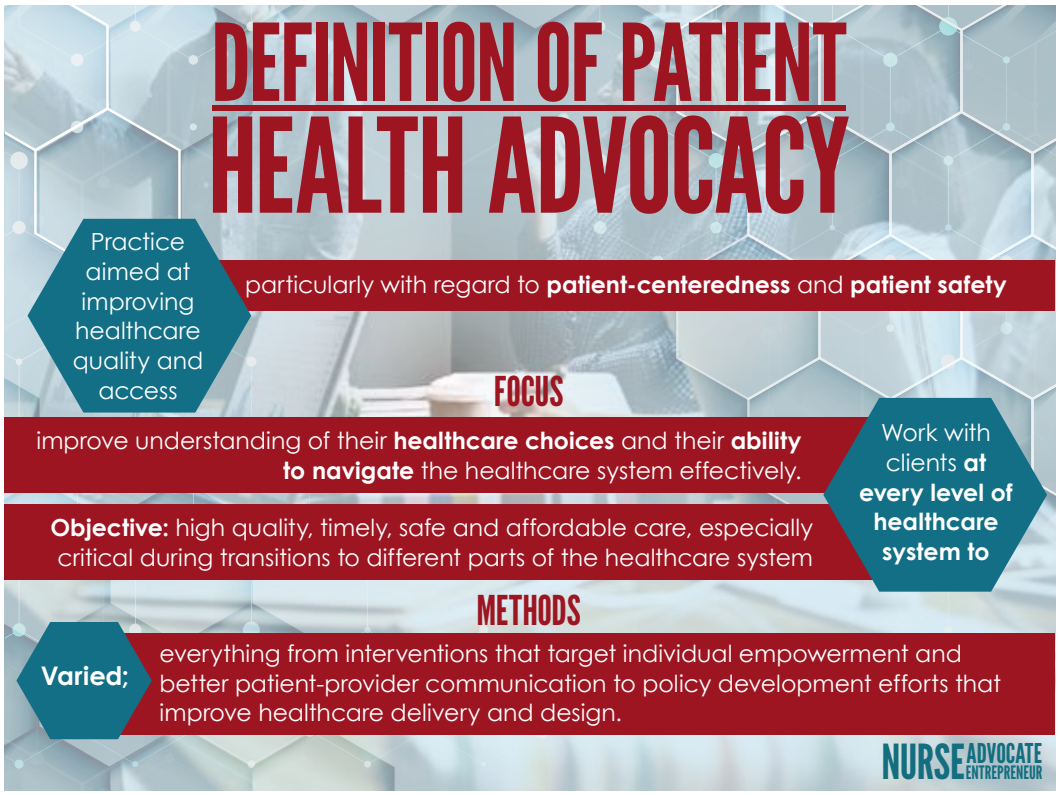
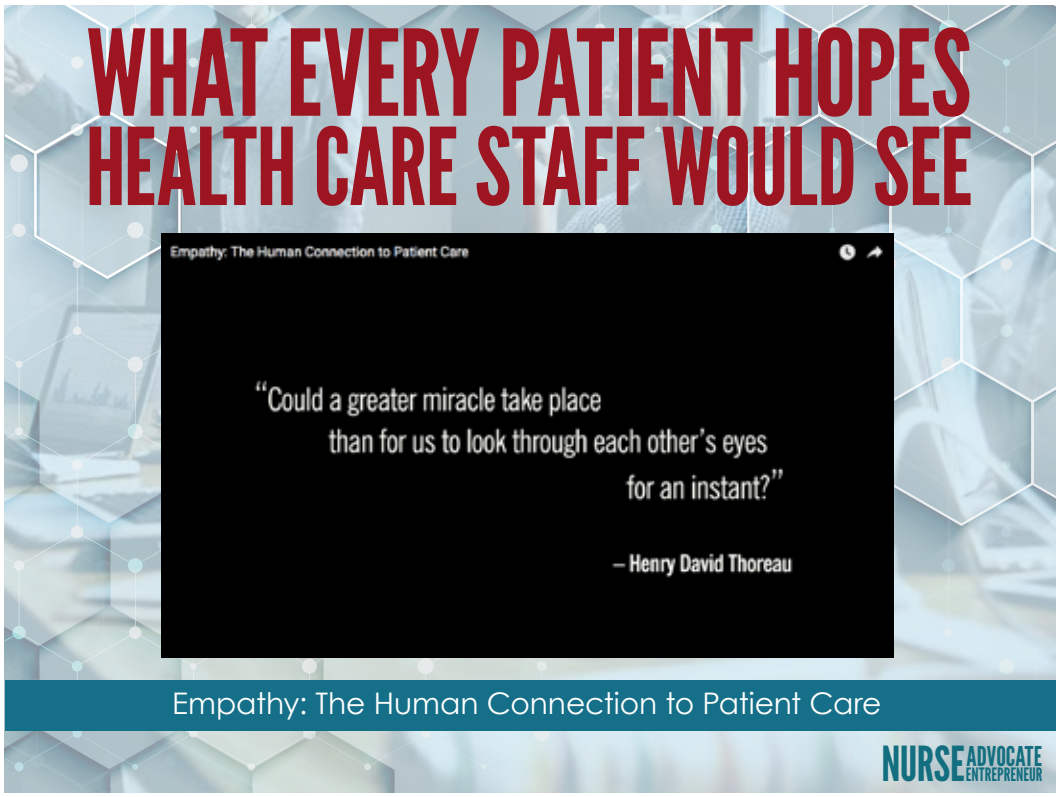
THE LANDSCAPE OF PROFESSIONAL
HEALTHCARE ADVOCACY
NURSE
ADVOCATE
ENTREPRENEUR


DEFINITION OF PATIENT
HEALTH ADVOCACY
Practice aimed at improving healthcare quality and access
particularly with regard to patient-centeredness and patient safety
FOCUS
improve understanding of their healthcare choices and their ability to navigate the healthcare system effectively.
Work with clients at every level of healthcare system to
Objective: high quality, timely, safe and affordable care, especially critical during transitions to different parts of the healthcare system
METHODS
Varied;
everything from interventions that target individual empowerment and better patient-provider communication to policy development efforts that improve healthcare delivery and design.
NURSE ADVOCATE ENTREPRENEUR


WHAT EVERY PATIENT HOPES
HEALTH CARE STAFF WOULD SEE
Empathy: The Human Connection to Patient Care
"Could a greater miracle take place
than for us to look through each other's eyes
for an instant?"
– Henry David Thoreau
Empathy: The Human Connection to Patient Care
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IT'S ALL ABOUT RELATIONSHIPS

The true core of good healthcare is not an institution but a relationship .... between two human beings ....

Models of healthcare that ensconce providers in spatial and temporal silos only make the prospects for such relationships even dimmer

Based on comments of Laurie Barclay, MD "Hospital Medicine – Better or Less Personal" New England Journal of Medicine – August 10, 2016

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IT'S ALL ABOUT LEADERSHIP
Strategic/ Open Minded
Effective Communicator
Passion/ Visionary Thinking
Accountable/ Responsible/ Self manager
Humble/ Smart/ Hungry (Patrick Lencioni)
Clear Goals/ Persevering
Team Player/ Create Healthy Culture
Creativity/ Innovation/ Risk taker
Ability to Manage Complexity
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PRACTITIONERS

- Patients / family members
- Healthcare Providers
- Attorneys
- Social Workers
- Researchers

TITLES

- Patient Navigators
- Patient Representatives
- Case Managers (e.g., Geriatric)
- Care Managers
- Discharge Planners

SETTINGS

- Hospitals
- Insurers
- Accountable to their employers
- Local / State / Federal; Government Agencies
- Working for Policy Development
- Volunteers in disease-specific organizations

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HISTORY

1950

Origins in **early days of cancer research and treatment**

1970

JCAHO incorporated "patient rights" into accreditation standards. Evolved into the **Patient Bill of Rights**

2000

2001

Institute of Medicine Reports

- To Err is Human – Building a Safer Health Care System
- Crossing the Quality Chasm – emphasized patient-centered care

2009

2010

2019

Three major Patient Advocacy organizations established:

- National Association of Healthcare Advocacy Consultants (NAHAC)
- The Alliance of Professional Health Advocates (APHA)
- Greater National Advocates (GNA)

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INSTITUTE OF MEDICINE (IOM)

November 29, 1999

To Err is Human: Building a Safer Health System.

Described a very large number of hospital deaths from medical errors

Possibly as great as 98,000 per year

Now estimated to be > 250,000 per year

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MARCH 2001 INSTITUTE OF MEDICINE

CROSSING THE QUALITY CHASM: A NEW HEALTH SYSTEM FOR THE 21ST CENTURY

The U.S. health care delivery system does not provide consistent, high quality medical care to all people.

Health care harms patients . . . and routinely fails to deliver its potential benefits.

Between the health care that we now have and the health care that we could have lies not just a gap, but a chasm.

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2009 - 2019 THREE MAJOR PATIENT ADVOCACY ORGANIZATIONS ESTABLISHED:

1. National Association of Healthcare Advocacy Consultants (NAHAC)

2. The Alliance of Professional Health Advocates (APHA)

3. Greater National Advocates (GNA)

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NATIONAL ASSOCIATION OF HEALTHCARE ADVOCACY CONSULTANTS

JOANNA SMITH

LCSW, MPH, CHA

PRESIDENT OF NAHAC

Joanna Smith

NAHAC

NATIONAL ASSOCIATION OF HEALTHCARE ADVOCACY

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NATIONAL ASSOCIATION OF HEALTHCARE ADVOCAY CONSULTANTS NAHAC

NFP "The voice of the growing profession of Patient Advocacy"

OPEN TO All professionals **and the general public**

CODE Code of Ethics and "Standards and Best Practices"

URL www.nahac.com

NAHAC
NATIONAL ASSOCIATION OF HEALTHCARE ADVOCACY

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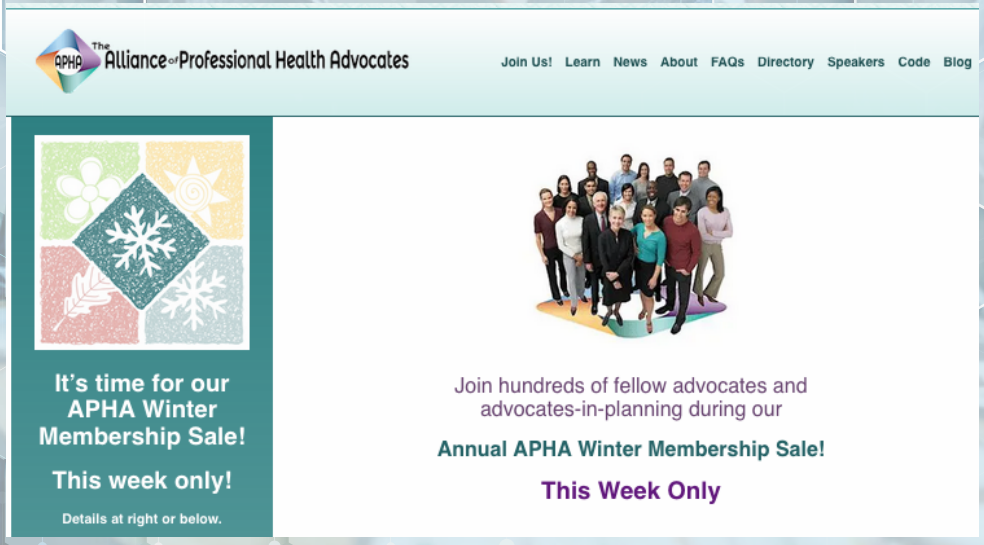
ALLIANCE OF PROFESSIONAL HEALTH ADVOCATES



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TRISHA TORREY

FOUNDER OF APHA
Trisha Torrey

The Alliance of Professional Health Advocates

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ALLIANCE OF PROFESSIONAL HEALTH ADVOCATES

FOR PROFIT Helps members start and grow their own business

OPEN TO Private professional health advocates and those exploring the field

CODE Code of Conduct and Professional Standards

URL
www.aphadvocates.org
http://patientadvocates.com/How-to-Choose-Your-Patient-Advocate
https://healthadvocateprograms.com/master-list/

MOST ACTIVE SOURCE OF INFORMATION ABOUT THE BUSINESS OF HEALTHCARE ADVOCACY

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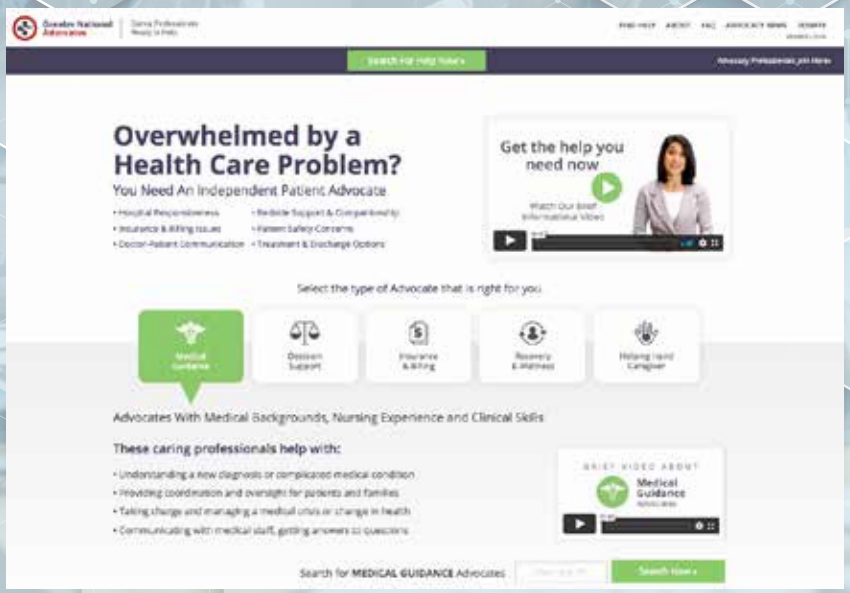
GREATER NATIONAL ADVOCATES



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GREATER NATIONAL ADVOCATES

NON PROFIT No cost national data base of advocates

OPEN TO All professionals in advocacy

CODE None

URL
www.GNANOW.org
www.gnanow.org/home
www.gnanow.org/advocates

Greater National Advocates

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GREATER NATIONAL ADVOCATES

Making the Case for Patient Advocacy

The Personal Story of L. Bradley Schwartz, Founder and President L. of Greater National Advocates

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GREATER NATIONAL ADVOCATES

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AGING LIFE CARE ASSOCIATION

An "Older" Player in this Field since 1985
formerly National Association of Geriatric Care Managers (NAGCM)

AGING life CARE ASSOCIATION
The experts in aging well.

Keyword Search

FIND AN AGING LIFE CARE EXPERT

ABOUT AGING LIFE CARE | EDUCATION CENTRAL | ALCA STORE | JOIN US | REGIONAL CHAPTERS | FIND A CORPORATE PARTNER

Home » About Aging Life Care

WHAT YOU NEED TO KNOW

WHAT IS AGING LIFE CARE™?

Aging Life Care™, also known as geriatric care management, is a holistic, client-centered approach to caring for older adults or others facing ongoing health challenges. Working with families, the expertise of Aging Life Care Professionals provides the answers at a time of uncertainty. Their guidance leads families to the actions and decisions that ensure quality care and an optimal life for those they love, thus reducing worry, stress and time off of work for family caregivers through:

- Assessment and monitoring
- Planning and problem-solving
- Education and advocacy

What you need to know

Selecting an Aging Life Care Professional

Working with an Aging Life Care Professional

Certification and Professional

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COMMONALITIES
All have a Code of Ethics or Conduct
NAHAC and APHA have established Standards and Best Practices
All have a Directory of members to search for an advocate, with suggestions about how to interview and contract with one
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NAHAC STANDARDS & PRACTICES

NAHAC
NATIONAL ASSOCIATION OF HEALTHCARE ADVOCACY

HOME Advocate Directory Learn Membership

Logged in as:

Member Login
NAHAC News
Contact Us
Donate

New website under construction.

WEBINARS: CE, Public, Designing Your Practice

Find An Advocate

Join Us

A HEALTHCARE ADVOCATE FOR EVERY PATIENT™

NAHAC Standards & Best Practices

A. Statement of Intent

NAHAC offers these **Standards & Best Practices** for the field of healthcare advocacy. NAHAC considers this a living document that will evolve over time. It constitutes the foundational statement of **Standards & Best Practices** for our organization. If NAHAC makes fundamental revisions to this document, its members will be notified of the changes.

B. FORWARD

B-1 NAHAC is the nation's largest nonprofit organization dedicated to the development of healthcare advocacy as a profession. The objective of the organization is to benefit and protect consumers. NAHAC is an organization of Professional Healthcare Advocates and lay members who share the goal of promoting safe, effective, holistic and compassionate healthcare services. NAHAC represents professionals working with individual consumers and family caregivers who need assistance navigating through complex healthcare situations. Titles of these professionals may include: healthcare advocate, patient advocate, patient navigator, and case manager. A professional Healthcare Advocate may work in diverse settings. For example, an advocate may

Contact Us

Name

Phone

Email

How can we help you?
- Finding an Advocate
- Membership
- Mentoring
- Donating

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IS PATIENT-HEALTH ADVOCACY A PROFESSION?

DOES IT PROVIDE CERTIFICATION TO ITS PRACTITIONERS?

An **emerging** field, with national certification exam since March 2019, BCPA through **www.PACboard.org** and certification is NOT required to practice

Much debate in advocacy organizations for years over credentialing and education requirements; presently no minimum requirements for education; obstacles to widespread acceptance?

Many similarities with care manager role though many differences regarding niche specialties

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WE NOW HAVE A NATIONAL CREDENTIAL

BPCA: Board Certified Patient Advocate https://pacboard.org/

Committee continues its work and includes at least one member from:

Academic sector	Currently providing Patient Advocacy education;
Private sector	Currently providing Patient Advocacy training;
Healthcare sector	Currently providing Patient Advocacy in any setting;
Experience	As member of a disease-specific organization

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PATIENT ADVOCATE CARTIFICATION BOARD

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TAKEAWAYS
Empathy: The Human Connection to Patient Care
It' All About our Relationships with Patients
Institute of Medicine Reports – the formal start of Patient Advocacy
Three Major Advocacy Organizations
-NAHAC
-APHA
-GNA
Others
-ALCA
-CMSA
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QUESTIONS?

May contact your local Small Business Administration group

Small Business Attorneys in area: extra expense?

Friends and family may be able to help

Local SCORE counsellor: free or low cost

Set up one to one with us for coaching

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