



AOA Champions elevator pitches & scripts

Elevator pitch for physicians or general audience:

The AOA is *THE* organization that serves as the professional family for more than 186,000 DOs and medical students, working to advance the distinctive philosophy and practice of osteopathic medicine around the world. Your AOA membership also includes:

- Free or discounted **live** and **on-demand** CME activities
- **CME tracking and self-reporting** through our members-only portal
- Discounted rates for AOA events, including **OMED** and **DO Day**
- **Professional and legislative advocacy** to protect your rights and raise awareness
- Inclusion in the **Find Your DO** online directory
- Tools, resources and discounts through our **AOA Member Value Program**
- Expert **practice management support**
- Board certification and licensure support, including free **Physician Profile Reports** for credentialing
- Latest news and research from **The DO magazine** & the ***Journal of Osteopathic Medicine***
- Employer and job seeker resources through the **AOA Career Center**
- And **much more**, including the **My AOA mobile app** to connect you like never before!

There's so much the AOA can do for you! We even have a dedicated **Member Resource Center** that's available to assist our members with getting in touch with the proper team if they're uncertain on where to go. We are here to advocate for you and help support you throughout your entire career!

Elevator pitch for residents:

The AOA is *THE* organization that serves as the professional family for more than 186,000 DOs and medical students, working to advance the distinctive philosophy and practice of osteopathic medicine around the world. During a pivotal time when you are preparing for the next step in your medical career—and your life—the AOA is a trusted partner providing distinctive expertise and valuable

connections that will help you successfully navigate the path through training and the transition to active practice.

As a resident physician, the AOA can help you **find a job or fellowship, become board certified, find and conduct research, manage student loans and advocate for your profession**. In addition, our **AOA Member Value Program** provides resources and discounts for residents and fellows. We even provide a free **Physician Profile Report** for you to send to state licensing boards.

There's so much the AOA can do for you, and we want to support you along every step of your career journey.

Elevator pitch for osteopathic medical students:

Congratulations on starting your journey toward becoming a DO. Your enrollment in osteopathic medical school qualifies you for **complimentary membership with the American Osteopathic Association**. The AOA is *THE* organization that serves as the professional family for more than 186,000 DOs and medical students, working to advance the distinctive philosophy and practice of osteopathic medicine around the world.

As a student, the AOA will help you **gain valuable leadership experience**, understand and prep for **COMLEX exams, conduct research**, rock your **rotations**, navigate **The Match, manage your finances**, prioritize **physical and mental health** and understand **AOA Board Certification**. In addition, our **AOA Member Value Program** provides resources and discounts for medical students.

There's so much the AOA can do for you! We encourage you to take advantage of our resources as you build the skills you need to succeed in osteopathic medical school and beyond.

Closing script (any audience):

I'd welcome the opportunity to send you some more detailed information about the benefits and services the AOA provides. Can I send this information to you by email?

PLEASE NOTE: AOA Champion to confirm the prospect's email contact information and follow-up by sending a **scripted email message** along with a **PDF attachment outlining our full member benefits**. AOA Champion can also have this printed **flyer w/ QR code** on hand and show prospect where to go for more information.

In the meantime, do you have any general questions about AOA benefits? I would be happy to help answer them now or put you in touch with other subject matter experts on the team.

PLEASE NOTE: AOA Champion to utilize the **Program FAQ document**, which provides general answers to many questions regarding AOA membership. If an answer is not available, please put the prospective member in touch with the AOA **Member Resource Center** so a subject matter expert can be assigned to provide a response.