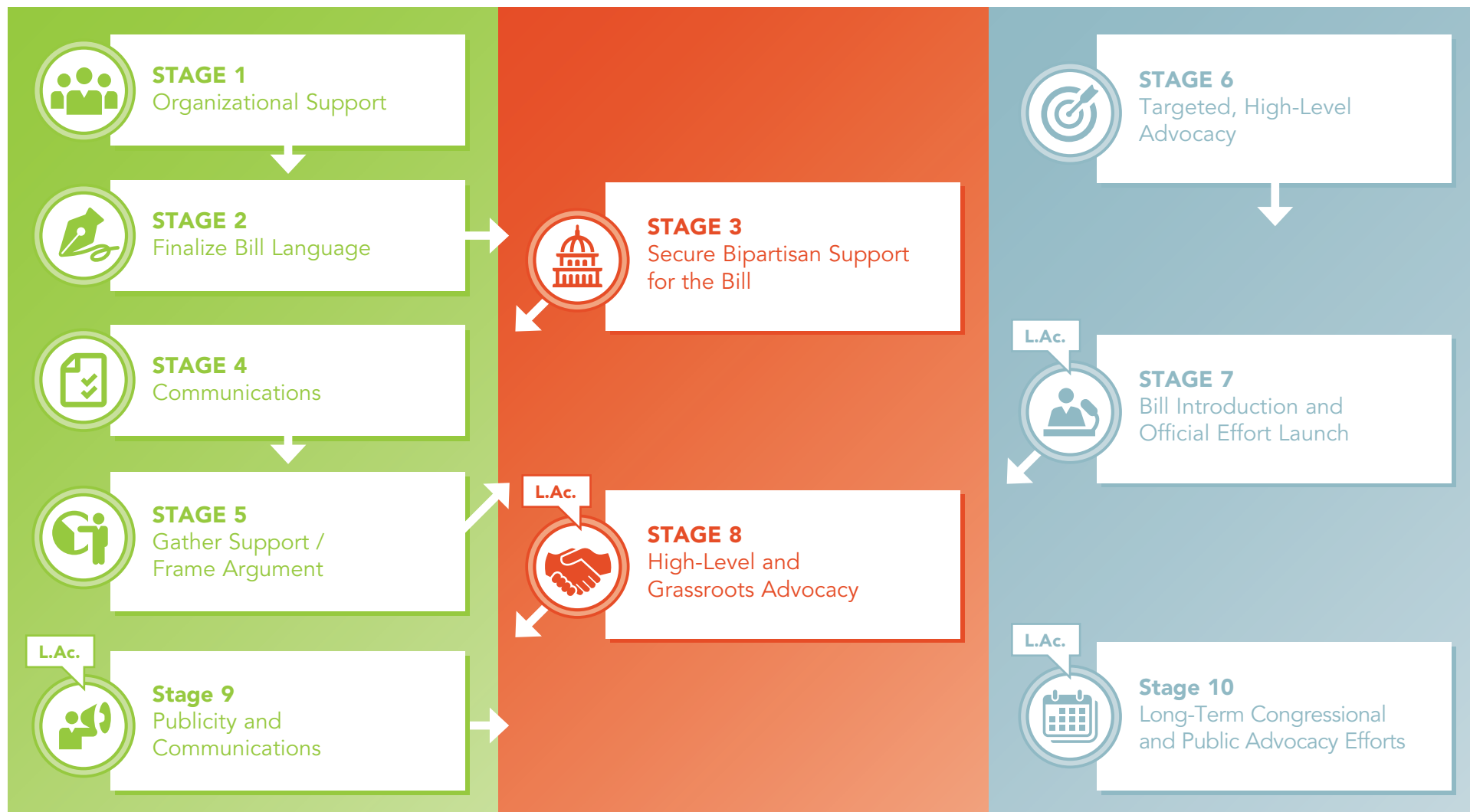


ACUPUNCTURIST PROVIDER STATUS UNDER MEDICARE OPERATIONS AND ADVOCACY ROADMAP

Now and Ongoing

Current

Begin After Meeting a Specific Metric



Click on an Icon to Learn More.

STAGE 1

ORGANIZATIONAL SUPPORT



STAKEHOLDER LIST (NCCAOM, ASA)

- Establish List of Professional Stakeholder Groups.
 - Leaders
 - Regions
 - Contact Information
 - ASA, NCCAOM Liaison
- Develop a Strategic-Outreach Plan to Ensure Stakeholder Alignment and Establish an Organizational Framework Agreement that NCCAOM, ASA will Lead.



TIMING: Completed

Roadmap

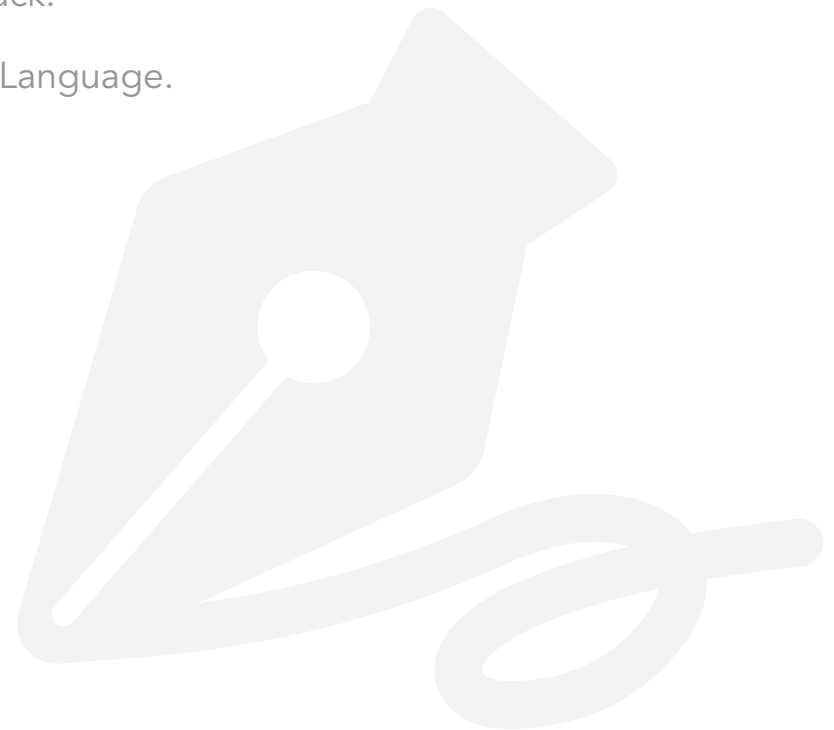
STAGE 2

FINALIZE BILL LANGUAGE



DRAFT BILL LANGUAGE (NCCAOM, ASA, Congressional Sponsor)

- Develop Bill Language that Provides the Centers for Medicare and Medicaid Services to Recognize Acupuncturists as Medicare Providers.
- Send Draft Language to Stakeholder Groups for Feedback.
- Work with Our Congressional Champion to Finalize Bill Language.



TIMING: Completed

Roadmap



STAGE 3

SECURE STRATEGIC SUPPORT FOR THE BILL

REPUBLICAN CO-SPONSOR (NCCAOM, ASA, Bill Sponsors)

- Secure a House Republican Champion.
- Reach Out to Members of House of Representatives Committees with Jurisdiction Over CMS: Energy and Commerce Committee and the Ways and Means Committee.
- Secure Democrat and Republican Co-Sponsors.



TIMING: Current

Roadmap

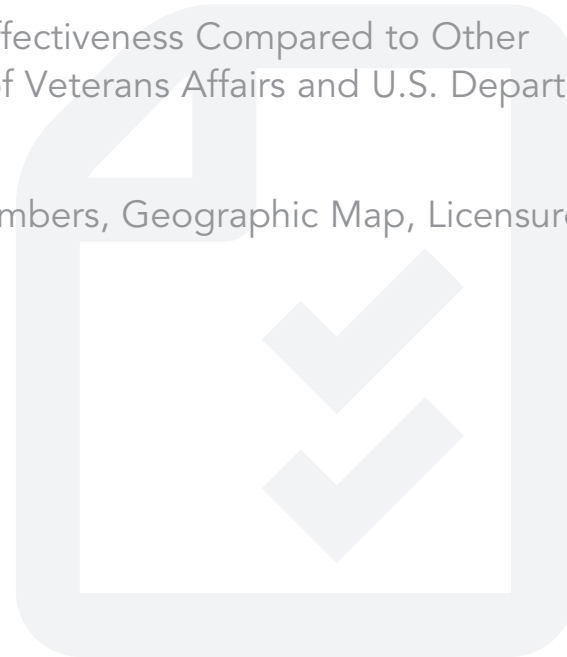
STAGE 4

COMMUNICATIONS



CONGRESSIONAL PACKET DEVELOPMENT (NCCAOM, ASA)

- Issue Brief Outlining the Benefits of Medicare Recognition.
- Bill Talking Points.
- Compile Acupuncture Data Addressing Cost-effectiveness, Quality, Access, Effectiveness.
- Develop Acupuncture in Biomedical Document that Includes Effectiveness Compared to Other Treatments, Role in Combating Opioid Use, U.S. Department of Veterans Affairs and U.S. Department of Defense Acupuncture Recognition.
- Workforce Document that Outlines Acupuncture Workforce Numbers, Geographic Map, Licensure Requirements, Education, Training.



TIMING: Now and Ongoing

Roadmap

STAGE 5

GATHER SUPPORT / FRAME ARGUMENT



GATHER SUPPORTING RESEARCH (NCCAOM, ASA)

- Perform Environmental Scan to Identify Strong Evidence Areas for Acupuncture and Areas with Evidence Gaps.
- Develop Short Pilot Studies to Help Fill Gaps (long term).
- Consider U.S.-Based Systematic Evidence Review.



TIMING: Now and Ongoing

Roadmap



STAGE 6

TARGETED, HIGH-LEVEL ADVOCACY

ORIGINAL CO-SPONSOR OUTREACH (NCCAOM, ASA)

- Outreach and Meetings with W&M, E&C Members.
- Outreach to NCCAOM Diplomates and ASA State Associations and Members About the Bill and Ways Individuals Can Help Support the Bill.



TIMING: As Needed. Stay Tuned for More Information!

Roadmap



STAGE 7

OFFICIAL ADVOCACY LAUNCH

ADVOCACY LAUNCH (Congressional Champions, NCCAOM, ASA, Licensed Acupuncturists)

- Organize Grassroots and Media Efforts to Support the Bill.
- Organize Acupuncturist Advocacy Campaigns to Increase Awareness of the Bill and Gather More Bipartisan Co-Sponsors.



TIMING: After Congressional Champions Identified

Roadmap



STAGE 8

HIGH-LEVEL AND GRASSROOTS ADVOCACY

ADVOCACY – GRASSROOTS AND HIGH LEVEL (NCCAOM, ASA, Licensed Acupuncturists)

- Develop Grassroots Advocacy Campaign.
 - Training Webinar
 - Grassroots Toolkit
 - NCCAOM, ASA Town Halls
- Identify and Confirm Organizational Support.
 - Identify and Engage Non-acupuncture Healthcare Practitioner Groups that Support the Acupuncture Profession and Medicare Recognition for Acupuncturists.
 - Identify and Organize Patients and Patient-advocate Groups.
 - Identify Coalitions and Collaboratives.
- Plan for Incremental Communications with Profession for Updates and Feedback.
- Develop Organization and Coalition Support List; Develop Outreach Strategy.
- Communicate Advocacy Plans and Engage Groups within Profession.
 - Establish and Work with Regional Champions to Advocate and Promote the Bill.



TIMING: In Development. Stay Tuned for Implementation Announcement!

Roadmap

STAGE 9

PUBLICITY & COMMUNICATIONS



PUBLICITY (NCCAOM, ASA, Licensed Acupuncturists)

- Provide Regular Updates to Profession About the Bill's Progress, Impact of Advocacy Efforts, Upcoming Advocacy Efforts.
- Develop Educational Materials About Impact of Medicare Recognition, Medicare Enrollment, Medicare Compliance, etc. for the Acupuncture Profession.
- Develop Medicare Recognition Pages on the NCCAOM and ASA Websites that Provide Advocacy Updates, Background Information, Supporting Studies, and Other Resource Documents.
- Compile, Develop, and Publicize Case Studies Demonstrating Acupuncture's Effectiveness.



TIMING: Ongoing

Roadmap



STAGE 10

LONG-TERM CONGRESSIONAL AND PUBLIC ADVOCACY EFFORTS

CONTINUE TO SECURE DEMOCRAT AND REPUBLICAN CO-SPONSORS
(NCCAOM, ASA, Licensed Acupuncturists, Congressional Champions)

PREPARE A COST-EFFECTIVENESS CASE FOR CONGRESSIONAL ASSESSMENT

- Prepare Data Demonstrating Acupuncture Cost-effectiveness for Congressional offices and Congressional Budget Office Estimate of the Bill's Cost.
- Continue to Support Bill as New Information Arrives.
 - New Data
 - Additional Supporters, Endorsements
 - Additional CMS Coverage Decisions



TIMING: After Congressional Champions Identified

Roadmap