



PATIENT ADVOCATE EXCHANGE

UPCOMING EVENTS

Education Presentations:

The Truth About Community Based Palliative Care, Cameron Svendsen, Thursday, July 11, 2024 - Noon-1pm

Professional Members Discussion Session:

Thursday, July 18, 2024 from Noon to 1pm This is a recurring monthly meeting for Professional Members only who will receive an email with an invitation to join the Zoom meeting.

Social Networking:

The next social event will occur in August. Be on the lookout for the date and location.

Members login to the website for access to the members only dashboard with meeting minutes, recordings, resources, and more. Non-members wanting to receive email communication about happenings, including a current newsletter, please subscribe at the top of our website homepage www.ArizonaAPA.org today.

PRESIDENT'S MESSAGE

Dear fellow advocates,

I hope this newsletter finds you all well and enjoying the beginning of summer, an already very hot summer here in Arizona!

The AAPA Board of Directors has been hard at work representing the interests of patient advocates and patients by speaking at various conferences and continuing care retirement communities. We have begun to receive regular requests for speakers on patient advocacy which is evidence of AAPA as the authority on independent patient advocacy in the state, and of the great need for our services.

We are in the process of creating a presentation about patient advocacy in general, and AAPA specifically, that our members can use when called to speak to the public. This is an important step to continue our commitment to community awareness of patient advocacy. Please let us know how we can continue to serve you and your practice.

Kind regards,
Jennifer Whalen



Board of Directors

President: Jennifer Whalen, DHSc, PA-C, BCPA

Past-President: Michelle Riddle, BCPA

Secretary: Nancy Keller, PhD, BCPA

Treasurer: Jodie Pang-Diekevers, LMSW, BCPA

Director at Large: Melissa Cardine, MSN, RN, BCPA

Great Advice from fellow Professional Member Nancy A Taylor, PharmD, BCPA, CSA of Taylormade Senior Advocacy & Consulting LLC



KNOW YOUR VALUE

The number one conversation I have had or been part of in my advocacy career is how to price your services. And I will tell you this, it doesn't matter how long you have been an advocate or the number of letters behind your name, it is the value you bring to your clients.

You entered this profession because you believe you have the knowledge and experience to alleviate a person's pain points with their healthcare circumstances. You bring value to the situation with a resolution only you can give, and that is worth the price you charge. To borrow an acronym from Erin Halper's The Upside, you EARNED the right to charge a value-based price.

E - Experience

A - Access

R - Relationships

N - Niche & know-how

E - Efficiency

D - Decisiveness

So, whether you are just starting out or have been in the business for years and are stuck on how to price your services, remember, you bring VALUE to your clients. Take time to just sit with yourself and think about your value. Stay in your lane. Don't compare yourself to other advocates, for they have their own value and you have yours. Be confident in your prices because you have EARNED the right to charge for your VALUE!



Thank you Nancy for those important words for new patient advocates, and really all of us. If any of you have advice, resources, educational information or anything you would like to share with AAPA, please send an email to admin@ArizonaAPA.org

We are happy to share your wisdom with those starting out in patient advocacy and our seasoned advocates. Ultimately, patients will benefit.

ACCESS EDUCATION ARCHIVES

Members can access archived educational presentations through the website Education Opportunities page. Watch a year's worth of great presentations and earn CE on demand.



PRESENTATIONS INCLUDE:



- The Importance of Hiring the Right Caregiver
- Precision Medicine: Moving Away From One Size Fits All
- The Customer Revolution in Healthcare
- Arizona Transportation Resources
- *How to Conquer Burnout and Care for Yourself when you're Caring for Others*
- *Everything You Need to Know About Being a*
- *Healthcare Power-of-Attorney;*
- *Lessons From the Bedside*

To access the presentations:
<https://www.arizonaapa.org/educational-archive>



If you are looking for a patient advocacy conference, Healthcare Advocate Summit has an independent patient advocate track with CEs for BCPAs.

Las Vegas, Nevada
 September 3-6, 2024

<https://www.healthcareadvocatesummit.com/>

We had several patient advocates from Arizona attend last year who enjoyed the conference and found it worthwhile for learning, earning CEs, and connecting with other enthusiastic patient advocates. Let us know if you plan on going and we can organize an all Arizona get together.

Be on the lookout...

We are sending two short surveys your way.

We are interested in what you have to say about everything we offer at AAPA. We want to make sure our educational, networking, and other engagement activities are meeting your needs and are accessible to as many interested people as possible. Please take a few minutes to complete these surveys providing your important feedback. We appreciate your help. Thank you!

Survey One Social Meetings

Will be sent to everyone on our email list as social events are open to the public.

Survey Two Member Engagement

Will be sent to members only.

Do you have any other questions or concerns?
 Send an email to admin@ArizonaAPA.org

