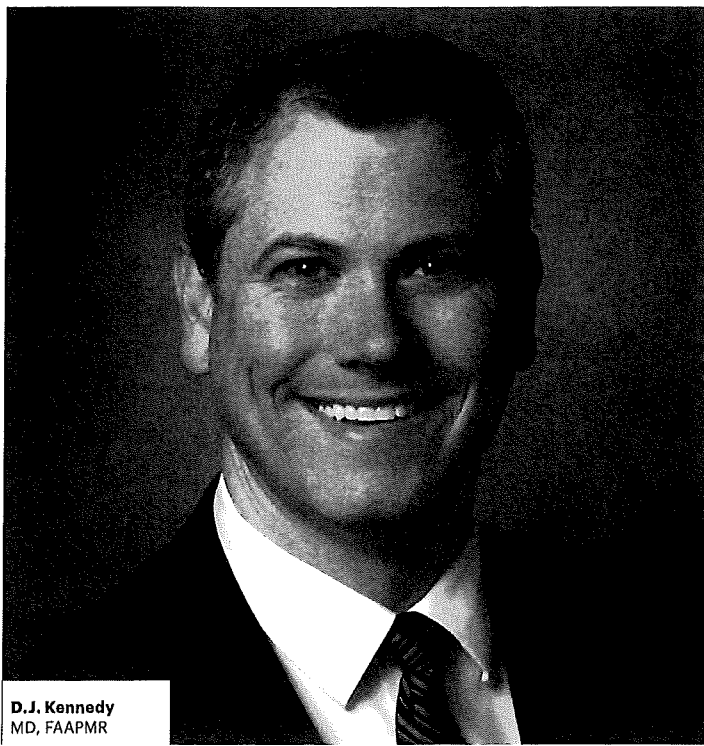


Our members have been featured in more than 230+ articles across 120+ major national and healthcare media outlets.



**D.J. Kennedy**  
MD, FAAPMR



## Promoting the “Power of PM&R”

D.J. Kennedy, MD, FAAPMR  
AAPM&R President; Department Chair, Vanderbilt University Medical Center PM&R Program

As PM&R physicians, we occupy a unique and vital position within the healthcare system. Our specialty serves as the glue binding together various aspects of medicine, creating a holistic approach to patient care. Therefore, the issue we face is not a lack of value. On the contrary, the services we provide are integral to the overall health system and the patients we serve.

Our challenge lies in the lack of awareness and understanding of our specialty. Tragically, many patients, healthcare systems, and even our fellow healthcare professionals are either unaware of our work or

only vaguely aware of the problems we can address. Thus, it is our responsibility and mission to raise awareness about the solutions we provide.

To tackle this challenge head-on, AAPM&R has initiated a comprehensive campaign to raise awareness about the specialty among key stakeholders.

One of the key strategies in this campaign is leveraging the power of media. The Academy has demonstrated a proactive approach to enhancing knowledge of the specialty through strategic engagement with the media.

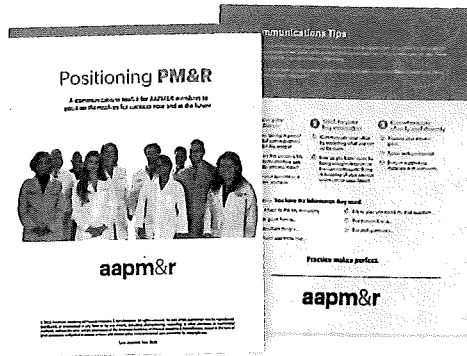
Recognizing the pressing issue of Long COVID, AAPM&R initiated a compelling call to action, urging public awareness and understanding of the long-term consequences of the condition. Building on this momentum, the Academy took a significant step by forming a collaborative dedicated to Post-Acute Sequelae of SARS-CoV-2 Infection (PASC). This collaborative not only fostered interdisciplinary collaboration within the medical community but also garnered substantial media interest.

The positive coverage provided an invaluable platform for AAPM&R to establish credibility and recognition in the public eye. Leveraging this newfound influence, the Academy successfully expanded media coverage to encompass various PM&R topics, contributing to the dissemination of crucial information. With this enhanced recognition we are now a go-to resource for many medical topics relevant to our field. In fact, the Academy and our members have been featured in more than 230+ articles across 120+ major national media outlets!

While the Academy tackles awareness through a coordinated media effort, progress will also require that we all work in our own practices, communities and systems as well. That's why we developed a variety of new resources to promote our specialty across the "House of Medicine."

Some examples include:

- **Positioning PM&R Communications Toolkit**
- **PM&R Awareness Ambassadors Program**
- **AAPM&R Speakers Bureau**
- **PM&R Awareness and Value Award**
- **And more...**



Promoting and defining PM&R is not just about increasing the number of physiatrists or enhancing the specialty's reputation. It's about ensuring that patients who can benefit from PM&R have access to this specialized care.

Through media interviews and education, AAPM&R is taking significant steps toward bringing PM&R into the spotlight, enhancing patient care and outcomes in the process. However, we need to move beyond simply making people problem-aware and ensure they are solution-aware. The solution, as we know, is PM&R. Now, it's time to ensure that the rest of the world understands it, too.



## Academy in Action

**AAPM&R is Fighting Against PM&R Physician Fee Cuts and For Improved PM&R Physician Payment**

- Continued to advocate against the statutorily required 2024 Medicare Physician Fee Schedule payment cut that went into effect on January 1. As of January 24, 410 members wrote 1,392 letters to Congress urging action on this critical issue. If Congress does not take retroactive action to cancel this cut, physiatrists, and all physicians, will face a 3.4% cut to overall Medicare payments for the remainder of 2024.
- Joined a physician coalition letter to Congress, led by the American Medical Association, urging swift passage of legislation to reverse the scheduled Medicare physician payment cuts that went into effect for 2024.
- Antigone Argyriou, MD, FAAPMR and Joseph Shivers, MD, FAAPMR virtually attended the February meeting of the American Medical Association Current Procedural Terminology (CPT) Panel.
- Encouraged members to support their practice's completion of the Physician Practice Information Survey, led by the American Medical Association, which informs practice expense data used to set payment rates.

