ASHA Overview

History
- Originated in 1925
  - 25 members
  - promote scientific work in the field of speech correction
- Changed offices and names over the years; current name in place since 1978
- Moved into current National Office located in Rockville, MD in 2007

Vision
Making effective communication, a human right, accessible and achievable for all.

Mission
Empowering & supporting speech-language pathologists, audiologists, & speech, language, & hearing scientists by:
- advocating on behalf of persons with communication and related disorders;
- encouraging the advancement of communication science; and
- promoting effective human communication.

Membership
- Audiologists
- Speech-Language Pathologists
- Speech, Language, & Hearing Scientists

ASHA Membership and Affiliation Counts, 1990 to 2010

Presented by: Barbara Cone, Ph.D., CCC-A, FASHA, FAFAA
Vice-President for Academic Affairs in Audiology
ASHA Certified Affiliates and New Certificate Holders

<table>
<thead>
<tr>
<th>YEAR</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCC-A</td>
<td>18,022</td>
<td>19,495</td>
<td>17,108</td>
<td>18,513</td>
<td>18,893</td>
<td>18,529</td>
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<tr>
<td>CCC-SLP</td>
<td>106,105</td>
<td>110,289</td>
<td>113,972</td>
<td>118,270</td>
<td>123,542</td>
<td>128,949</td>
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Number of New ASHA-Certificate Holders

<table>
<thead>
<tr>
<th>YEAR</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCC-A</td>
<td>437</td>
<td>458</td>
<td>526</td>
<td>541</td>
<td>443</td>
<td>556</td>
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<tr>
<td>CCC-SLP</td>
<td>6,379</td>
<td>5,872</td>
<td>5,740</td>
<td>6,568</td>
<td>6,232</td>
<td>7,192</td>
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</tbody>
</table>

ASHA Standards

- Certificate of Clinical Competence (CCC-A, CCC-SLP) requires graduate degree from accredited program
- Rigorous test - based on validated studies of required knowledge, skills, and tasks - updated regularly
- Recognized nationally & internationally
- Requires continuing education and adherence to Code of Ethics to maintain

Accreditation

- Accredits graduate education programs
- Establishes standards of education quality
- Reviews and updates the standards regularly
- Requires accredited programs to maintain standards
- Recognized by the U.S. Dept. of Education

Ethics

- Require adherence to a Code of Ethics by every member & certificate holder
- Ethical standards carefully reviewed and revised periodically
- Any individual may bring allegations & evidence of ethical misconduct to ASHA’s Board of Ethics
- Sanctions are imposed for violations

Continuing Education

- Develop and deliver hundreds of courses directly
- Approve hundreds of CE providers offering thousands more courses
- Maintain thousands of course records on CE Registry transcripts

ASHA’s Envisioned Future and Strategic Pathway to Excellence 2015-2025
ASHA’s Envisioned Future 2025

Areas of Focus

• Advancing the Discipline
• Engaging and serving members
• Fostering Excellence in the professions
• Advocacy

Outcomes in Order

<table>
<thead>
<tr>
<th>Rank</th>
<th>Area of Focus</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Discipline</td>
<td>Enhanced data and outcomes to improve practice and drive value</td>
</tr>
<tr>
<td>2</td>
<td>Advocacy</td>
<td>Greater influence on the value of SLP and Audiology services</td>
</tr>
<tr>
<td>3</td>
<td>Membership</td>
<td>More diverse membership (primary focus: males)</td>
</tr>
<tr>
<td>4</td>
<td>Professions</td>
<td>Increased cultural competence</td>
</tr>
<tr>
<td>5</td>
<td>Advocacy</td>
<td>Increased generation and application of research</td>
</tr>
<tr>
<td>6</td>
<td>Membership</td>
<td>Increased international engagement</td>
</tr>
<tr>
<td>7</td>
<td>Professions</td>
<td>Enhanced data and outcomes to improve practice and drive value</td>
</tr>
<tr>
<td>8</td>
<td>Advocacy</td>
<td>Increased service delivery across the continuum of care</td>
</tr>
</tbody>
</table>

2014 Public Policy Agenda (PPA)

• Created by Government Relations and Public Policy Board through input from ASHA members
• Thousands of comments were received and reviewed.
• Divided into three broad issue areas of advocacy: federal level, federal and state level, and state level.

2014 Public Policy Agenda (PPA)

• Medicare Reimbursement and Coverage Policies
• Medicaid Reimbursement and Coverage Policies
• Private Health Plans Reimbursement and Coverage Policies
• Public Health Plans Reimbursement and Coverage Policies

Federal Level

• Advocacy in Action
  - Developed and implemented a framework for the regulation and accountability of speech-language pathology services in schools.
  - Promoted to the Department of Education and others.
  - Communicated with Members of Congress to support ASHA’s proactive engagement.
  - Met with Department of Education officials at the state level to consider adopting PACE.

Federal and State Level

• Advocacy in Action
  - Introduced Comprehensive Audiology Benefit legislation to allow Medicare beneficiaries to receive diagnostic and treatment services from the audiologist and allow audiologists to bill Medicare directly.
  - Developed resources for our members related to the purchase/selling of a hearing aid.

State Level

• Advocacy in Action
  - Submitted comment letter to the FDA on proposal to provide better guidance on the marketing of personal sound amplification products versus hearing aids.

ASHA’S PPA – 12 Issue Objectives

Federal Level

• Medicaid Reimbursement and Coverage Policies
• Reauthorization of Federal Education Legislation

Federal and State Level

• Federal and State Funding for Services School Based Members
• Hearing Health Care
• Medicaid Reimbursement and Coverage Policies
• Patient Protection and Affordable Care Act
• Private Health Plans Reimbursement and Coverage Policies
• Public Health Plans Reimbursement and Coverage Policies
• State Level
  - Loan Forgiveness as a Recruitment and Retention Tool
  - Comprehensive (Universal) Licensure
  - Service Continuum
  - State Consultants

Hearing Health Care - Federal

Advocacy in Action

• Developed and implemented a framework for the regulation and accountability of speech-language pathology services in schools.
• Promoted to the Department of Education and others.
• Communicated with Members of Congress to support ASHA’s proactive engagement.
• Met with Department of Education officials at the state level to consider adopting PACE.

Funding Services of School-Based Members

Advocacy in Action

• Developed and implemented a framework for the regulation and accountability of speech-language pathology services in schools.
• Promoted to the Department of Education and others.
• Communicated with Members of Congress to support ASHA’s proactive engagement.
• Met with Department of Education officials at the state level to consider adopting PACE.
Hearing Health Care - State

Advocacy in Action
- Promote insurance coverage of hearing aids in state legislation and regulation. (Submitted comments to states)
- Developed model regulatory language for hearing screening in schools, will undergo peer review this year.
- Monitored legislation that promoted expansion of HAD scope of practice.

Loan Forgiveness Initiatives

Advocacy in Action
- Worked to ensure student loan interest rates for student loans were not increased.
- Promote legislation, such as recent bills in Texas and Mississippi, that provide loan forgiveness for speech-language pathologists.
- Continue to monitor and where appropriate include speech-language pathologists and audiologists in state and federal loan-forgiveness programs.

Medicaid Reimbursement

Advocacy in Action
- Formalized an ASHA standing committee to address Medicaid issues.
- Medicaid committee met with the Centers for Medicare and Medicaid (CMS) Director responsible for Medicaid benefits to discuss coverage.
- Opposed state legislative efforts to reduce reimbursement and services.

Implementation on Patient Protection and Affordable Care Act (ACA)

Advocacy in Action
- Founding member of the HAB coalition.
- Provided comments on numerous regulations developed to implement ACA.
- Developed technical assistance to support in the inclusion of speech-language pathology and audiology services and devices in health plans participating in state insurance exchanges.
- Developed dedicated webpage to assist states and members: www.asha.org/practice/health-care-reform/

Private Health Plans and Coverage Policies

Advocacy in Action
- With SIG 3 prepared voice advocacy letters for use in appeals.
- Supports members and consumers in appealing health plan denials including successful appeals for cognitive rehab (CR) and stuttering.
- Successes achieved in coverage of CR by TriCare and two regional Blue Cross Blue Shield plans to include stroke ideology.

Telepractice

Advocacy in Action
- Successfully advocated with state Medicaid agencies to include telepractice as reimbursable service.
- Promoted inclusion of telepractice provisions in state licensure legislation and regulation.
- Monitored bills in over 20 states which added language to define telepractice and scope of practice for individuals engaged in telepractice, and added rules for licensure.

Comprehensive Universal Licensure

Advocacy in Action
- Assisted South Dakota and Michigan in the development of rules for licensure.
- Assisted Colorado in developing rules for certification of SLPs.
- Worked with several other states including OR and WI that are considering comprehensive licensure.

Continuum of Service Delivery

Advocacy in Action
- Developed state model language for audiologists, speech-language pathologists and audiology and speech-language pathology assistants.
- Support state regulations to promote uniform standards for the full continuum of audiology and speech-language pathology providers.
- Promoted new scope of practice for speech-language-pathology assistants.

State Consultants

Advocacy in Action
- Continued engagement with the State Education Agencies Communication Disabilities Council (SEACDC) representing state consultants to share information and provide appropriate support.
- SEACDC engaged with ASHA leadership at Convention to address issues of interest to school-based members.
- Promoted hiring of SLPs as state consultants in states that do not have state consultants to assist school-based members.
For additional information

George Lyons, Director of Government Relations and Public Policy at glyons@asha.org

Paul Kilney, Chair, Government Relations and Public Policy Board

ASHA Updates

Special Interest Groups (SIG)
• All new benefits began in 2012
• Benefits include:
  • Access to content of all Perspectives
  • Ability to earn CEUs for $5 per issue*
  • Access to online community
  • Save money on selected courses and events
  • Learn, connect, share, get involved

*If you are a member of the SIG

Associates Program
• Affiliate (not member) category for CSD support personnel.
• NO certification program. Must work under supervision of CCC.
• Support personnel are joining now.
• Check out the website for information about the Associates program.

NSSLHA
• Strengthening the ASHA/NSSLHA relationship in 2012.
• Don’t forget to tell your students about the NSSLHA to ASHA conversion – more than pays for National NSSLHA membership.

Working Together

Communicate and Share Knowledge
• Research results through our scientific journals, online and fully searchable
• Find the latest news about the professions through The ASHA Leader (member publication)
• Learn more about specific areas or practice through the Special Interest Group publications (Perspectives) and webpages

Communicate and Share Knowledge
• Web site www.asha.org
• E-mails, podcasts, e-newsletters, Annual Convention, ASHAsphere blog and more...

Communicate and Share Knowledge
• NEW! State-of-the-art online member community
• Provides member-only area to:
  • share information;
  • discuss issues;
  • ask questions;
  • and get involved.
Practice Portal


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Working Together

Volunteer and Grow

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Advocate for Your Professions

• Be “in the know” on issues affecting the professions; Sign up for ASHA headlines
  • [www.asha.org/publications/enews/headlines.htm](http://www.asha.org/publications/enews/headlines.htm)
• Join the Action E-list to take action on federal and state issues
  • [http://takeaction.asha.org/asha2/mlm/signup/](http://takeaction.asha.org/asha2/mlm/signup/)
• Become a Grassroots Captain in your state/district
• Get to know the legislators that represent you

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Advocate for Yourself and Your Profession

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What is Advocacy?

• Advocacy is a political process by an individual or a large group which normally aims to influence public policy
• An advocate is a person who works effectively to bring about positive change
• Grassroots advocacy is an organized way to achieve change that benefits a group (professionals, consumers)
• Grassroots advocacy involves:
  - Organizing groups of individuals with common interests
  - Providing information to decision makers to help them make informed decisions

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Why is Advocacy Important?

• It empowers and accomplishes goals
• It provides the opportunity to participate in government and local decision making
• It is part of the ASHA Code of Ethics
• It is your right... You have the right to Advocate!

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A short primer on advocacy

• Advocacy
  - Definition
  - Understand why it’s important
  - Recognize the benefits of being an advocate
• Game Plan
  - Develop a plan of action
  - Establish a grassroots advocacy network
  - Work with the legislature
  - Leverage the media
  - Utilize ASHA resources

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What are the Benefits of Being an Advocate?

• Advocates are in a unique position to:
  - Educate decision makers about issues of concern
  - Share knowledge on an issue’s impact in the local area
  - Help legislators, regulators, and other decision makers understand how audiology and speech-language pathology services improve the quality of life for their constituents

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Game Plan

Develop a Plan of Action
1) Identify issues and set priorities
   - Survey the group
   - Set advocacy goals
   - Develop timeframes for achieving the goals

Develop a Plan of Action
2) Identify the factors necessary for change
   - Is your issue a priority for the leadership?
   - Are there sufficient financial resources available to achieve the goal?
   - Is there significant opposition to your plan?

Develop a Plan of Action
3) Identify the key decision makers
   - Legislators on committees of jurisdiction
   - State or local Department of Health or Education officials
   - Regulators or insurers
   - School officials, superintendents, special education directors, school unions
   - Determine their level of support or opposition
   - Evaluate the political climate for change
   - Determine the activities/actions needed to garner support

Establish a Grassroots Advocacy Network

Work with the Legislature

Work with the Legislature

Work with the Legislature

Establish a Grassroots Advocacy Network
- Recruit advocates: Like-minded members, key contacts in legislative districts
- Establish a database to keep track of your contacts
- Develop a system to communicate with network members

Work with the Legislature
- Understand the your audience
  - Know the political views and policy interests
  - Learn about the legislator’s constituent base
  - Identify his/her committee assignments
  - Read their biographies and identify personal interests
  - Determine their political agenda

Work with the Legislature
- Learn the best way to “influence” decision makers
  - Face-to-face conversations are best
  - Letters need to be original
  - Telephone calls and e-mail also work
  "What works best is personal thoughtful communication.”
  - Blackwell, 2001

Work with the Legislature
- Plan a Visit
  - Prepare a fact sheet and talking points that provide background information, data, and facts to support your position
  - Invite a consumer or plan to share a personal story during your visit
  - Create a handout or other “leave behind” with contact information to provide them
Work with the Legislature

• Deliver the Message
• Make an appointment and be on time
• When delivering your message, be sure to:
  ◆ Be accurate and concise; don’t get off message
  ◆ Use facts and data to support your position
  ◆ Eliminate jargon
  ◆ Ask for support and wait for a reply
  ◆ Share a personal story
  ◆ Be positive and courteous even if your positions differ
  ◆ Promise to follow-up with answers to questions you don’t know
  ◆ Don’t overstay your welcome

• After the Meeting
  ◆ Write a personal thank you note
  ◆ Inform your group of the results
  ◆ Remember to get back to the legislature with answers to questions you didn’t know

Leverage the Media

• Locate a reporter that covers your issues, (e.g., health care, education)
• Determine what reporters want
• Become a valuable resource
• Develop a tip sheet
• Facilitate a long-term relationship

Utilize ASHA Resources

• Contact your ASHA State Liaison for assistance with advocacy issues:
  ◆ Central Region: Janet Deppe; e-mail: jdeppe@asha.org
  ◆ Western Region: AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY
    Eileen Crowe; e-mail: ecrowe@asha.org
  ◆ Northeast Region:
    Janice Brannon; e-mail: jbrannon@asha.org
  ◆ Southern Region:
    Susan Adams; e-mail: sadams@asha.org

• Visit ASHA’s website to find state contact information as well as licensing and regulatory information
  www.asha.org/advocacy/state

Utilize ASHA Resources

• State Education Advocacy Leaders (SEALs) can assist with education issues
  ASHA staff liaison: Eileen Crowe; ecrowe@asha.org

• State Medicare Administrative Contractor Network (SMACs) can assist with Medicare issues
  ASHA staff liaison: Mark Kander; mkander@asha.org

• State Advocates for Reimbursement (STARs) can assist with public and private insurance reimbursement issues
  ASHA staff liaison: Lauren Alan Hawes; lahawes@asha.org

Utilize ASHA Resources

• State-Based Networks can assist you with information and serve as a resource:
  ◆ State Education Advocacy Leaders (SEALs)
  ◆ State Medicare Administrative Contractor Network (SMACs)
  ◆ State Advocates for Reimbursement (STARs)

www.asha.org/advocacy/state
**Utilize ASHA Resources**

- Use of ASHA’s e-advocacy tool
  - Develop advocacy messages and send an e-mail blast
- Get assistance from ASHA state liaisons to create legislative and regulatory messages to member advocates
- Apply for a grant: state grant applications for reimbursement and personnel issues available to state associations in first quarter of each year (pending funding)

**Utilize ASHA Resources**

- Board of Directors Feedback Form
  - ASHA’s Board of Directors welcome your feedback and encourage you to submit any professional issues, concerns, or recommendations. All submissions will receive a timely response.
  - Members can complete the In Touch Form online at: www.asha.org/about/governance/membersintouch.htm

**Working Together**

**Join In and Lead**

- Join a Special Interest Group, refine and share your specialties
- Further develop your leadership skills
- Build a network of colleagues
- Make an impact on the entire profession

**Join In and Lead**

- ASHA is a member-led organization
  - Board made up of member volunteers, elected by members
  - Representatives of both audiologists and speech-language pathologists
  - Advisory councils elected by members in every state
  - Various committees exist to manage critical association functions

**Join In and Lead**

- Participate in the elections for leadership in ASHA
  - Vote during the open period from April 17 to May 24
  - Quick and easy online voting procedure

**ASHA Support**

- Staff serve as your first line of contact
- 250 ASHA staff members are ready to help

**ASHA Support**

- Contact the ASHA Action Center
  - Available 8:30 a.m. – 5:00 p.m. EST Monday–Friday
  - Members: 800-498-2071
  - Nonmembers: 800-638-8255
  - TTY (Text Telephone Communication Device): 301-296-5650
  - E-mail: actioncenter@asha.org
  - Visit ASHA’s website: www.asha.org

**ASHA Support**

- Contact Board members for concerns or recommendations. Use In Touch form available on the Web site