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Professional Practice Models for OT

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Learning Outcomes

- After this course, participants will be able to,
 1. describe a framework as they determine potential ways of marketing their skills to sustain an income that may not be fully dependent upon traditional third party reimbursement.
 2. state 3 strategies to determine steps needed to network and take action to market their professional skills in nontraditional ways.
 3. list 3 new roles to explore to develop their own professional practice in non-traditional settings.

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Rationale

- The healthcare market and our Profession are at a tipping point for practice. Changes in service delivery are occurring, which will necessitate a reaction and shift on our part, to continue to provide meaningful and valuable services to those in society who need our skills and our care. Whether you work in a traditional setting for OT care delivery or seek something different for yourself, it is time to consider options and plan for your near future as an occupational therapy practitioner in the workplace. This course will offer a rationale for making choices and determining a path to thrive into the future of occupational therapy care delivery.

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Traditional clinical OT practice

- Work as an employee in a healthcare or educational setting
- Provide fee-for-service hourly intervention to clients in a variety of settings
- Primarily supervise others who have less education/professional qualifications
- Single case by case services (sporadic)

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Role of a profession

- A social benefit to members of society at large
 - Specialized educational training
 - Increased problem solving and adaptability
 - How do the jobs of professionals contribute the most in the greater scheme of things?

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Professionals

- Look at the problems that exist in society and come up with solutions that promote change and an improved outcome
- Tackle difficult social issues

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12 Defining Healthcare Trends to Watch

- 1. The healthcare industry tackles the opioid crisis**
- 2. Social determinants come to the forefront**
- 3. Price transparency moves to the statehouse**
- 4. Natural disasters create devastation that lasts long after the event passes**
- 5. Medicare Advantage swells**
- 6. Health reform isn't over, it's just more complicated**

<https://hitconsultant.net/2017/12/18/defining-healthcare-trends-to-watch-2018>

12 Defining Healthcare Trends to Watch

- 7. Securing the internet of things**
- 8. Patient experience as a priority and not just a patient portal**
- 9. Meet your new co-worker: artificial intelligence (AI)**
- 10. Healthcare's endangered middlemen**
- 11. Real actual-world evidence a growing challenge for pharma**
- 12. Tax reform moves forward**

<https://hitconsultant.net/2017/12/18/defining-healthcare-trends-to-watch-2018>

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2030 Marks Important Demographic Milestones for U.S. Population

Factor: Age

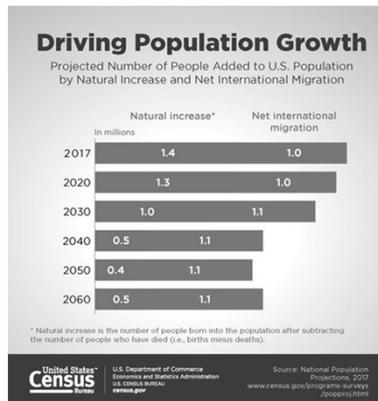
- Trends working to shift the population need for OT care:
- By 2030, all baby boomers will be older than age 65. This will expand the size of the older population so that 1 in every 5 residents will be retirement age.
- There will be slower population growth, but the population will cross the 404 million mark by 2058 (326 million in 2018). The decline will occur between 2040-2060.
- By 2060, the median age of the US population will grow from 38-43

<https://www.census.gov/newsroom/press-releases/2018/cb18-41-population-projections.html>

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For the first time in US History

- Older adults are expected to outnumber children by 2035



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Future OT Practice

- Continue to deliver care to those who traditionally rely on us
- Rise to the occasion and 'take the baton and run with it' into new opportunities, to be competitive moving forward
- If we do not accept the challenge, others will fill the role and occupations may not remain solely in our 'wheelhouse'
- If OT practitioners with knowledge and skill push the borders of practice as anticipated toward community and population health, new opportunities and roles will be created

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Be a part of the solution

- Diseases of meaning...."instead of being meaningless, people's problems become diseases of meaning, enabling people to see that things are not necessarily "going wrong" but are, in fact, helping them become stronger, to live more fully and with more understanding. Seen from this perspective, depression; cancer; heart disease; neurodegenerative and autoimmune disease; dementia; and conditions such as community violence, genocide, and the problem of environmental devastation are "diseases of meaning."
- The World Health Organization forecasts make it clear that diseases of meaning will continue well into the next millennium to be the major cause of suffering and death worldwide. A paradigm shift must include the importance of meaning and be given top priority.

Jobst, K.A, Shostak,D. and Whitehouse,P., 2007

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GAP Analysis

- The gap analysis is comprised of three steps:
- Review of documentation of organizational practices, policies, and procedures.
- In-person, facilitated focus groups with key stakeholders focused on processes align with the Communication and Optimal Resolution (CANDOR) process practices.
- Review results of the gap analysis, and define next steps in the implementation process.

<https://www.ahrq.gov/professionals/quality-patient-safety/patient-safety-resources/resources/candor/module3-facguide.html>

For OT--change is coming, like it or not...

- Potential meaning for occupational therapy practice
 - Professional level of caregiver access will continue to shift
 - Shortages of qualified providers will limit the Profession's presence in many potential areas of 1:1 practice
 - More direct care may be given by those with OTA level of education and new professional level graduates
 - There will be a potential lack of adequate numbers of doctoral educated faculty and programs to educate workforce

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Perform a needs assessment

- Step 1: Identify the need. Perform an assessment as the first step to any successful program development. This is also a critical aspect of succession planning.
- Step 2: Perform a Gap Analysis.
 - A comparison of actual performance with potential or desired performance; that is the 'current state' the 'desired future state'.
- Step 3: Assess Training Options.
- Step 4: Report Training Needs and Recommend Training Plans.

<https://www.shrm.org/resourcesandtools/...to.../conduct-training-needs-assessment.aspx>

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For OT--change is coming, like it or not...

- Changing what you do to better serve society, even though it will shift your day to day practice environment will be expected
- Levels of education for OTs delivering care-will shift.
 - How we, as a professional community of occupational therapists plan and support societal needs is yet to be ultimately agreed upon or embraced...we need to end divisiveness or we and our clients stand to lose.

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To compete in the non-profit sector and not-for-profit sector....right now

- Prove value and worth of occupational therapy principles
 - Take on more of a consulting role than we currently do in practice (be a solution oriented thinker)
 - If less is more, advocate for spending less and servicing more-prove your value
 - Be creative-some of us will need to develop services to address needs, for example, caring for people with mild cognitive impairment
 - Do you have knowledge or skills that can be used to fill a niche?

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To compete in the non-profit sector and not-for-profit sector....right now

- Develop services to meet unmet needs and make life better-that are not primarily dependent on 3rd party reimbursement (can be membership driven)
 - What do you notice or what do your clients tell you that you know that other's need to know?
 - Make the change happen-don't just identify a gap and then fail to address it

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Seven steps for writing a business plan

1. Research
 - Is there any existing evidence to support the plan?
2. Determine the purpose of your plan.
 - How will the new service contribute to positive change?
3. Create a company profile.
 - Vision, mission, values, goals, anticipated outcomes
4. Document all aspects of your business.
 - Transparency

<https://www.entrepreneur.com/article/281416>

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Seven steps for writing a business plan

5. Have a strategic marketing plan in place.
 - Identify your anticipated outcome(s) and have a clear vision of the work to be done.
6. Make it adaptable based on your audience.
 - Context has value.
7. Explain why you care.
 - Link your insight and vision to anticipated outcomes

<https://www.entrepreneur.com/article/281416>

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To embrace the opportunities

- You may want to work with professionals (accountant, attorney, etc.) on setting up good practice systems/legalities
- Create a business plan(s)
- Consider how many hours and whether or not you could hire help, if needed
- Insurance: professional liability, to cover gaps between service delivery and payment (gap insurance)
- Keep your finances straight
- Pay quarterly business taxes (be prepared for this)

Points to ponder

- How many work situations do you want to work?
- Are there life reasons for changing how you choose to work?
- Are you burning out of working where you are currently working?
- Have your professional interests shifted/specialized or diversified?
- How long do you have to set up your new professional model of practice?

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Can you start part time?

- Could you work less at your current job and start something new part time?
- Is there another practice where you could begin working to gain knowledge and skill (apprentice model)
- Are there symposia, forums, online courses that can support you in your new role?
- If you transition away from a full time job, what will you do about purchasing benefits?
- Do you need additional insurance?

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Doctoral education is helpful

- For financing grants and loans to support community and population level program development
- Target population (local/national/international), near or at a distance?
- Create a plan to develop or diversify skills
- Your knowledge base matters and is valued
- Social networking platforms and endorsements

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Questions?

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