



PA FOUNDATION

Partners for Health Improvement



Outreach. Education. Philanthropy.

Improving health is everyone's business. That's why the PA Foundation partners with the private sector through our Partners for Health Improvement, a special program for companies that are advocates for the PA profession. Our partners understand the role PAs play in strengthening the healthcare system and recognize the importance of not only building a strong pipeline of future PAs, but also the unique opportunity PAs have to use their clinical expertise to benefit society.

The PA Foundation creates and supports PA-led initiatives that improve health through patient-centered prevention, care, and disease management projects in communities across the U.S. and around the world.

In addition, we provide scholarship funding to PA students, the next generation of PAs.

PAs are healthcare providers who are nationally certified and state licensed to practice medicine and prescribe medication in all medical and surgical specialties and care settings. Partners for Health Improvement invest in the mission of the PA Foundation: empowering PAs to improve health through philanthropy and service.

Through participation in Partners for Health Improvement you demonstrate your commitment to supporting the following PA Foundation goals:

- Expanding opportunities for PAs to give back using their clinical expertise
 - Supporting PA efforts to engage patients in their own healthcare by providing educational resources
 - Providing scholarships to PA students, 90% of whom expect to carry educational debt as a result of PA school
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For more information:

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Our Vision & Mission



The PA Foundation is the philanthropic arm of the American Academy of PAs, representing a profession of 123,000 certified PAs across all medical and surgical specialties throughout the U.S. and on American military bases around the world.

Since 1977, the PA Foundation has worked to advance healthcare through the profession, to promote better health, and to encourage PAs and PA students to positively impact the lives of those in the communities they serve.

Outreach. Scholarship. Clinical Success.

PAs have a unique lens into patient care. They talk with patients every day, diagnose and treat them, educate them, and then observe what happens once the patient leaves the office. As our nation ages and more patients are diagnosed with chronic illnesses, the stakes for patient adherence are higher than ever. Partners for Health Improvement have an all-inclusive opportunity to support PA student scholars and PA community outreach projects and to share PA insights on top healthcare concerns.

The mission of the PA Foundation is to empower PAs to improve health through philanthropy and service. We believe investing in PA philanthropy focused on community health is a powerful way for PAs to make an impact on health in the communities they serve. IMPACT Grants allow PAs to take their passion for patient care and dedicate time and resources to helping people in their community prevent, manage or understand healthcare concerns.

Key Program Components

PA Foundation Partners recognize the many ways the PA Foundation supports PAs and PA students and invest in a robust set of programs. Depending upon the partnership level, partners support:

- **SCHOLARSHIP:** More than 90% of PA students expect to carry educational debt. The PA Foundation scholarship program is our flagship program and has provided almost \$2.3 million in support to PA students.
- **OUTREACH:** The PA Foundation's IMPACT Grants support medical outreach, which allows PAs to provide health and care to a world in need.
- **CLINICAL SUCCESS:** Support PA leadership and sharing of best practices on key healthcare issues and emerging patient care therapies through the PA Foundation's new podcast series, Vital Minds.



| Benefits | Insight Partner \$50K | Mission IMPACT Partner \$30K | Perspectives Partner \$20K | Empowerment Partner \$10K |
|--|--------------------------|------------------------------------|----------------------------------|---------------------------------|
| Two company named scholarships in the upcoming award cycle | ✓ | | | |
| IMPACT Grant funding for PA-led healthcare projects – Partner may choose to designate support to a project focused on a healthcare issue of interest, or seed the general grant funds awarded to PAs to address community health needs | \$15K | \$10K | | |
| Partner feature article on PA Foundation website | ✓ | ✓ | | |
| Podcast series geared at PA audience on issue of interest (therapeutic area, PAs in healthcare leadership, etc.) | 3 | 2 | 1 | |
| VIP table at Party for a Purpose event during AAPA Conference 2018 | 12 seats | 8 seats | 4 seats | |
| Invitation to participate in PA Corporate Forum | ✓ | ✓ | ✓ | ✓ |
| Acknowledgments in PA Foundation Annual Report | ✓ | ✓ | ✓ | ✓ |
| Partner logo on PA Foundation website | ✓ | ✓ | ✓ | ✓ |
| Subscription to PA Foundation monthly e-newsletter | ✓ | ✓ | ✓ | ✓ |

Introducing “Vital Minds” Podcast Series

On-demand content is popular; in fact, monthly podcast listenership has increased 75% since 2013. Each Vital Minds podcast segment, hosted by an early career PA and featuring a guest expert, addresses a topic of relevance to the PA audience, such as: mental health, insomnia, vaccines, women’s health, pain management, COPD, conducting research, PAs in healthcare leadership, and many more. The Vital Minds podcast is available on iTunes and on the PA Foundation website at pa-foundation.org/podcast.

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Other Opportunities Exclusively for Our Corporate Partners



Inquire about:

- **Roundtables**

Our sister organization, AAPA, gathers PAs together throughout the year. We invite your company to work with the Foundation to identify a healthcare topic to explore with a selected group of up to 15 PAs. The Foundation will provide a facilitator, topic outline and note taker. Sponsoring organization may observe. PA Foundation will provide partner with a discussion outcomes report.

- **Surveys**

Let's work together on a survey to find out what PAs are observing with their patients related to a healthcare concern of importance to you. The PA Foundation will distribute the survey, to include up to 10 questions focused on PA-patient interaction or personal experience with health issues, to up to 1,000 practicing PAs. A custom report will be shared with the partner and may be used by the partner with credit to the Foundation. The Foundation will use the results to seed traditional and social media and will give credit to the partner for working with the Foundation on the survey.

- **Patient education campaigns**

The PA Foundation wants to improve population health. Using traditional and social media as well as our network of PAs affiliated with the American Academy of PAs, your company can help us develop patient education campaigns on important topics such as vaccinations, obesity, type 2 diabetes, cardiovascular disease, hepatitis C, caring for an aging loved one with a chronic disease, and more. Utilizing PAs as healthcare spokespersons to the general public through PA Foundation campaigns accomplishes two important goals:

1. The public receives information they need on relevant/timely healthcare topics
2. The public learns more about PAs and their capacity for care as a healthcare provider