Stephanie Yamkovenko

<http://www.aota.org/News/Centennial/40313/CY/Jump-Rope.aspx>

○ **CV Power Point Presentations**

- VP Clark’s presentation, “*AOTA’s Centennial Vision: What It Is, Why It’s Right*,” has been uploaded onto the AOTA website.
- VP Clark has created a power point presentation, directed towards state occupational therapy associations, which will be posted onto the website.

○ **Conference Related** - the 2009 CV conference session will be as follows:

***The Centennial Vision and Diversity Within Our Profession: Celebrating Success***

This year’s Centennial Vision session will highlight five successful practitioners from diverse backgrounds and their innovative practice areas. From a unique approach utilizing golf in a gang prevention youth-mentoring program to the design of an indoor accessible playground, these practitioners are all hard-at-work bringing the Centennial Vision to life. Panel members are clinicians, educators, and researchers involved in accessibility services, traditional clinical care, assistive technology, and a hip-hop dance troupe dedicated to dance education and outreach to diverse communities. Come hear about the ground-breaking work being done by occupational therapy practitioners throughout this country to meet the diverse and dynamic needs of our society today.

➤ **Leadership**

- The 2<sup>nd</sup> Mentoring Circle was completed in September 2008. The fellows were all Program Directors and submitted their individual leadership plans at that time. A few of the Fellows did share their stories at the October Program Directors meeting.
- The 3<sup>rd</sup> circle began in January; this was also devoted to Program Directors. Due to budgetary constraints and prioritization of essential funding needs only, AOTA was unfortunately unable to provide any funding for this 3<sup>rd</sup> circle.
- The *Emerging Leaders Development Committee* has been meeting regularly by conference call. This program will be aimed at new practitioners who have a desire and an aptitude for leadership within the association. The main thrust of the program will be a year long mentored relationship with an existing AOTA leader and specific tasks to accomplish during that time period. The committee has thus far developed :
  - The letter of invitation to applicants
  - The criteria for applicants
  - The obligations and responsibilities of participants
  - The letter of invitation to mentors
  - The responsibilities and expectations for mentors
  - The outline for the year long program and expected outcomes
  - The general outline for a 2 day live training as a kick-off for the chosen “emerging leaders”

➤ **Board Centennial Vision Priorities**

❖ *Image Building Campaign*

- The brand, created and unveiled last spring, now has moved forward with development of a graphic style for the brand, completion of a poster sent to all members in the January 19 *OT Practice* magazine, a request to members launched on OT Connections to provide stories to use with the brand, completion of materials such as elevator speeches, a “wallet” guide to promoting ot, and a brochure. All will be or have been posted on the website brand page.
- **Next steps**
  - Develop materials for the public including a consumer brochure: in process
  - Begin to promote media coverage of occupational therapy taking off from the brand message: Pending

**Media:**

October 2008

Issued press release on newly-released book which names occupational therapy jobs as “recession-proof.”

The Media Relations Office, in coordination with the Social Media Office, launched AOTA’s “Living Life To Its Fullest” consumer education podcast

series. The first one recorded on October 31 was on ergonomics. The plan is to do a podcast every month on a different topic.

In conjunction with National Down Syndrome Awareness Month, an article was posted by web staff and media relations on the home page which was shared with the National Down Syndrome Society.

Letter to the Editor on mental health parity legislation submitted to the *New York Times*.

#### November 2008

To date, three “Living Life to Its Fullest” podcast episodes have been recorded – ergonomics (Episode 1), improving U.S. veterans’ care (Special Episode) and Alzheimer’s disease (Episode 2) – resulting in more than 600 downloads.

Additionally, as part of AOTA’s Veterans Day campaign, the Media Relations Office drafted and placed an opinion editorial in *The Birmingham News* on behalf of president Penelope Moyers Cleveland.

Reimbursement staff was interviewed by reporters from trade publication, including Healthcare Pro, Eli’s Rehab for articles regarding the Medicare Physician Fee Schedule and PQRI.

#### December 2008

Letter to the Editor on sensory integration submitted to the *New York Times*.

Letter to the Editor on occupational therapy as a career submitted to *U.S. News & World Report*.

Issued press release about occupational therapy being named to *U.S. News & World Report*’s “Best Careers” list for two consecutive years.

Wrote an online article for the AOTA homepage about advocating for health care reform.

Episode 3 of the podcast series was recorded about stress management.

The article “When to Get Back Behind the Wheel While on the Road to Recovery,” which cited AOTA as a source, was published in numerous print and online publications.

Laurel Cargill Radley, associate director of professional affairs, was interviewed by *The Gazette* for an article that ran on December 4, “Game traders pitch in for wounded vets.”

Issued a partnership press release that was picked up by several publications under the headline, "Champion Exposition Services Expands Medical Client Portfolio with New Contract Wins."

#### January 2009

Arranged to record a monthly occupational therapy tip on a local cable channel TV show about children with disabilities and special needs.

Executive director Fred Somers interviewed with *Association Bisnow* about AOTA's centennial visioning process.

Pediatric coordinator Sandra Schefkind was interviewed by *Parenting Magazine* about milestones in child development with regard to hand gripping.

Issued press releases about the Medicare Access to Rehabilitation Services Act of 2009 and Michigan licensure.

Episode 4 of the podcast series was recorded about falls prevention. To date, there have been 1,044 downloads of the series.

#### ❖ ***Advocacy to Ensure Funding for OT***

- Federal Affairs, Reimbursement and Regulatory Policy and Public Affairs staff continue to work on the issue of the Medicare cap on outpatient therapy. The Centers for Medicare and Medicaid Services has launched two major projects to develop alternatives to the cap. (The cap will not be in place again until December 2009; legislation has been introduced to repeal the cap.) The two projects required intense staff work to organize volunteer responses and participation in these projects. Volunteers have given tirelessly of their time to participate in project meetings and provide AOTA feedback to drive the profession's position. These projects will influence the future payment of occupational therapy under Medicare, could eliminate or revamp the Physician Fee Schedule, or could set up a diagnosis or other criteria based lump sum payment system. AOTA has been able to bring various members together to discuss alternatives suitable for the variety of settings and situations in which occupational therapy is provided and paid for.
  
- AOTA has successfully advocated for and participated in the development of quality measures that can be used in the Medicare Physician Quality Reporting Initiative. AOTA through staff, consultants, and volunteers, have achieved allowance for occupational therapists to report on 22 quality measures. This has involved significant work with external organizations including the American Medical Association Physician Consortium for Performance Improvement. All of this advocacy has resulted in AOTA being

invited to have a formal seat with physician organizations in designing and ratifying new quality measures. This is a significant achievement that ties to the need and increased activity in AOTA to promote science, evidence and high quality practice.

- Federal affairs staff hosted the most successful Legislative Briefing in several years in September. Several AOTPAC board members attended with many students, professors, and practitioners. Many new sponsors for the various bills supported by AOTA were gained by these visits. Another day is planned for the spring. AOTA also hosted a “virtual “hill day to encourage calls to Congress on the day of the Briefing.
- Federal Affairs staff, in conjunction with Professional Affairs, had several meetings with the Centers for Disease Control Center for Injury Prevention and Control to collaborate on a project to promote better recognition of the importance of falls education, intervention and prevention. AOTA also worked with a national coalition of aging related organizations to promote funding for falls prevention activity in the appropriations process and more recently in the so-called “stimulus” bill.
- Reimbursement staff defended the full scope of OT in Medicare by submitting comments on a number of Local Coverage Determinations (LCDs). LCDs establish Medicare coverage policy at the local level. Daily, the RRPD staff answer member questions on virtually any kind of reimbursement or documentation or billing problem.
- AOTA Federal Affairs Program Manager, Tim Nanof has become a co-chair of the Consortium for Citizens with Disabilities Health Taskforce. This new role will allow AOTA greater influence on the activities of the Health Taskforce and better allow AOTA to support the health legislative and regulatory agenda of people with disabilities
- The Advocacy 101 general session and the Reimbursement and Documentation Workshop for the New Student at the AOTA / NBCOT Student Conclave were well attended. Staff also held several phone briefings for classes at university programs including those at Belmont and Rockhurst.
- Licensure legislation in Michigan was introduced in collaboration with the Michigan OT Association.
- State Affairs staff published information on the website about the new registration requirement for OTs in Colorado and the new licensure law for OTAs in Virginia. Both laws become effective January 1, 2009.
- State Affairs staff worked with the Oregon Occupational Therapy Association to amend regulations to expand the physical therapy scope of practice. After

three rejections, the Oregon PT Board accepted AOTA/OOTA's joint request to change language in the PT law. The new language clarifies that the focus of PT intervention in functional training/ADLs is on "movement and mobility."

❖ ***Linking Research, Education and Practice***  
**AJOT**

- Under the leadership of Sharon Gutman, AJOT has made the publication of systematic reviews a priority. Guidelines for writing systematic reviews have been posted in the AJOT section of AOTA's website.
- Occupational Therapists who participated in AOTA's evidence-based literature review projects have been solicited by Dr. Gutman and have agreed to serve as guest editors for special issue of AJOT on:
  - Occupational Therapy for Children and Adolescents with Sensory Processing/Sensory Integrative Disorders
  - Occupational Therapy and Clinical Conditions Related to Workers' Compensation
  - Occupational Therapy and Person's with Alzheimer's Disease.

In addition, results of two systematic reviews focused on occupational therapy and mental health will be included in a special AJOT issue on mental health.

**OT Practice**

- *Free Access to Evidence-Based Resources on the Web* (December 15, 2008)
- *Digging Deeper—Finding Evidence for Your Clinical Area* (in press February 23, 2009)

**SISs**

- New electronic journal club will be initiated on OT Connections starting in March. Each SIS will post an article for one month on a rotating basis and will facilitate discussion. EDSIS will work with other SISs to get skilled facilitator to monitor and pose questions for participant discussion
- **SIS Qs**
  - *GSIS Using Evidence to Inform Practice for Urinary Incontinence* (December 2008 Quarterly)
  - *WISIS Finding and Using Evidence to Inform Practice* (in press March 2009)
  - *WISIS Work & Industry in the News* (in press March 2009)

**Practice Guidelines:**

- Adults with Stroke – published Nov 2008
- scheduled for publication by 2009 AOTA conference
  - Children and Adolescents with Autism Spectrum Disorders

- Individuals with Work Related Injuries and Illnesses of the Upper Extremity (Shoulder, Elbow, Wrist, Forearm Hand) and Low Back
- Adults with Traumatic Brain Injury

#### **Evidence Perks**

- *Free Access to Evidence-Based Resources on the Web* (published in the December 15, 2008 issue of *OT Practice*)

#### **Student Conclave**

- **AOTA EBP conference session**  
*Evidence-based Occupational Therapy: Developing a systematic review for publication.* With the designation by AJOT designating the publication of systematic reviews as a priority and through the session attendees will learn how to develop a focused research question, locate resources, appraise the evidence, summarize the findings and prepare a manuscript for submission to AJOT

#### ❖ **Research Agenda**

##### **Conference update related to research:**

2009: The 2009 Conference theme is *Linking Education, Research, and Practice*. We will have 2 bulletin boards set up in the Poster Area where attendees can leave messages about their research interests or resources. These boards will be called Research Connection and will be highlighted in the *Conference Program Guide*. We have significantly increased the number of Poster presentations at the 2009 Annual Conference & Expo (by almost 100). This allows an increased number of researchers to present their work with colleagues and to obtain funding to Conference.

2010: Based upon feedback from the field, the submission and review process for all research-related submissions for the 2010 Call for Papers will be streamlined and made more user-friendly.

#### **Meetings and Conferences**

In November, the Director of Research presented to the Pi Theta Epsilon's journal club, spoke to OT students in a research class, and discussed faculty's research at Virginia Commonwealth University.

The Director of Research, along with the Pediatric Coordinator, attended the press launch of Easter Seals' Understanding Autism study in December. As a result of that meeting, a conference call with Easter Seals' National Director of Autism Services, Dr. Patricia Wright was held on Jan. 30th. We discussed their recently completed study and Dr. Wright was very receptive to collaborating with AOTA and occupational therapists for future research projects. The Director of Research has contacted Dr. Jennifer Fogo, who teaches research and pediatrics at the

University of Indianapolis, to discuss possible collaborations with Easter Seals for future research projects.

The Director of Research attended the NIH Conference in January, “*Science of Dissemination and Implementation: Building research capacity to bridge the gap from science to service.*” The conference provided many different program examples, research initiatives, and resources about dissemination and implementation. There seems to be a trend emphasizing greater use of technology, such as podcasts and web-based tools to inform patients and professionals about health care services.

#### **Researcher database update**

The Research Advisory Panel (RAP) has reviewed and commented on drafts of the researcher database survey and cover letter. AOTA’s Director of Research will work with AOTF’s Director of the Institute for the Study of Occupation and Health to revise the survey and to begin to discuss implementation strategies.

#### **Research Priorities in alignment with those of federal funding agencies**

The research grid proposed by the RAP is undergoing final revisions and will next be presented to both BODs for approval and dissemination.

#### **❖ Blueprint for the Future of Education Ad Hoc Committee**

The Committee has met regularly and completed a draft “Blueprint” that identified the knowledge, skills and science required by graduates of occupational therapy and occupational therapy assistants in order to meet the occupational needs of society in the next century. The draft includes four sections that address: (1) Occupational Factors; (2) Person- Centered Factors; (3) Environmental Factors; and (4) Professional & Interpersonal Factors. The next step is to gather stakeholder feedback. A series of online surveys will be distributed to key stakeholders groups and a forum will be held at the annual conference in Houston. The feedback will be used to revise the “Blueprint” which will be completed for submission to the Board for the October meeting.

#### **❖ Outcomes Database**

##### **January 2009**

As a result of the June 2008 BOD meeting and the recommendation to endorse the Activity Measure for Post Acute Care (AM-PAC™) as the outcome measure for the profession’s national outcomes database, staff have held several conference calls with CREcare, to develop a Press Release announcing this endorsement (CREcare develops and implements clinical outcome measurement systems to provide clients with the information needed to improve the quality and efficiency of the care they deliver). A draft MOU has also been developed between AOTA and CREcare and is in the final stages of review. CREcare develops and implements state-of-the-art clinical outcome measurement systems to provide clients with the information needed to improve the quality and efficiency of the care they deliver. Along with AM-PAC scores, AOTA will be able to obtain additional data including client demographics, and other patient and therapy related information.

AOTA staff has also been in discussions with Cedaron Medical, Inc (Cedaron offers clinic-based documentation and outcomes reporting systems for a wide range of health care specialties). A draft agreement for the development of OT related documentation templates for use in electronic patient records is being developed between AOTA and Cedaron Medical, Inc. Cedaron offers clinic-based documentation and outcomes reporting systems for a wide range of health care specialties. Discussions are also in process regarding the development of AOTA's national outcomes database for occupational therapy.

### **A.3. General Activities of the Vice President**

- VP Clark has been regularly posting blogs on the OT Connections website, with the intent to generate dialogue about how to maximize AOTA's power during the current economic crisis and the dawning days of President Obama's administration.
- VP Clark has created a power point presentation, "***The Centennial Vision: Power, Branding, and OT State Associations,***" which will be posted to the AOTA website.
- The Centennial Vision tracking system is uploaded on AOTA Sharepoint and is being continually monitored by VP Clark's assistants.
- Events/audiences and presentations scheduled for VP Clark on the Centennial Vision have included and will include:
  - Arizona Occupational Therapy Association Annual Conference keynote speaker- September 2008
  - Utah Occupational Therapy Association Annual Conference keynote speaker- October 2008
  - Occupational Therapy Association of California Annual Conference keynote speaker- October 2008
  - AOTA Annual Conference- Centennial Vision panel ***The Centennial Vision and Diversity Within Our Profession: Celebrating Success***- April 2008
  - New Hampshire Occupational Therapy Association Annual Conference keynote speaker- October 2009
  - Indiana Occupational Therapy Association Annual Conference keynote speaker- October 2009