

Practice Well in Oregon

Support Physician Excellence
through the new OMA Wellness Program
for Physicians and Physician Assistants



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Our wellness support solution

“Given the effect of physician distress on quality of care and turnover, physicians and health care employers have a shared responsibility to promote physician wellbeing.”

— *The Journal of the American Medical Association*



Health care is a high-stress environment, its pace increases the pressure on physicians and PAs daily. Like all clinicians, OMA members face imposing challenges, including higher patient counts, practice management obligations and changing federal and state regulation compliance.

The demands of a career in medicine leave little time for physicians and PAs to take care of their most valuable resources: their own physical, emotional and professional wellbeing. Adding to their stress are concerns about whether there could be a stigma or licensing repercussions as a result of seeking care.

“The impact of mental illness is further compounded by the fact that stigma hinders help-seeking behaviors. Research has shown that peer support alleviates stigma and fosters healthier coping strategies.”¹

Enhancing personal and professional wellness

Recognizing the need for confidential, accessible and comprehensive wellness services, the OMA has developed a new, statewide, multifaceted program specifically for our members. The OMA Wellness Program is a quality intervention service that helps physicians and PAs manage and overcome personal or professional issues, including:

- Challenging practice issues
- Proper charting
- Disruptive behavior
- Personal psychological health
- Burnout prevention
- Litigation Stress Management

Act now for a healthy future

Please take a few minutes to read more about the many features of our new program and how it will improve the health of practitioners and by extension, their patients. Donor support now is essential for launching and maintaining the OMA Wellness Program and ensuring that all physicians and PAs have the opportunity to practice well.

¹O’Hagan, M. Cyr, C. McKee, H. Priest, R. (2010). Making the case for peer support: Report to the Mental Health Commission of Canada [Abstract]. Mental Health Peer Support Project Committee. Calgary: Mental Health Commission of Canada. General Hospital Psychiatry.

A track record of success

The OMA Wellness Program supports physicians and PAs with preventive and curative services. Early interventions help clinicians avoid a personal health crisis, while a range of solutions help those currently struggling with personal psychological health issues.

Whatever their level of need, each clinician has access to trained professionals and meaningful support tools to aid them in achieving health and balance. keystones of the program include Peer-to-Peer Support and Professional Counseling.

Recent literature reports that peer support is a cost effective and successful approach to treating physician mental health. Studies suggest that physicians feel more comfortable talking with peers in similar fields with similar backgrounds rather than a stranger. For example, "Peer support interventions for depression result in greater improvement in depression symptoms than usual care and may have similar efficacy to group cognitive behavioral therapy."²



The elements of wellness

The OMA Wellness program provides a connection where physicians and PAs can talk to colleagues, confidentially, and take concrete steps to address the stress and demands related to their practice. The program has five components, each helping physicians and PAs prevent or correct deficits in patient care practices and/or professional conduct.

The five convenient, confidential components are:

- Professional Counseling
- Peer-to-Peer Support
- Executive Coaching
- Litigation Stress Management
- Online Resources

Physicians and PAs may apply to the program themselves, or may be referred by their peers, family, employers or others. Each clinician who enters the program will go through a brief, confidential intake process to determine which program component best suits their needs.

Step-by-step, here's how it works

1

Clinician is referred or self referred to the Wellness Program and completes confidential intake form online

2

Professional counselor conducts formal evaluation then recommends a plan

3

Plan options: see next page for descriptions and costs associated with each.

- Professional Counseling
- Peer-to-Peer Support
- Executive Coaching
- Litigation Stress Management
- Online Resource

²Pfeiffer MD, P. (2010). Efficacy of peer support interventions for depression: a meta-analysis [Abstract]. Science Direct, 33, 29-36

Program components: a closer look

Professional Counseling

Enables physicians and PAs to seek personal psychological health help without having to report it through insurance. Participants will be paired up with a licensed professional who will provide unlimited confidential counseling at no cost. Professional Counseling features:

Understanding - professional personal psychological health counseling

Confidentiality – insurance is not billed for this service and counselors do not record sessions (this excludes those who are at risk of harming themselves or others)

Flexibility – counselors accommodate physicians' schedules

Costs – There is no fee for using this service

Peer-to-Peer Support

Our Peer-to-Peer Support program is a network of trained clinicians who are available to physicians and PAs who are experiencing stress, trauma from an adverse event or any other issues related to their practice and/or the health care profession. Peer-to-Peer Support provides:

Understanding – talk with a peer who has experienced a similar situation and can empathize

Confidentiality – maintained at all times

Flexibility – Supporters accommodate physician and PA schedules

Costs – There is no fee for using this service

Executive Coaching

This component is the only fee-based service in the Wellness program. It includes professional help in dealing with practice management issues such as proper charting, documentation, and time management. Qualified physician coaches work on an hourly basis and develop a formal report of completion when a physician or PA completes the coaching.

The \$2500 fee includes up to 10 hours of 1:1 trained coaching and an action plan and report at the conclusion. If coaching time exceeds 10 hours, it will be billed at the \$250 hourly rate. If coaching is less than 10 hours, each hour will be reimbursed up to \$1000. Costs assume active OMA membership and may be subject to adjustment to reflect specific services provided and duration of each phase.

Costs – Participants pay up to \$2,500 (for 10 sessions at \$250)

Litigation Stress Management

The OMA has assembled a panel of physicians who have been through the experience of a lawsuit or have dealt with board matters. This team is available to support other physicians facing the same.

How it works – When physicians or PAs receive notice that suit has been or may be filed, they can call the OMA and be connected to a participating physician who will listen, explain, advocate and help with stress management. All details and conversations are strictly confidential.

Costs – There is no fee for using this service

Online Resources

The OMA is developing a dedicated online library for physicians and PAs researching material on their own or those needing additional resources during and after treatment. The resources range from current articles about wellness and preventing physician burnout to literature on time management, documentation and much more. The online library will also include on-demand webinars.

Costs – There is no fee for using this service



OMA Wellness Program Timeline

1995	OMA Physician Evaluation Education Renewal (PEER) Program established	Aimed at helping physicians who had a knowledge base deficit or had not developed the charting and documentation skills needed. It included a diagnostic assessment and remedial program.
2009	OMA PEER Program begins phasing out	
2012	OMA begins process of re-building a more comprehensive Wellness Program	Under the direction of OMA members and external stakeholders, OMA begins process of developing comprehensive Wellness and Litigation Support program.
July 2013	Wellness Committee formed	OMA creates a formal committee made up of leading expert psychiatrists, physicians and psychologists to design Wellness program.
2013-2014	Program developed	Working with the talented committee, the OMA develops a comprehensive program aimed at serving all physicians and PAs in the state, including a revised PEER program known as Executive Coaching; it also includes Professional Counseling and Peer-to-Peer Support Program.
Late 2014/ Early 2015	Recruitment of counselors and supporters / outreach to donors	OMA recruits peer supporters and professional counselors; begins marketing efforts and outreach to potential program donors.
Early 2015	Training of counselors and supporters / member donation campaign begins	All day, in-person training of peer supporters and professional counselors takes place; the OMA launches a member donation campaign to help support the program.
2015	OMA launches Wellness Program	The program is introduced around the state at hospital grand rounds, in meetings with c-suite executives and through workshops and an extensive online campaign.

Wellness Committee

Each coach, supporter, and counselor has been thoroughly vetted through the OMA peer-protected Wellness Committee. Coaches, supporters and counselors have received extensive training for their roles. The committee includes physicians, psychologists and psychiatrists from throughout the state who have demonstrated a strong passion and commitment to Wellness.

Committee Members

Current members: Henry Grass, MD; Don Girard, MD; Brenda Hanke, Kevin Ewanchyna, MD

Former members: Mary Moffitt, PhD; Sydney Ey, PhD

Your gift works wonders for wellness

You have the opportunity to contribute to a healthier Oregon by supporting the OMA Wellness Program. Your tax-deductible donation to the nonprofit Oregon Medical Education Foundation (OMEF) will immediately make a difference to the physicians and PAs who dedicate their lives and talents to practice medicine here. They deserve excellent support for their own wellbeing and we are on the threshold of making sure they have it. **Tax ID number: 93-6022441**

We anticipate that your donations will support:

- Training for the Executive Coaches, Peer Supporters and Professional Counselors, including consultant fees, materials and workshop costs
- Compensation for Professional Counselors, as well as those who handle participant triage
- Program outreach, including staff and committee travel around the state to discuss the program at workshops and hospital staff meetings
- Resources for OMA Wellness program staff and committee
- Marketing costs associated with the program

Expenses

Training	Initial training and ongoing training and support for Professional Coaches, Peer Supporters and Executive Coaches (including facilitator costs, AV, F/B)	\$20,000
Compensation	Compensation for triage and Professional Counselors (estimated at 40 (1 hour) sessions for first year – each session is reimbursed at \$300)	\$12,000
	Compensation for Professional Counselors (estimated at 40 persons treated for 3 sessions – each session is reimbursed at \$200 an hour)	\$24,000
	Compensation for Executive Coaches (estimated at 15 persons treated for 5 sessions at \$150 per session)	\$11,250
Outreach	Expenses related to staff and committee travel around the state to roll out the program	\$10,000
Administrative Costs	Costs for staffing to run the program, website usage, etc.	\$20,000
Marketing & Communication	Design, printing and mailing of marketing collateral including rack cards, brochures, fliers, emails and ads	\$25,000
TOTAL EXPENSES		\$122,250
INCOME	Income received from coaching (estimated at 15 persons treated for 5 sessions at \$250 per session)	\$18,750
TOTAL INCOME		\$18,750
ESTIMATED BUDGET FOR 2015		\$103,500

Donor Recognition

For your support of the OMA Wellness Program, you will receive recognition in the following ways:

1. A prompt, accurate receipt to document your gift
2. Letter of appreciation
3. “Virtual Donor Wall” thank you on the OMA Wellness Program web page
4. Acknowledgment and thank you in OMA communications/materials including *Medicine in Oregon*, *OMA-STAT* and other collateral materials distributed to thousands of physicians and PAs throughout the state
5. Access, information and recognition through the exclusive “Donor Report” newsletter detailing accomplishments and milestones