Introduction

• Thanks to conference planning group
• You’ve heard how we got here…
• Where should we go now?
• Our mission remains the same
• Goals going forward…
  – increase value of membership
  – increase power and efficiency fighting asthma
• Why should you be active in AAE?
Goals

- Increase the value of membership
- Broaden resources for members
  - Advocacy
  - Education (± credit)
- Maintain broad membership
- Increase national visibility, effectiveness
- Partner with other asthma groups
- Encourage candidates for BOD

Improve Member Benefits

- Increased involvement with AAE (members active on committees, contribute items to newsletter and social media, etc.)
- More education – conferences, on-line – for different credentials
- CEUs for audiences that members teach
- More and expanded resources
  - Asthma, ACO (Asthma/COPD overlap), school resources, billing information, etc.
- Expanded publicity of events
**Expand Membership**

*Particularly reaching out to:*
- Lapsed members
- AE-Cs
- MDs
- Pharmacists
- Athletic trainers
- School nurses
- Others – who have we missed?

**Expand School Involvement**

- Assist local groups / efforts
- Involvement with school nurses
- Add Athletic Trainers to asthma teams
- Promote provision of CEUs
- Use of SAMPRO (School-based Asthma Management Program from aaaai.org)
- Use of telemedicine
Expanding Asthma Expertise
Our programs are available across the country
• AE-C prep course
• BAECM (Becoming an Asthma Educator and Care Manager)
• CHW (Community Health Worker)
• ? Specialized training
  – Athletic trainers
  – Retail pharmacists
• What do YOU need in your area?
• Contact us to learn how to bring a course to your area this year!

Enhanced Advocacy
via web site, Face Book, newsletter, Twitter
• Asthma is a national issue which is governed locally – both are important!
• Member involvement w/ candidates – speak up!
• Provide more resources for members to use and learn from (references, information, how to…)
• Provide opportunities / information (what’s going on -- when and where)
  – CDC 6/18 initiative – CO, GA, LA, MA, MI, MN, NY, RI, SC – asthma is a target for model improvement
• Recognition / support of local / state alliances
Join Us, Be Involved

Let us know…

Your interests
Your needs
Your experience
Your expertise

Share your passion with our other asthma fanatics! Follow us on social media!
Site for 2020 meeting