

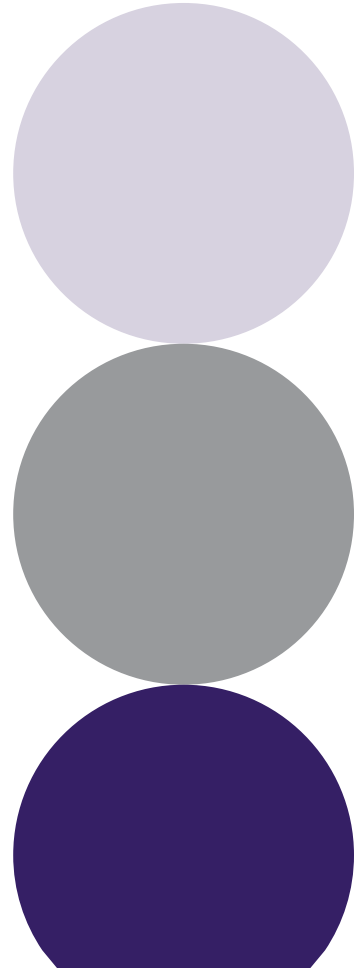


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# Engaging the Next Generation

Sage Bauer, Grassroots Manager  
American Academy of Ophthalmology



# About the Academy

- World's largest association of eye physicians and surgeons.
- A global community of 32,000 medical doctors with over 20,000 U.S. members
- OPHTHPAC represents the profession of ophthalmology to the U.S. Congress and advocates for ophthalmologists and their patients



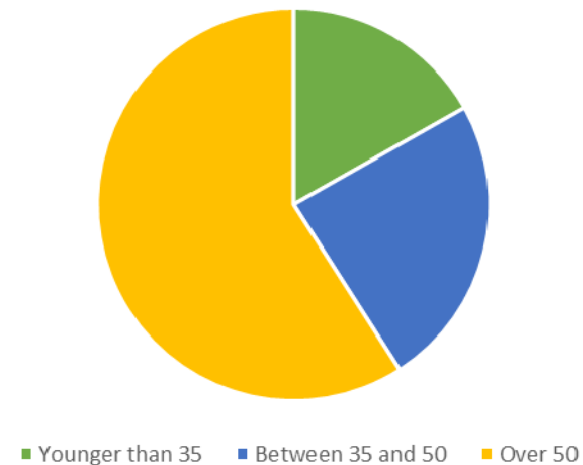
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# About the Academy

- Of the Academy members who participated in a campaign this year:
  - 60 percent were over 50
  - 30 percent were between 35 and 50
  - 10 percent were younger than 35

Age of AAO's Total Membership



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# Mid-Year Forum

- Annual forum for members to instigate change and shape the profession's future.
- Focus on policy, politics and practice management.
- Events include advocacy day, sessions on health policy and meetings to discuss the status of the profession.
- Attracts Academy leadership and political junkies in addition to the Advocacy Ambassadors.

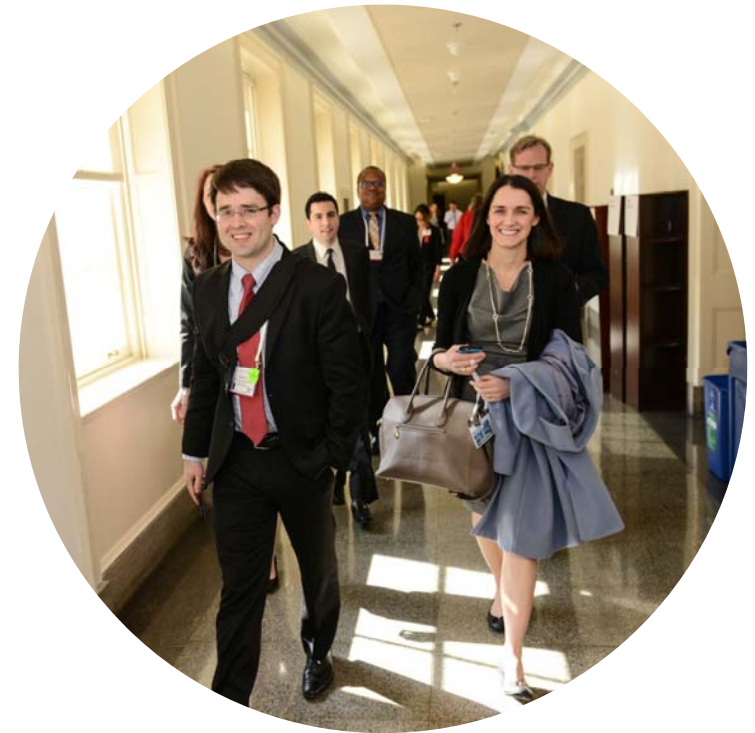


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# Advocacy Ambassador program

- Goal of the program is to help young ophthalmologists learn firsthand the importance of membership and staying engaged.
- Residents are sponsored by state ophthalmology societies, subspecialty/specialized interest societies and training programs

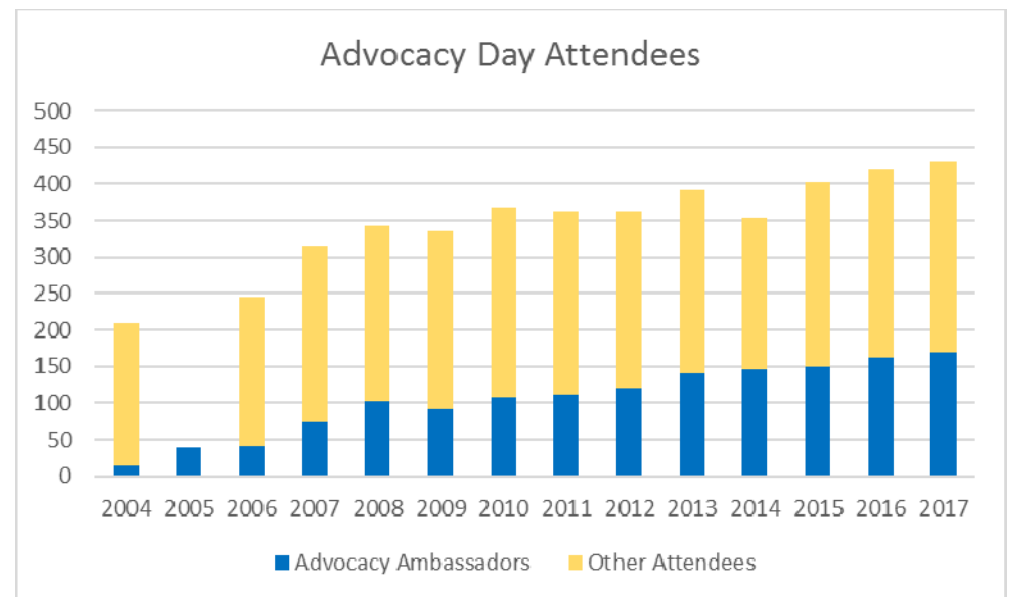


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# Advocacy Ambassador program

- Program began in 2004 with 14 participants
- 2017 broke records with 170 Advocacy Ambassadors
- On average 32% of our fly-in attendees are Advocacy Ambassadors



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# Advocacy Ambassadors

- “Members in Training”
- Applies to participate in Fall
- Must be members of the Academy and sponsoring organization



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# Advocacy Ambassadors Training

- Live webinar is offered during the first session of a Congress and the webinar's recording is offered during the second session's attendees
- Congressional Advocacy Day legislative briefing book
- Wednesday night dinner briefing
- Short videos are now being made available





# Advocacy Ambassador Meetings

- Ambassadors are paired with experienced advocates for meetings with members of Congress
  - Their sponsoring state's senators and one representative
- Work is being done to make this a more established mentorship program



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# Advocacy Ambassador Events

- Advocacy Ambassador Program Briefing and Reception
- Advocacy Ambassador De-Brief session
- L.E.A.P. Program
  - (Leadership, Engagement, Advocacy & Practice Management)



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# Advocacy Ambassador Events

- **Surgical Scope Fund Reception**
  - Thursday Night
- **OPHTHPAC Reception**
  - Friday Night



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# Advocacy Ambassadors Social Media

## Best of Twitter: University of Iowa



Follow

Dept chair, Dr. Keith Carter and alumnus Liz Gauger with our residents, Drs. Risma, McConnell, and Christiansen in Washington, DC! #myf2017

4:26 PM - 27 Apr 2017

3 25



Follow

Elevator selfie with @aao\_ophth colleagues. #myf2017 #OPHTHPAC #Ophthalmology

7:13 PM - 28 Apr 2017 · Washington, DC

2 11



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# Advocacy Ambassadors Take it Home

- Advocacy Ambassadors are encouraged to pledge to bring advocacy home with them by inviting their member of Congress to their facility or coordinating a meeting at the lawmaker's district office.
- Ambassadors are also provided with a slide deck and must present their experience at advocacy day during their Grandrounds.
- Ambassadors are also encouraged to provide a presentation to their sponsoring society.



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### Advocate for Your Patients

**WHY:** Connecting locally with your lawmakers provides federal and state officials the opportunity to witness first-hand how physician-led eye care protects sight and empowers lives. By showing them how the Academy's community of ophthalmologists work to provide better health outcomes, you're helping lawmakers connect the dots between the policies they write and the work you're doing in the field. Share how the Academy's IRIS® Registry is helping quality care evolve or let them see how burdensome EHR reporting requirements can be. Show what you and your team are doing to prevent blindness and vision loss. Put a face on the healthcare system by introducing our elected leaders to the patients whose families and lives are changed by quality eye care.

**WHERE:** These meetings can take place in any number of locations — get creative. Your practice, the lawmaker's office, an ambulatory surgery center or an academic setting are all great spots for advocacy.

**WHO:** Start with the lawmaker and their staff. Invite your care team and patients to engage with them. Focus on what you are advocating for and put a face on it.

**HOW LONG:** One of the best things about advocating at home is that lawmakers tend to be more relaxed and informal. Depending on the agenda and the day, they can go from half an hour to a longer, hour-long discussion.

Let the Academy help ease the burden. We're here to provide scheduling assistance and the materials you need to support your advocacy. Need advice? Reach out and get answers to how to take that next step.

Call the Academy's Washington, D.C. office with questions at 202.737.6662.  
[aao.org/advocacy](http://aao.org/advocacy)

A photograph showing three people in a professional setting. A woman in a dark suit is speaking to two other people, a man and a woman, who are listening attentively. They are in what appears to be a conference room or office.

The logo of the American Academy of Ophthalmology, featuring a stylized sunburst or starburst design in shades of blue and white.

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### Sign Me Up

It's time to show our elected leaders how physician-led eye care is protecting sight and empowering lives — especially those of their constituents and community.

Pledge to engage your members of Congress on your home turf this year. Participate in the Academy's local advocacy program by inviting lawmakers to visit your practice.

I commit to doing one or more of the following this year:

- ☐ Host a member of Congress at my practice;
- ☐ Attend a state society lobby day; or
- ☐ Engage with my lawmakers at their district office.

The Academy will support your efforts by providing scheduling assistance, materials for your meeting and any other technical expertise that may be needed.

Name \_\_\_\_\_

Address (Home or Corporate) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zipcode \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## Advocacy Begins at Home

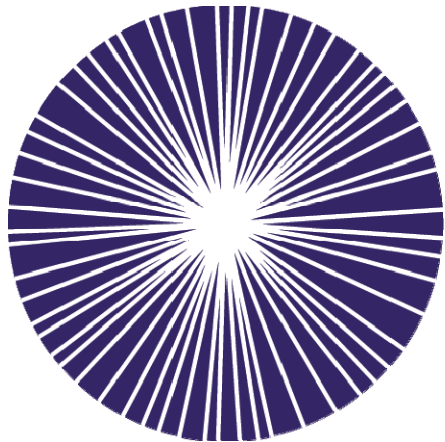
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## Lessons learned

- Develop a strategy to capitalize on the post-fly-in enthusiasm
- Connect young professionals with mentors
- Encourage young professionals to spread the word to their peers
- Recognize that young professionals are not geographically established
- Provide space for attendees to discuss their experiences



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