



PA FOUNDATION

Partners for Health Improvement



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 who want to ensure that all people have access to quality care and who understand the role PAs play in strengthening the healthcare system.

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

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 PA engagement in philanthropic programs that improve health.

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
- Supporting PA efforts to engage patients in their own healthcare by providing educational resources

Our Vision & Mission

The PA Foundation is the philanthropic arm of the American Academy of PAs, representing a profession of more than 108,500 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.

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Levels of Support



Insight Partner – Observations from PA practice

Key benefit: Customized survey of PAs – shared outcomes – social media*

Investment: \$50,000

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. 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.

Survey outline:

- PA Foundation will distribute survey to up to 1,000 practicing PAs
- Survey will include up to 10 questions focused on PA-patient interaction or personal experience with health issues
- Questions will be structured by PA Foundation with Insight Partner input
- PA Foundation will offer compensation as incentive for participation
- Questions are in the field up to two weeks for response (allow six to eight weeks for project completion)
- Custom report shared with Insight Partner and may be used by partner with credit to PA Foundation
- PA Foundation uses results to seed traditional and social media – Insight Partner will be given credit for partnering with the Foundation on the survey
- Results to be shared on "Health Insights" tab on PA Foundation website (page in development)

Mission IMPACT Partner - Empowering PAs to support community health improvement

Key benefit: Seed PA philanthropic involvement in community healthcare projects*

Investment: \$30,000

The mission of the PA Foundation is to empower PA engagement in philanthropic programs that improve health. 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. That's why we introduced IMPACT Grants, which 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.

* And all benefits associated with "Empowerment Partner"



Mission IMPACT Partners help the PA Foundation provide additional grants to PAs inspired to provide healthcare-focused services through local nonprofits in their communities. They also support the ongoing management of this growing program. This program allows you one of the following two options:

- Designate one-third of funding to provide a grant for community service in an area of healthcare or in an at-risk population that aligns with your corporate interests
- General grant distribution – allowing one-third of funds to be folded into the overall IMPACT grant pool for distribution as the grant selection committee identifies applications with outstanding potential to improve health

PA Perspectives Partner

Key benefit: Sponsorship of a community health roundtable discussion group in conjunction with an AAPA event (i.e. Leadership & Advocacy Summit, AAPA Conference, Musculoskeletal Galaxy or Hospital Medicine Bootcamp)*

Investment: \$20,000

Our sister organization, AAPA, gathers together PAs throughout the year. PA Perspective Partners 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 a discussion outcomes report.

Empowerment Partner

Key benefit: Participation in Corporate Forum

Investment: \$10,000

- Invitation to participate in the Corporate Forum (held in conjunction with the AAPA Leadership & Advocacy Summit, February 4, 2016)
- Invitation to participate in the PA Foundation Donor Recognition Breakfast (held in conjunction with the 2016 AAPA Annual Conference)
- Acknowledgements in the PA Foundation Annual Report
- Partner feature on the PA Foundation website
- Subscription to the PA Foundation monthly e-newsletter
- Badge ribbons and easel cards at AAPA Conference

* And all benefits associated with "Empowerment Partner"

** Videotaping of session available at an additional cost

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Other Opportunities Exclusively for Our Corporate Partners



Patients Learn! - Partner for provider-led patient education

Key benefit: Customized direct-to-consumer healthcare messaging

Investment: \$75,000 - \$150,000 depending upon customizable program components

Let's work together to educate the public on an important health topic!

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
- Cold & flu prevention and self-care
- Hepatitis C
- Acne
- Caring for an aging loved one with chronic disease
- Allergies
- Sun care
- Oral health
- And more

Why PAs as spokespersons for patient education? PAs practice medicine in all settings and specialties and have an outstanding patient satisfaction level. In a 2014 Harris Poll, over 90 percent of patients reported they believe PAs are trusted healthcare providers who help improve health outcomes.

The healthcare system is stretched. Access to healthcare providers is a concern in this era of health inequality, increasing chronic illness and a shortage of physicians. PAs are a part of the solution and we're working hard to help the public understand the value and role of the PA in the healthcare marketplace.

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