

# OSPA Update

## Oregon Society of Physician Assistants

### Central City Concern Receives \$8.95 Million Grant from Recovery Act

**Portland, Oregon** - Central City Concern, employer of two Physician Assistants, has received a grant of \$8.95 million of American Recovery and Reinvestment Act dollars to create a permanent home for integrated behavioral health services at the corner of Northwest Burnside and Broadway.

The grant will provide funding for a new, two-story building to replace an abandoned fast food restaurant which has become a community eyesore on the foreclosed corner property. Upon completion, it will serve the behavioral health needs of approximately 500 clients of 12th Avenue Recovery Center, expand primary care services at Old Town Clinic and maximize integration of behavioral-primary care. It is anticipated that the project will help CCC serve an additional 1,350 patients per year. The new building will adjoin CCC's Old Town Clinic, a federally-qualified health center serving homeless and very low income individuals.

The funds will assist with construction, allowing this new building to be located near Old Town Clinic, and therefore assisting in developing the Central City Concern "medical home" model. The two PAs, Barbara Martin and Pat Buckley, are part of the health care teams at Old Town Clinic and 12<sup>th</sup> Ave. Recovery Center dedicated to delivering coordinated care in the medical home model.

"We understand there were more than 600 applicants and we are privileged to be among the recipients," said Ed Blackburn, Executive Director of Central City Concern. "I admire the President's drive to create more jobs in our area and I was impressed with his grasp of the important role that federally qualified health centers play in caring for our country's most vulnerable citizens."

"It is a testament to Central City Concern's excellent and critically important work that it has been given the opportunity to expand its footprint in our downtown region," said Congressman David Wu.

"Congratulations to Central City Concern," said Senator Jeff Merkley. "I've walked through their apartments, visited the health clinic, spoken with staff and met the people who because of Central City Concern, have turned their lives around. Today's announcement yields a bonus beyond creating jobs and constructing buildings. Today's good news means Central City Concern can expand their work rebuilding lives and restoring families."

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| Quick Facts                                  |  |
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| American Recovery & Reinvestment Act of 2009 | \$8,950,000  |
| Total Project Cost                           | \$12,543,000   |
| Construction-Related Jobs Created            | 111  |
| Location                                     | NW Burnside & Broadway<br>Adjacent to CCC's Old Town Clinic  |
| Status                                       | Purchase & Sale Agreement with<br>Property Owner   |
| Building specs                               | Two-story, new construction using<br>green design principles.  |
| Building Purpose                             | Clinic to serve 500 existing clients at 12 <sup>th</sup><br>Avenue Recovery Center (currently at<br>leased location) and a projected additional<br>1,350 clients through expanded services at<br>Old Town Clinic |
| Grant administered by                        | Health Resources and Services<br>Administration (HRSA)   |
| # of previous development projects by CCC    | 16   |

## Call for Nominations for 2010 OSPA Elections

Now is the time to consider involvement in your state society. Involvement with OSPA requires little from you other than a few hours each quarter, and your ideas for improving healthcare for all patients in Oregon. If you have leadership experience, consider running for office. If you know other individuals who might be interested, encourage them to pursue an office.

Positions open for the 2010 elections are: Secretary, Treasurer, Director at Large and AAPA Delegates. Each position is a two year term. Nominees must be an OSPA Fellow and AAPA member.

The nomination form and descriptions of each office are available by contacting the OSPA office via email at [ospa@oregonpa.org](mailto:ospa@oregonpa.org) or telephone 503-650-5864.

All nominations are due at the OSPA office on May 15, 2010. Ballots will be mailed and are due on June 15, 2010.

Consider being an officer or joining an OSPA committee (Governmental Affairs, Rural Health, Diversity, Membership, Elections, CME).

Become an active part of your society!



## Welcome OSPA Lobbyists

OSPA is pleased to introduce Deborah Herron and Tom Holt as new lobbyists for our organization.

Deborah Herron joined the Ulum Group in 2005 after more than 10 years in public policy, community and government relations. Her career began on Capitol Hill as a legislative aide to Congressman Bill Clinger. Deborah moved to the West Coast as an independent consultant specializing in political campaigns and communication strategy for corporate, nonprofit and municipal clients. Since 1998 Deborah has directed several successful ballot measure campaigns in Oregon and the Silicon Valley, resulting in voter approval of more than \$350 million for local police and fire facilities, schools, libraries, parks, urban renewal districts, an airport expansion and after-school programs.

A 1995 graduate of the University of Mary Washington, Deborah is a member of PRSA and the American Association of Political Consultants. She is past president of the Eugene Relief Nursery board of directors, and volunteers with local children's organizations.

Tom Holt is the President and Government and Public Affairs Director of The Holt Company. Mr. Holt has been a lobbyist in Oregon since 1997, and a public policy communications professional since the mid-1980's. Prior to starting his own government affairs practice, he was a State Government Affairs Manager for Schering-Plough Corporation, a global, research-based pharmaceutical company, covering several Western states. Before Schering, he was executive director of and principal lobbyist for the Oregon State Pharmacy Association, a professional and trade organization.

If you have questions, please contact OSPA office via email at [ospa.oregonpa.org](mailto:ospa.oregonpa.org)

OSPA looks forward to working with this progressive and innovative team.

## Ted Ruback Becomes President of the Physician Assistant Education Association (PAEA)

Ted J. Ruback, MS, PA-C, program director and associate professor at the Oregon Health & Science University Physician Assistant (PA) Program assumed the presidency of PAEA in January, 2010.

A PA educator for nearly 20 years, Ted is the founding director of the OHSU PA Program. He serves as the chair of the PA Committee of the Oregon Medical Board. Ted was instrumental in the design and implementation of PAEA's Central Application Service for Physician Assistants (CASPA) and chair of the CASPA Advisory Committee from 2001-2007. The data collected through the centralized process continues to inform the PA profession about its national applicant pool. In 2006, Ted was the recipient of PAEA's Master Faculty Award.

Ted has held numerous leadership roles in the four national PA professional organizations and has been active at the university, state, and national levels. Since 1997, he has been an accreditation site evaluator for the professions' accrediting body, the Accreditation Review Commission on Education for the Physician Assistant. For the past 12 years, he served as a delegate to the House of Delegates of the American Academy of Physician Assistants (AAPA). The OSPA awarded Ted its Past President Award in 2003 and PA of the Year Award in 2002.

# Hosting a Legislator at Your Practice

By David Ashner, Analyst

AAPA State Government Advocacy & Outreach

One great way to educate elected officials is to invite them to your practice. Hosting a legislator is not only a useful way of informing office holders about the issues that are important to you and the patients you serve. It can also help you build a relationship with that legislator, which can be helpful down the road when you want to express an opinion about health care legislation that is being considered. Here is a step-by-step guide that you can use if you want to host a state legislator at your practice:

1. Check with your clinic administrator and supervising physician to be sure they approve. Discuss ideal dates and times.
2. Do some background research on the legislator. You can usually find biographies on state legislature Web sites. If you are having trouble getting information on your legislator, contact David Ashner on the AAPA staff at [dashner@aapa.org](mailto:dashner@aapa.org) . If you find that your legislator has a particular interest that is relevant to your clinic (i.e. care for the elderly, women's health, care for recent immigrant populations), be sure to emphasize that during the visit.
3. Contact the legislator or a member of his or her staff either by letter or phone. If this is after an election, congratulate them on their success and invite them to see "health care in action" at your clinic. Your message should be that you know health care is an important issue to them, and you'd like to give them the opportunity to see where health care is provided in their district and to discuss some of the challenges facing health care providers and their patients. Make sure that they know that you are a physician assistant and that they are aware of any PA-related bills that will be debated in the coming legislative session.
4. Confirm a date and time for their visit. Thirty minutes to an hour should be sufficient.
5. Prepare materials to give to the legislator. AAPA has fact sheets and issue briefs on a wide variety of topics, and Academy staff can help you pick the right materials for your situation. These materials are also available at AAPA's Web site. Giving the materials to the legislator in a file folder with "Physician Assistants" printed on the tab will make it easy for the legislator to put the information in the right place once he or she is back at the office. Be sure to include your contact information or business card.
6. Spiff up the office and alert the staff. Consider making a "Welcome Representative/Senator \_\_\_\_\_" banner or poster for the office.
7. Invite the media, if it's okay with the office administrator and your supervising physician. Also, be sure that inviting the media is acceptable to the legislator. If everyone agrees, contact David Ashner ([dashner@aapa.org](mailto:dashner@aapa.org) ) on the AAPA staff for information on making the visit a media event.
8. Make a detailed schedule for the visit. Here's a sample agenda:  
**9:00** - Legislator arrives, PA host greets the legislator, introduces staff and physicians, and introduces the legislator to patients in the waiting room.  
**9:10** - Tour of office and description of population served, special interests and roles of clinic staff. Be sure to mention any areas of particular interest to the legislator (i.e. "Dr. Jones is board certified in geriatric medicine," or "Mrs. Miller is both our receptionist and our translator").  
**9:20** - Legislator, PA, and physician convene in conference room or office to discuss health issues in district. Coffee is served. Legislator is invited to share his or her health agenda for upcoming session and discuss other issues of particular interest. The PA's role in the clinic is described by the physician-PA team. Physician discusses the importance of PA legislation (if applicable) to the legislator's constituents (remember that the message must be about why the PA legislation is important to the legislator). Clinic group asks how they might help the legislator with health issues the legislator has identified. Someone takes notes for follow-up.  
**9:30** - Media (if invited) arrives. Clinic staff and legislator pose for photos. Legislator is given opportunity to discuss health issues and the importance of the visit. If the media is not invited, have a staff person available to take pictures.  
**9:45** - Legislator is thanked by everyone for taking time from his or her busy schedule to visit. Additional photos of legislator at clinic and with staff are taken.
9. Host the visit.
10. The same day - Contact your chapter's Legislative Coordinator to review the visit.
11. The next day - Check the media for any mention of the event.
12. Two days later - Send a personal note thanking the legislator for the visit and include copies of photos.
13. The following week - Begin follow up on any items mentioned by the legislator.

So, there you have it: it's as easy as one, two, thirteen. Remember, personal experience is the most significant motivator for legislators. Hosting a legislator at your practice takes less than an hour, but the experience of meeting a PA will stay with them for years beyond. For more information, or for help preparing for an upcoming visit by a legislator, please contact David Ashner ([dashner@aapa.org](mailto:dashner@aapa.org) ) on the AAPA staff.

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**Oregon Society of  
Physician Assistants**

PO Box 2794  
Hillsboro, OR 97124  
**Phone:** 503.650.5864  
**Fax:** 503.747.2825  
**E-mail:** [ospa@oregonpa.org](mailto:ospa@oregonpa.org)



Watch for a new updated  
web site at  
[www.oregonpa.org](http://www.oregonpa.org)

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## Important Dates / Membership / PAC Donations

**May 15, 2010**  
**Leadership Nominations**  
**Forms due at OSPA office**

**June 15, 2010**  
**2010 Election Ballots due**

**July 1, 2010**  
**New OSPA Leaders begin**  
**term of office**

**July 27, 2010**  
**Board of Directors Meeting**

**October 8-10, 2010**  
**Central Coast Medical Update**  
**Best Western Agate Beach**  
**Newport, OR**

The 2010 Membership drive in progress. There are 1093 PAs in Oregon.

Currently there are 292 registered members. The breakdown is:

|     |                                |
|-----|--------------------------------|
| 7   | Affiliate Members              |
| 2   | Associate Members              |
| 101 | Fellow Members                 |
| 8   | 1 <sup>st</sup> Year in Oregon |
| 8   | Out of State or Military       |
| 77  | PA & Supervising Physician     |
| 85  | Students                       |
| 4   | Unemployed or Retired          |

Don't delay, join today!

You can support your PA profession with a contribution to the Oregon PA Political Action Committee. Donations received are not charitable donations or deductions, but are instead considered tax credits. Oregon's law provides a \$100.00 tax credit per couple and a \$50.00 credit for an individual. It is an easy way to help fund some of the important activities that need to be undertaken by your organization.

Donations collected through the PAC will help support issues that affect PAs in Oregon.

Support the Oregon PA Political Action Committee by writing your check today.

Donation envelopes are available by contacting the OSPA Office via telephone or email.