

## **Arthritis Council Workgroup: Healthcare Provider Counseling About PA and Referral to AAEBIs Workgroup Call**

Thursday, February 1, 2024  
2:00 p.m. ET

**States in attendance:** NH, WV, MI, MT, VA, OK, MN, UT, NC, IA

**Additional attendees:** CDC, NACDD

**Facilitator/Moderator:** Dr. Adam Burch, New Hampshire

### **Workgroup Overview:**

This Arthritis Council workgroup is open to states and national partners who want to discuss the screening/counseling/referral of individuals with arthritis and the efforts to increase healthcare providers counseling on physical activity to reduce arthritis pain, and referrals by those providers to evidence-based interventions. Participants are encouraged to share successes, challenges, barriers and invited to discuss opportunities to facilitate success towards strategy 2.

### **Opportunities for Collaboration and State Sharing**

Conversation and collaboration around strategy 2 efforts is encouraged through the Action on Arthritis Engage platform. Start [here](#) and see what your colleagues are saying. Questions and responses are encouraged. Reach out to [arthritis@chronicdisease.org](mailto:arthritis@chronicdisease.org) for questions about the Engage platform.

### **State Sharing**

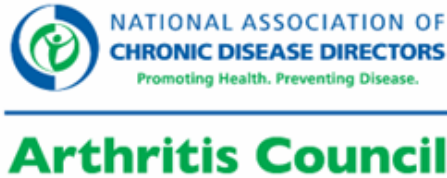
Participants were asked to build a wish list of potential partners for strategy 1 and 2 sharing the following: 1. name of organization, 2. name of point of contact, 3. one priority/goal you can relate your services to, and 4. one key decision maker within that organization.

### **Announcement**

Medscape CPA discussion, Kristen Alford

- Free activity to allow healthcare providers to earn .25 CMEs/CEUs
- 25 questions that takes HCPs on a journey with information, comparison of answers with other peers
- Infographic and media materials were shared with CDC arthritis recipients, which included a state specific link to the Medscape CPA
- NACDD can customize materials as needed for each state

NACDD will work with Medscape to obtain and distribute the CPA questions and answers to CDC arthritis recipients for internal use only.



State specific reports can be developed for those states that reach a certain threshold (about 30 test takers minimum)

- The report timeframe is speculated to be July 2024, and NACDD will share reports with states
- The more data/test takers states engage, the better the data Medscape can provide

Medscape CME free credit expires early December, but the CPA will be enduring on the Medscape website.

### **Discussion**

States were asked to share the number of partners they had engaged for each of the strategy areas

New Hampshire: Strategy 1 – 18; Strategy 2 - 2

West Virginia: Strategy 1 – 16; Strategy 2 – 1

North Carolina: Strategy 1 – 18; Strategy 2 - 6

Montana: Strategy 1 – 12; Strategy 2 - .5

Virginia: Strategy 1 - 36; Strategy 2 - 2

Minnesota: Strategy 1 – 10; Strategy 2 - 4

Michigan: Strategy 1 – 9; Strategy 2 - 2

Oklahoma: Strategy 1 – 9; Strategy 2 - 2

Utah: Strategy 1 – 10; Strategy 2 – 4

Iowa: 15 partners working in rural Iowa

Talked about taking the list and exploring degrees of separation; think about others and what their degrees of separation are from your partners; use these relationships to advance your work; actively maintain these relationships through routine touchpoints throughout the year.

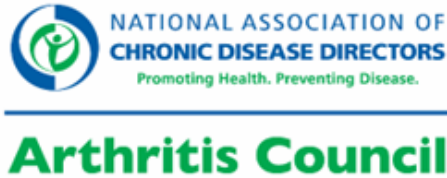
There are four main categories/degrees of separation:

Category A – those partners you personally know

Category B – those partners that your friends or colleagues know

Category C – partners where it might take 6 months of hard work to get on a first name basis; you may currently be 2-3 degrees of separation from these people

Category D – partners that don't know who you are and might not even answer your call; might take months to get someone on the phone



Time is best spend focusing on categories A and B; put C and D at the bottom of the list for now

- However, if someone that you know moves into the category C or D partner list, then you might be able to elevate them to an A or B category
- An annual evaluation and touch base is good enough for category C and D partners; these are partners that you want to work on reaching out to when you have some time, but don't spend the bulk of your time here
- Categories C and D make up your tickler file of prospects. If you are at a mutual event where this group is also attending remember this group and remember to try to find opportunities for connection.

A canned elevator pitch should be ready for those in categories B, C and D. These pitches should take no more than 1 minute (120 words or less). Keep this on file and review regularly to update as priorities change.

## Homework

Develop an elevator pitch for a category C or D prospect and post to Engage ([Strategy 2 thread](#)). Review the threads of others and think about similarities, what you like about each post, and how you can use these at networking events.

- Pitch should be about resources you have that will matter to your partners
- Can be a pitch to either Strategy 1 or 2 partners
- On the next call we will discuss the process of developing the pitch, how it can help with planning for future years, and common themes resonate

## Next Call

- March 7, 2024 @ 2:00 p.m. ET
- Please [register](#) in advance of the meeting