PM&R Physicians are Essential

Look inside to learn how PM&R physicians are making a huge difference in healthcare and what AAPM&R is doing to advance you, your patients and your specialty. Learn more at www.aapmr.org/2020report.

AAPM&R is where PM&R physicians come together. As a current member, you have access to this valuable PM&R community—10,000+ physiatrists to build your network, educational resources across all career stages, advocacy efforts to influence the future of the specialty and opportunities to advance your practice to position yourself for success.

Continue your Academy membership in 2021 because this community is shaping the future of physiatry and we are stronger when we act together. Visit www.aapmr.org/membership to learn more.
AAPM&R is an organization like no other. As the leading medical association focused on advancing the practice of PM&R across all clinical areas and practice settings, we’re a community of thought-leaders who advocate for PM&R physicians and your patients, a provider of cutting-edge learning opportunities and much more. We’re dedicated to advancing the physiatric approach of optimizing function, performance and rehabilitation outcomes with a clear focus on specialty advancement and the success of every member.

2020 has been an unprecedented year with unique challenges, but together, the PM&R community united. We recognize the clinical, practice and institutional challenges that you have experienced throughout this year, and we want to continue bringing the specialty together, now and for the future of PM&R. As we reflect on learnings over this past year and look to the future, we stay strong in our commitment to advancing PM&R’s BOLD vision...advancing YOUR future.

The diverse perspectives of our PM&R community all work toward the shared goal of the Academy—to improve the function and quality of life of patients through the point of view and practices of PM&R. PM&R physicians are ESSENTIAL to healthcare and our efforts will continue to work toward proving the value of our community.

In 2021, we will continue to support you by providing resources for community building, ongoing education, advocacy and practice and career development.

Together, the specialty of PM&R boldly discussed its future. Together, we envisioned new practice models and areas of opportunity to expand the impact of our care. Now, we’re working to advance the specialty, focused on action to make the vision for physiatry a reality.

AAPM&R will ensure that... Physiatrists are the essential medical experts in value-based evaluation, diagnosis, and management of neuromusculoskeletal and disabling conditions.
Physiatrists are indispensable leaders in directing rehabilitation and recovery, and in preventing injury and disease. Physiatrists are vital in optimizing outcomes and function early and throughout the continuum of patient care.

For Your Patients, For Your Specialty, For YOUR Future

We are working to advance PM&R BOLD through:

Game Plans—Your peers developed the envisioned future and strategic plan for pain management and spine rehabilitation, adding this as a fifth practice area along with musculoskeletal care, rehabilitation care continuum, cancer rehabilitation medicine and pediatric rehabilitation medicine.

Data—Recruiting early adopters into AAPM&R’s Registry to collect ischemic stroke and low back pain data to harness traditional EMR data with patient-reported outcomes data, which our Registry accurately and efficiently captures. Learn more on page 7.

Branding—Our Specialty Brand Expansion Committee focused their 2020 efforts on the creation of grassroots materials and an eye to the future of influencing awareness of PM&R across healthcare stakeholders. Learn more on page 8.

Training—The Medical Education Committee has made supporting the needs of members in training, in fellowship and in practice a key focus in order to meet the vision for our specialty. Workgroups in both musculoskeletal care and cancer rehabilitation medicine have been focused on developing core curriculum and training frameworks for the future.

Workforce—Our focus is on physiatry-led, patient-centered, team-based care. This year, volunteers gathered in workgroups to discuss several workforce impacts and define our role in new settings, including PM&R physicians in private practice, pediatric rehabilitation medicine, inpatient rehabilitation facilities and skilled nursing facilities.

Advocacy—Whether it be meeting with the Centers for Medicare & Medicaid Services (CMS) to advocate for PM&R’s role in upcoming payment models or fighting scope of practice expansion battles to defend your role as the indispensable leaders in directing rehabilitation and recovery, our advocacy efforts remain a focal point of advancing PM&R BOLD. Learn more on pages 3 and 5.

Collaboration—PM&R BOLD has always been driven by member input and experiences. Continue to learn and collaborate by visiting PhyzForum and attending the virtual Annual Assembly. Our next collaboration opportunity is a chance to connect with others through a telehealth practice collaborative.

Explore more about our BOLD efforts by visiting bold.aapmr.org.
Better Outcomes Start with Collaboration

2020 has been the year no one expected, but one that everyone will remember. The COVID-19 global pandemic has changed the world, not to mention how you practice medicine and support your patients. So many challenges and obstacles emerged, but PM&R physicians rose to the task. Many jumped into the frontlines to directly treat COVID-19 patients. Many transitioned their practices to accommodate the nation’s rising telehealth needs. You transformed your practice to stay dedicated to your patients. One thing is clear—everyone was affected, but community brought us together. In challenging times like these, it’s the people you surround yourself with that lift you up and support you. Our PM&R community proved that we continue to be strong, positive and encouraging. Throughout the pandemic, we have grown to become an even more collaborative society than we were before. The power of collaboration is strong within the Academy and YOU are the reason.

Throughout the spring and summer, we came together to create resources to aid our community. Despite the challenges of working virtually, you helped create the resources that your peers needed most. Take a look at some examples below of the valuable efforts we moved forward together.

- **Dedicated Web Content**—We created the COVID-19 Physiatrist Member Support and Resource Center to keep you updated on the latest news and provide in-depth resources created for physiatrists. This included information from your Academy, government guidance, member-to-member resources and resources from our collaborative organizations.
- **New Dedicated Forum for Member-to-Member Support**—We created the Care in the Time of COVID-19 forum on PhyForum to help members share their experiences, challenges and advice. More than 500 of you participated on PhyForum across all forums this year!
- **Hosted 20+ COVID-19 Specific Webinars**—We held more than 20 webinars as an opportunity for you to hear from other physiatrist members and experts across healthcare on their experiences and ask them questions. More than 1,300 of you attended across March-July! A few of our topics included:
  1. AAPM&R’s Update on Financial Relief for Physiatrists
  2. Critical Conversations: How Can PM&R Rise Up in the Post-Peak and Post-Pandemic Periods?
  3. Telehealth/Telemedicine Live Q&A: Get Your Feedback, Including: New Physiatrist-Specific Resources
  4. Practical Tips on How to Treat COVID-19+ Patients
  5. Advocated for additional financial assistance for physicians.
- **Graduate Medical Education-Focused Support**—We created a forum specifically for program directors to allow them to discuss their unique challenges in trying to form their residency program virtual curriculum. To assist residents in their programs, we also offered special access to educational resources for resident members who were no longer receiving hands-on training at their program.

**Visit www.aapmr.org/covid-19 to learn more.**

Together, We’ll Go Far

Thousands of PM&R physicians have found value, confidence and power in AAPM&R’s community. Community is the basis for everything we offer our members, providing spaces for you to learn, network and advance your careers, while fostering a sense of belonging across all backgrounds and areas of expertise.

One of the opportunities we offer you to meet a diverse group of PM&R physicians is through Member Communities, which allow you to connect with fellow physiatrists across the country in clinical-, practice- and identity-focused communities. We offer more than 40 Member Communities and about 5,000 (50% of Academy membership!) of you are involved in at least one of them! During this year alone, you have contributed to more than 300 Member Community discussions on PhyForum, truly getting into your peer-to-peer collaborative spirit!

**AAPM&R Members are Shaping the Future of PM&R**

Throughout the summer, we spoke to physiatrist members across the country who pivoted their practices due to COVID-19. Several of you shared your stories with us, of working in your communities, helping treat COVID-19 patients, innovative ideas you have advanced and more. YOU are making a difference in your communities and our specialty.

**Visit www.aapmr.org/memberstories to read more.**

**Michele Arnold, MD, FAAPMR**

“When COVID-19 hit in March, I never expected I would be spending two months on the streets of Seattle serving people in transitional housing and homeless shelters, swabbing patient noses. And yet, it turned out to be the most impactful experience of my 18-year career. For the short-term, I turned in my ‘physiatrist hat’ for a ‘COVID-19 physician hat,’ and dove right in.”

**Carla Watson, MD, FAAPMR**

“Instead of performing EMGs, my focus shifted to evaluating patients with COVID-19 who potentially qualified for in-home monitoring to creating available beds, which were scarce. Overall, physiatrists are uniquely suited to be the best-suited clinicians in treating patients in COVID-19 recovery because this is what we do. Physiatrists restore function to life. We truly look at our patients—not just their physical being—but also their emotional well-being, their life after rehab.”

**Bringing PM&R Physicians Members Together**

Our commitment to community is the pillar of our brand. We strive to provide space for you to connect, learn and advance your career. In 2020, we created the following new opportunities for you to come together with your peers:

- Virtual Town Halls with our Board of Governors, which gave you an opportunity to connect with the Board to ask questions and share your perspectives, experiences and challenges.
- Hosted a Pediatric Rehabilitation Lecture Series, which included more than 20 educational webinars to help you stay current on important clinical knowledge.
- Held a summit for PM&R department chairs and division chiefs to discuss the rapidly-evolving and increasingly-complex environment they work in. We provided a space to address these new challenges and share strategies for success.
- Developed a research workgroup of member volunteers who had valuable dialogues with us about the research opportunities available during COVID-19 and how that research can take place.

**Academy Volunteers: A Big thank you for all of your hard work during these very busy and challenging times! You stayed committed to advancing the specialty’s efforts forward, while also caring for your own families and practices. THANK YOU!**
We Are Protecting, Defending and Defining the Future of PM&R

AAPM&R’s advocacy provides what individual PM&R physicians cannot easily do alone—and we are stronger when we work together—to influence the trajectory of PM&R in healthcare and help advance the future of the specialty. We are fighting scope of practice expansions that threaten patient safety and PM&R physician practices. We track and influence state and federal legislation and health policy issues, advocating on behalf of our members and positioning PM&R physicians as essential leaders across the healthcare continuum.

AAPM&R Leads Effort to Unite Team Physiatry to Score an Enormous Advocacy Win

We led multiple efforts to advocate against a CMS proposal that would allow non-physician practitioners (NPPs) to perform any of the inpatient rehabilitation facility (IRF) coverage service and documentation duties that are required to be performed by a rehabilitation physician.

Our leadership effort resulted in a BIG WIN for physiatry! By bringing together the unified voice of 2,377 PM&R physicians, 122 patient advocacy organizations, state and medical specialties, and prestigious IRF hospitals, as well as 97 of your patients, and gaining support from key Congressional offices, we successfully defeated this CMS proposal that would have had a detrimental impact on patient care, the specialty and the future of rehabilitation.

Team Physiatry’s success is driven by you. Thank you for being a #PMRAdvocate and getting involved! We couldn’t do it without you.

What’s next? We are aware that, even though this is a major win for our specialty, it has not fully closed the door to future scope of practice concerns in the coming years. We recognize, and are not alone in this, that the entire multi-disciplinary team is essential for quality patient care. By working with and welcoming multi-disciplinary team members, we optimize the role of the PM&R physician and extend the opportunities and influence of PM&R physicians and the specialty.

That’s why we are continuing to work with stakeholders and actively asserting our position that physiatry-led, patient-centered, team-based care is essential for quality patient care, the specialty and the future of inpatient rehabilitation.

Guiding PM&R

Throughout the year, we tracked and influenced legislative, regulatory and policy issues, participating in more than 25 coalitions to advocate on behalf of members and positioning PM&R practitioners as leaders in the future of healthcare. In 2020, we have been pushing ahead, setting the agenda for the specialty at-large and positioning AAPM&R at the forefront:

• Issued a Position Statement on the Proper Use of ‘Physical Medicine and Rehabilitation’ and ‘Physiatry’—We released this position statement to combat the inappropriate use of the specialty’s name and protect those seeking care from the spread of misinformation about the specialty. We encourage you to use this as an advocacy tool.

• Advocating Against Proposed Physician Reimbursement Cuts in CMS’ 2021 Physician Fee Schedule Proposed Rule—CMS proposed an almost 11% cut to the conversion factor, which determines payment for services. We are strongly advocating against this proposal and will keep members updated.

...and this is just the short list! Learn more about our 2020 advocacy wins for Team Physiatry, our 2021 advocacy priorities and how you can get involved at www.aapmr.org/advocacy.

Advancing Our Inclusion and Engagement Journey

Principles of Inclusion and Engagement

Members of our Inclusion and Engagement (I&E) and Diversity and Inclusion (D&I) Committees have been collaborating this year to create our Principles of Inclusion and Engagement, which further advances our diversity and inclusion strategic goals and initiatives. We are committed to embracing diverse backgrounds and perspectives of those with whom we work and serve and creating space for the difficult conversations.

Valuing Diverse Group Composition

• Recognizing that a diverse group that is more representative of our overall member composition can result in enhanced group outcomes.

• Volunteers can be selected as a member of a particular community to enhance diversity of thought and experiences, but they should not view their role as a member for that community. Instead, they represent the entirety of PM&R.

Mutual Respect

• Demonstrating respect for differing opinions and viewpoints.

• Cultivating a receptive space for differing opinions and viewpoints.

Talent and Skill-Based Selection for Leadership Opportunities

• Ensuring that broad criteria of diversity of experience, talent and knowledge are incorporated.

• Removing barriers to involvement to further support an equitable environment to assure that all future leaders have the opportunity to contribute where needed.

Comprehensive Collaboration

• Building community between various member constituents is essential as a physiatric member association.

• Bringing different perspectives together will enhance innovative thinking and achievement.

Critical Conversations on Equity, Access and Inclusion in PM&R, Healthcare and Society

We reached out to members to gather feedback on advancing diversity, equity and inclusion within our community. From listening to our insights, we kicked off our critical conversation webinar series in July with, Understanding the African American Physiatrist Experience. Our series of critical conversations will run throughout the fall, and a few of the topics we will discuss include racial disparities in patient care, multicultural leadership in PM&R and the Academy’s diversity and inclusion journey. We look forward to hearing from you and engaging in these valuable conversations!

Our D&I Committee has also worked to update our demographic data questions to help understand more about our members, how we can better support you and how we can help members feel included. You’ll see those questions as you renew your 2021 membership dues.

Explore more about our I&E and D&I efforts at www.aapmr.org/diversity.
Data to Defend and Define PM&R

Decision-making demands data—factual evidence that your skills and services improve your patients’ outcomes and are deserving of an institution’s referral or a payer’s reimbursement. You asked for data to prove your value and we answered. The accurate documentation of rehabilitation through data involves all of PM&R, and we are leading the effort through our Registry.

Together with member volunteers and technical expertise, we developed and refined the architecture to collect the specific data points you need to seamlessly and effortlessly prove your value as a physiatrist. Using a unique framework, which harnesses traditional EMR data with patient-reported outcomes data, our Registry accurately and efficiently captures essential data, transforming it into real-world evidence through smart analytics and intuitive, flexible reports.

Empowering PM&R

This year, our Registry welcomed six early adopters (as of September 2020)—Brooks Rehabilitation, Carolina Neurosurgery and Spine Associates, Lifespan Physician Group, NYU Langone Health, Shepherd Center and Shirley Ryan AbilityLab—organizations that are committed to quality improvement through clinical and patient-reported data collection in both ischemic stroke and low back pain. We started off with these two areas, but plan to expand soon, knowing PM&R impacts outcomes for many other patient populations. Our early adopters and BOLD strategic areas will help us decide which areas to focus on next.

To encourage other practices and institutions to participate, we hosted a series of critical conversations to engage with members on the need and importance of defining quality care meaningful to the Specialty, as well as how to overcome barriers to working together on a unified data collection initiative.

Our Registry is currently recruiting institutions and practices for this robust data collection effort. Join these trailblazers who are working together to define physiatry’s value across the healthcare continuum. Explore more at www.aapmrf.org/registry.

“We’re laying the groundwork to develop measures that are more relevant to the clinicians who provide rehabilitation services. We don’t believe rehabilitation should be just a process. Rehabilitation should be about improving outcomes and changing the face of the specialty. The only way to do that is by standardizing outcomes, analyzing the data and proving that what you do is making a difference.”

Your Career Is Our Specialty

2020 has thrown us curveballs left and right, but our support for you has stayed constant. We recognize that advancing your career is a priority, which is why we continue to improve the resources we offer you:

- Job and Fellowship Board—New positions are regularly added. Browse the Board to see what’s available or post your job opening.
- Job and Fellowship Fair—Offered virtually this year on November 13! You’ll be able to connect with a variety of companies across the country.
- PM&R Journal—New research is published monthly and sent to your mailbox.
- The Physiatrist—Our official membership newsletter delivered to your mailbox, which contains the latest career resources and job openings.
- Career Corner—Our monthly professional development e-newsletter designed to help connect you to your dream job.

View all of our career resources for you at www.aapmrf.org/careercenter.

Helping Early-Career Members Transition into Practice

We also understand that early-career PM&R physicians face unique challenges as they navigate new work responsibilities and juggle work-life balance. That’s why we offer the Early-Career Pathways as a special membership option for those graduating from residency and fellowship. With feedback from residents and early-career physiatrists, we offer two pathways to allow our newly-graduated residents and fellows to continue their Academy membership at deeply-discounted rates. They receive Academy benefits along the way, discounts, a payment plan option and more, which all leads to a complimentary Annual Assembly registration once they complete the final pathway. It’s a great option to stay connected with 1,500+ residents and early-career physiatrists in the PM&R community and receive valuable resources along the way, all while being rewarded!

Plus, in 2021, we are offering regional, virtual courses for early-career physiatrists as another opportunity to connect! Stay tuned to your inbox for additional information.

Visit www.aapmrf.org/careercenter to learn more about our career resources and advice for you.

We’re Taking Care of You So You Can Take Care of Your Patients

AAPM&R plays a critical role in your success every day. We support our PM&R physician members by providing practice and career advancement resources that create everyday value for you and help position you for success in the future.

Our member volunteers are stepping up as PM&R leaders and are driving the specialty forward. For example, several of you are getting involved with us to discuss the value of PM&R and how we can best support physiatrists in marketing the specialty. Our Specialty Brand Expansion (SBE) Committee has been focused on developing grassroots marketing support for members and creating strategies to increase PM&R’s brand value with key stakeholders: primary care and hospital/healthcare administrators.

The grassroots marketing support in 2020 has included helping refresh PM&R Knowledge NOW* by creating patient-facing content and FAQs on conditions and treatments that members can distribute to their patients. These templates cover a wide variety of clinical topics along with an explanation of what PM&R is and what makes PM&R physicians unique. We highly encourage you to utilize these templates in your practices! Additional strategies are being discussed and we will keep members updated. Visit www.aapmrf.org to learn more.
Education Evolved.

Education is a fundamental offering that affects PM&R physicians across clinical focuses, practice areas, career stages and levels of expertise. As part of Academy membership, we provide top-notch education and other innovative learning resources across a variety of delivery mechanisms. A combination of online education, virtual courses and live events keep the specialty on the cusp of healthcare changes and medical advances, supporting members in their pursuit of ongoing education and preparing them for practice and career advancement.

Digital Learning

A NEW exciting offer is our online education subscription, which is now available! When you add a subscription to your membership, you receive 24/7 access to online educational resources, including instructional videos, podcasts, case studies and more—all for a special introductory rate of only $100 when you renew your AAPM&R 2021 membership dues by December 31, 2020. Starting February 1, the subscription fee is $150. Additional educational resources are also available, including complimentary self-assessment exams and Journal CME for all members in the new Online Learning Portal at onlinelearning.aapmr.org.

Virtual and In-Person Learning

We also offer a variety of STEP Certificate Programs to keep PM&R practitioners at the top of their game, supporting early-career physicians and seasoned professionals who want to represent the highest standard in the field. Designed by physiatrists for physiatrists, Concussion and Mild TBI join the highly-regarded Ultrasound and Spasticity Certification Programs with both online and live learning formats in 2021.

Introduced in fall 2020, National Grand Rounds are monthly webinars to connect PM&R physicians of all specializations, from across the country, for stimulating discussions on topics that represent the intellectual, practical and/or spiritual aspects of the specialty. AAPM&R President Michelle Gittler kicked off this informational series in September. These monthly forums cover topics including telehealth and the evolution of patient care during the COVID-19 pandemic, the importance of mentorship, how much physiatrists have to offer to cancer patients and survivors and much more.

We are committed to bringing you the best and most relevant continuing education. To learn more, visit www.aapmr.org/education.

Team Physiatry is Meeting Virtually This November!

As the premier physiatry-focused event of the year, we’re thrilled to bring the PM&R community together for the 2020 virtual Annual Assembly—an online event you haven’t experienced before! We hope you can join us November 12-15, with additional events beginning November 8, as we meet virtually to share best practices, reflect on lessons learned, continue supporting each other as we navigate a “new normal”—and most importantly, have fun as a specialty! We can’t wait to feel the energy, spirit and PM&R pride you’ll bring to #AAPMR20.

We want EVERY member of Team Physiatry to connect, learn and grow with their PM&R community because the exchange of information and expertise has never been more valuable. Here’s a peek at what you can expect during the Assembly:

- Live and on-demand presentations (which will be available for viewing and claiming CME through January 31, 2021)
- Research e-posters
- Complimentary pre-Assembly sessions for AAPM&R members
- Community sessions
- Exhibits
- Job and Fellowship Fair
- Medical Student Program
- Alumni social hours
- Fun, games and more!

We’re excited to offer you significantly-discounted pricing for 2020 so that EVERYONE can come together! We hope you’ll join us in November because when we come together, we work better.

Be sure to save the date in your calendar for the 2021 Annual Assembly, November 11-14 in Nashville, TN! Additional details will be posted on www.aapmr.org/assembly.
Your PM&R Community by the Numbers

Thanks to YOUR engagement in 2020, you’ve helped make our PM&R community extra special:

- **10,000+** members in 2020
- **50+** webinars hosted
- **2,100+** of you attended our webinars
- **4,900+** of you are involved in Member Communities
- **2,200+** discussions and messages were posted on PhyzForum
- **600+** of you volunteered with us
- **2,350+** of you shared your voice in important advocacy efforts
- **850+** of you participated in virtual committee and workgroup meetings
- **4,000+** of you accessed our educational resources to help advance your careers

Continue showing your PM&R spirit in 2021 by maintaining your Academy membership! Visit [www.aapmr.org/membership](http://www.aapmr.org/membership) to view your benefits and renew/join today.

To learn more about our efforts to advance the specialty in 2020, visit [www.aapmr.org/2020report](http://www.aapmr.org/2020report).