Making Regulation Relatable

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Learning objectives

Identify the key stakeholders and partners who can help tell a positive story of regulation.

Know how to find quick and easy tools to help supplement your message.

Make the “black and white” rules of regulation relatable to everyday life which often “GRAY.”

Threats to Professional Licensure – Importance of Stakeholder Outreach

• Concerns that too much of the workforce is subject to licensure – viewed as a barrier to employment
• Anti-trust considerations – regulatory board oversight
• Elimination of rules and certain phrases considered overly burdensome
• Arizona bill – recognizes all out of state licenses
Turning Black and White - GRAY

• What does the regulatory board do?
  • Elevator speech: describes a service or product. The speech should be delivered in the short time period of an elevator ride, usually 20-60 seconds.
    ✓ Public protection
    ✓ Entry level competency
    ✓ Discipline of bad actors
    ✓ Continued competence

Turning Black and White - GRAY

• More than a list of duties
  • Tell a story – humanize the mission
    ✓ Improves an elevator speech
    ✓ Stories of examination cheating – shows a need to guarantee entry level qualifications
    ✓ Real life discipline stories – boundary violations, billing fraud in order to meet productivity

Turning Black and White - GRAY

• Important to share these stories with stakeholders – real life public protection
  • Regulation is not just rules and bureaucracy
  • There is always a case outside of the lines – regulation can be flexible
  • Example: Canadian education/Board certified
Tools to share the message

- Newsletters
  - Board Updates
  - Articles in professional association communications
- Mailings
- Input on new rules
- Podcasts/Webcasts (good for process change)
- Speaking opportunities
- Ethics continuing education

Social Media

- Example is a BOC resource
- AT Month – raise awareness

Tools to share the message – social media

- Post often – schedule posts
- Make use of social media to perform customer service
  - Customer can reach you through Facebook messaging
- Use visuals and photos
- Engage your audience – ask for opinions and feedback, use your board members as participants
- Participate in trending conversations – such as a professional conference’s hashtag
- Challenge for boards: time and resources
Identify stakeholders and partners

Ultimate customer: PUBLIC

Pay attention to customer ratings

Other key groups

Professional association
– area meetings, membership newsletters

Higher education

Speak to student classes to reach new applicants
– proactive messaging

YOU

Get to know your legislators, local media to help tell the story

Thank you!
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Compliance and Regulatory Education Best Practice for Athletic Trainers