

**aarc**  
American Association  
for Respiratory Care

Those helping the world breathe

# AARC 2025

## The New Era

# Objectives

Describe the AARC strategic plan

Share accomplishments against operational goals

Discuss path forward

# Disclosures

None

## 2025 VISION

AARC will be *the* leading organization to advance the profession of respiratory care worldwide.



Those helping the world breathe



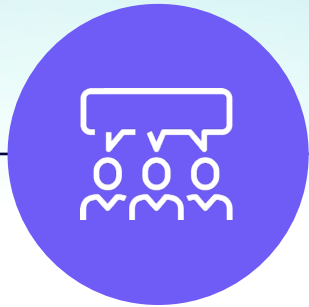
## Moving into Post-COVID Era

The AARC BOD dedicated **\$5 million to strategic funds** to move the respiratory therapy profession into the post-Covid era.

In **May 2022**, the AARC, House of Delegate officers, and other key personnel formulated an organizational **Vision and Strategic Plan**. A new strategic plan will begin development in 2025 for the next 3 years.

# The 2025 Strategic Roadmap

The AARC will serve its members and engage, elevate, advocate, and educate the respiratory care profession.



## ENGAGE

We will build and strengthen a diverse and inclusive professional community.



## ELEVATE

We will advance the recognition and role of respiratory therapists.



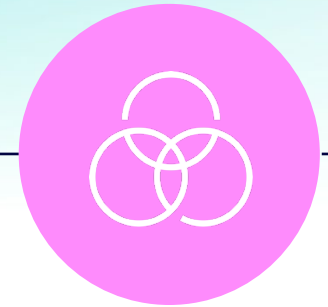
## ADVOCATE

We will champion policies and initiatives that enhance respiratory care.



## EDUCATE

We will deliver premier, evidence-based learning opportunities and promote the art and science of respiratory care.



## ORGANIZE

We will promote and enable individual and organizational growth.

# Our Core Values

**Inspired Momentum:** We are a catalyst for advancement and elevation of respiratory therapists and the profession.

**Inclusive Community:** We welcome all and are wholly better and strengthened by our diverse membership.

**Passionate Intention:** We are purposeful in our leadership to achieve extraordinary impact.

**Nimble Organization:** We are dynamic and adaptable, embracing change, efficiency, and innovation with agility.

**Unified Integrity:** We stand together with our members and partners to embody the highest ethical and scientific standards.



**Carl Hinkson**  
AARC President



**Dan Garrett**  
Executive Director



**Laverne Davis**  
Chief Financial Officer

- Solidified **AARC staff leadership team and fully staffed EO.**
- Accounting function brought **in-house.**
- Successfully elected **new 2024 AARC Board Officers and Section Chairs.**
- **5A. CRCE tracker:** Pending new AMS.
- **5B. New corporate partnerships:** Renewed lapsed partners and introducing an Industry Advisory Committee.
- **5C. Leadership development for Board, Societies and HOD:** DEI, Bootcamp and Officers Orientation.
- **5D. AARC staff development:** Committee and Section Liaison training, CAE and other programs in progress.



**Miriam O'Day**  
SVP, Government Affairs



**Monique Kimmel**  
VP, Membership and Customer Service



**Ellen Worsham**  
VP, Marketing and Communications



**Kerry Neal**  
VP, Information Technology



**Mandy DeVries**  
VP, Education



**Marlene Garrett**  
VP, Meetings, Events, Business Development



**Lynda Goodfellow**  
Director, Clinical Practice Guideline Development



**Heather Wilden**  
Director, Governance, Strategic Initiatives

# AARC Strategic Direction 2022–2025

## Vision

The AARC will be the leading organization to advance the profession or respiratory care worldwide.

## Strategy

The AARC will serve its members and engage, elevate, advocate, and educate the respiratory care profession.

## Mission

The AARC is the foremost professional association promoting respiratory therapists.



## ENGAGE

We will build and strengthen a diverse and inclusive professional community.



## ELEVATE

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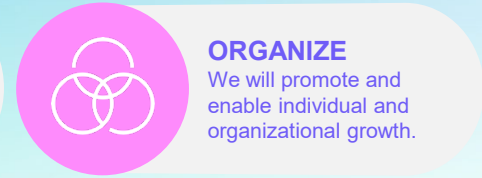
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We will champion policies and initiatives that enhance respiratory care.



## EDUCATE

We will deliver premier, evidence-based learning opportunities and promote the art and science of respiratory care.



## ORGANIZE

We will promote and enable individual and organizational growth.

### OPERATIONAL GOALS

1A. Increase membership by 20% and achieve an 85% retention rate.  
Q3 2022 - Q4 2025

1B. Increase membership with specific KPIs for students, early professions and AARConnect.  
Q3 2022 - Q4 2025

1C. Conduct an organizational Inclusion, Diversity, Equity, Accessibility (IDEA) audit and training.  
Q4 2022 - Q4 2023

1D. Engage in rebranding of AARC, including digital presence and collateral.  
Q4 2022 - Q4 2023

1E. Create an online portal to promote volunteer opportunities and engagement, including mentorship programs.  
Q1 2022 - Q2 2023

1F. Develop and fund an Emerging Leaders Program.  
Q2 2023 - Q2 2024

### OPERATIONAL GOALS

2A. Institute RT PR campaign and achieve 80 media placements.  
Q4 2022 - Q4 2023

2B. Create a multi-channel marketing campaign targeting hospital C-Suite to promote value of RTs.  
Q4 2022 - Q4 2023

2C. Create task forces to advance credentialing, academic degrees and APRT.  
Q4 2022 - Q2 2025

2D. Develop two new allied health organizational relationships that mutually promote the RT profession.  
Q1 2023 - Q2 2025

### OPERATIONAL GOALS

3A. Increase RT's engagement in advocacy at both federal and state levels by 10%.  
Q4 2022 - Q4 2023

3B. Work to pass Allied Healthcare Workforce Diversity Act.  
Q3 2022 - Q4 2025

3C. Institute a Compact Licensure Task Force and work plan and goals.  
Q4 2022 - Q4 2025

3D. Increase engagement with the Administration, federal agencies and regulatory bodies.  
Q1 2023 - Q4 2025

3E. Expand patient access to respiratory therapists outside the acute care setting.  
Q3 2022 - Q3 2025

### OPERATIONAL GOALS

4A. Create at least three new CPGs annually.  
Q1 2023 - Q4 2025

4B. Implement and educational resource for respiratory care research methodology and publication, and develop a plan to provide meaningful funding for respiratory therapist investigators.  
Q3 2022 - Q3 2023

4C. Increase attendance at AARC meetings by 10%.  
Q1 2023 - Q4 2025

4D. Increase education revenue by 10%.  
Q1 2023 - Q4 2025

4E. Examine feasibility of publishing an additional journal and determine whether to proceed.  
Q1 2023 - Q3 2023

### OPERATIONAL GOALS

5A. Investigate and recommend an interactive education portfolio CRCE tracker for active communication with members.  
Q4 2022 - Q4 2023

5B. Develop three new corporate partnerships.  
Q1 2023 - Q4 2025

5C. Review and create ongoing leadership development for Board, Chartered Affiliates, and House Delegates.  
Q2 2023 - Q2 2024

5D. Institute and support AARC staff development and training.  
Q1 2023 - Q4 2025





ENGAGE

- ✓ **1A. Increase Membership and Retention:** increased to >41K members -
  - **Retention** increased to 78% overall and 90% for active members.
  - New **Clinical Educators Committee** introduced.
- ✓ **1B. Engage Students and Early Professionals:**
  - Established TikTok, increased social media engagement across all platforms. 187% Audience Growth and 157% Engagement Growth in 2023.
  - Contracted with **RT Coach** as social media influencer in mid-Feb. Co-branding and tagging increased our reach by 800% on Instagram and Tik Tok and increased AARC followers significantly.
  - **Student Ambassadors** joined into Specialty Sections.
  - **Early Professional** retention to 79% in 2024 from a previous 40%.





ENGAGE

- ✓ **1C. IDEAA (Inclusion Diversity, Equity, Accountability, Access):** completed EO, HOD, BOD training, acting on 2023 survey with 2024 IDEAA plan focused on governance, programs, operations and transparency. (ongoing)
- ✓ **1D. Rebranding:** AARC rebranded its website and launched it in December 2023.
  - ARCF rebrand and website begins Q2
- ✓ **1E. Online Volunteer Portal:** launched June 2023 – building opportunities.
- ✓ **1F. Emerging Leaders Program:** 70 applicants applied, 13 chosen and paired with top RT leaders for mentorship
- **Surveys: Be the Voice! Participate!**
  - Education taskforce survey | SESG survey | Human Resources survey





- ✓ **2A. PR Campaign:** More than 95 media placements in 2023 that interviewed or quoted a RT and delivered 2.2 billion impressions. Fall Board approved a broader scope with PR agency for 2024, to include thought leadership, media, digital and social campaigns, advocacy initiatives
- **2B. Hospital Executive / C Suite:** New wave launched in Q1 with new 'Air of Excellence' narrative / campaign
- ✓ **2C. APRT:** September 2023 APRT Summit. June 2024 Education Summit scheduled
- ✓ **2D. Allied Health Relationships:** ATS, CHEST, Advocacy Coalition, HOSA Premier Partnership and leadership affiliations such as ACHE, NAP, Beckers, AHA. Increased engagement in marketing, communications, advocacy events in 2024



American Association for Respiratory Care (AARC)  
39,366 followers  
Promoted

One way to maximize vital staff resources is to make permanent the virtual/telehealth services from Respiratory Therapists - keep cardiopulmonary patients breathing and reduce readmissions!

**RESPIRATORY THERAPISTS:**  
**SmaRT.**  
**ImpoRTant.**  
**WoRThy.**

**Maximize Clinical Resources:  
4 Rs for Executive Leaders**

**LEARN MORE**

4 Rs for Executive Leaders  
aarc.org [Learn more](#)



# 2024 Proactive PR Strategy – Air of Excellence



- **Proactive Approach to Elevate the AARC Perception:**
  - Developing a new **Leadership Narrative** for AARC and the RT profession.
  - Creating impactful engagement with key audiences and stakeholders.
  - Phase 1 of C-Suite / Leadership digital launch activated at ACHE, NAP and Beckers Healthcare.



**Respiratory Care Workforce: Building Teams and Creating Value for Your Organization**

Find resources for the science of labor management - the AARC SESG

Read an award-winning case study on Pulmonary Disease Navigators - saving lives and money





# The Impact of APRT

In September 2023, the AARC convened a summit with respiratory care leaders in Washington, D.C. to address the future of the APRT.



## The Advance RT Fund

As an outcome of this summit, the AARC Board authorized a grant fund of \$250,000 in seed money for colleges/universities to create APRT programs.

Will also assist states seeking APRT licensure.

Action plan developed.

**Education Summit scheduled for June 2024, to be held in Dallas.**





## APRT

- APRT salary same range as NP/PA
- Ohio and NC have legislation for APRT
- ✓ NBRC is working on an outcome assessment “exam” for those college and universities that want to start a program – it will be given out as grants
- The Ohio State is currently the only CoARC accredited APRT program
- There are now 2 practicing APRTs at the Baltimore VA.





ELEVATE

# AARC APRT Committee Goals

## Paving the Way to Expand APRT

**Goal 1** We will create model legislation to be disseminated to affiliates to help with articulating draft legislation.

**Goal 2** We will identify and develop an AARC Strategy to bolster and support legislative advocacy resources.

**Goal 3** Develop an APRT Ambassador program, a group of expert witnesses who can work with Government Affairs to help move legislative forward.

**Goal 4** Develop allies in professional societies and amongst individuals to articulate the value of APRT.

**Goal 5** Develop a communication/education package to help recruit professional allies and patient champions.

**Goal 6** Create and identify members to create a subcommittee of the APRT taskforce who will identify and prioritize national stakeholders (supports, detractors, material) when legislation is being introduced in the states.

**Goal 6.1** Create taskforce to provide a list of stakeholders to AARC and provide recommendations for outreach to the board.

**Goal 7** Identify strategies to communicate value to payers, including CMS.

**Goal 8** Develop template for APRT education program development.

**Goal 9** Increase the number of RRTs that have a doctorate degree by 2026.

**Goal 10** Write and publish a whitepaper on the APRT, including definition, education, scope/rules, licensing, credentialing, value to health care system, and needed research.

**Goal 11** Develop \$250,000 fund to provide to schools for APRT program seed money.



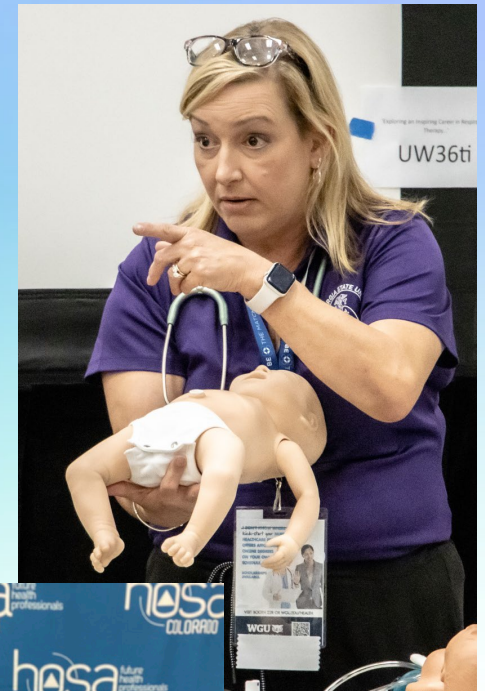


# Workforce Recovery Taskforce

- ✓ **Respiratory Care Collaborative:** collaborated with CoARC and the NBRC on an SF workshop for RT educators - Sharing best practices in program recruiting. More RTs ongoing.
- ✓ **AARC - HOSA Premier Partnership** – RT curricula in HOSA school programs, access to 280K HOSA members and affiliates in all 50 states.
  - Respiratory Care Taskforce: co-developed **RT curricula** - textbook, references, written exam, and skills competition for the fall '23 school year.
  - **2023 and 2024 HOSA International Leadership Conference** with 12,700 students in attendance. Sponsor/Partner/Competitive Judging for June 2024 event.
  - **Partnership** Includes 2 RT Scholarships awarded to future RT students, website representation and resources for AARC, webinars, and events throughout the year.
  - **State level events and workshops:**
    - AARC HOSA toolkit and AARC **booth kit** to support the conduct of local events and workshops, with over 150 **event toolkit** downloads.
    - Introduced a grant to cover HOSA-related costs for State Affiliates



Teri Miller,  
Committee Chair  
HOSA leader







# AARC Apex Award

- In 2023, Apex changed from a 2-year application cycle to a yearly cycle. Once achieved, Apex designation is held for 2 years.
- Apex honorees excel in areas ranging from education to the implementation of protocols aimed at facilitating the safe and effective delivery of care. Apex organizations stand out in their communities as exemplary centers of respiratory care with a commitment to excellence in professional development and evidence-based patient care.
- AARC honors Apex recipients with national recognition in addition to celebrating their accomplishment with their organization's RT staff and leadership.
- Acute care hospitals, long-term facilities, home medical equipment Companies, educational programs, and dedicated transport teams
- **New Apex categories in 2024 for the 2025-2026 term:**
  - International Acute Care Hospitals
  - Post-acute Care Organizations
- **2025-2026 application cycle will open on May 1, 2024**
- Claire Aloan, Apex Committee Chair





- ☑️ ▪ **3A. Increase RT Engagement in Advocacy Initiatives: ongoing**
  - Continuous coverage in AARC News, website and social media
  - Robust engagement in Action Alerts and Muster platform.
  - Advocacy toolkits for each state, social media and Fly-In.
- ☑️ ▪ **3B. Allied Healthcare Workforce Diversity Act: Passed, but unfunded**
  - **A bill introduced as the "Long-term Care Workforce Support Act" incorporates the grant funding for the Workforce Diversity Act and establishes a grant program, allocating \$10 million over five years, to provide financial support for students pursuing careers in various allied health fields, including respiratory therapy, physical therapy, occupational therapy, audiology, speech-language pathology, and direct care professions.**
  - Eligibility includes individuals who are racial or ethnic minorities, or are from disadvantaged backgrounds or individuals with a disability





## ADVOCATE

- ☑ **3C. Compact Licensure:** DOD Grant awarded and CSG Technical Assistance Group has met.
- ☑ **3D. Increase Engagement with the Administration, Federal Agencies and Regulatory Bodies:**
  - CMS listening sessions.
  - VHA “incubator” relationship for the future of respiratory care.
  - Congress – Annual AARC Respiratory Care Fly-In 2023.
  - Active with FDA Advisory Panel in their review of Pulse Oximeter Accuracy.
  - Coalition for Medicare Oxygen Payment Reform.
  - Statement on Menthol tobacco
- ☑ **3E. Expand Patient Access to RTs Outside Acute Care Hospitals:**
  - SOAR: Supplemental Oxygen Reform Bill: Opportunity to create a service element to provide adequate reimbursement for respiratory therapists to ensure patients have access to their expertise.

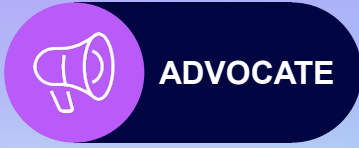


ADVOCATE

## AARC Annual Respiratory Care Fly-In

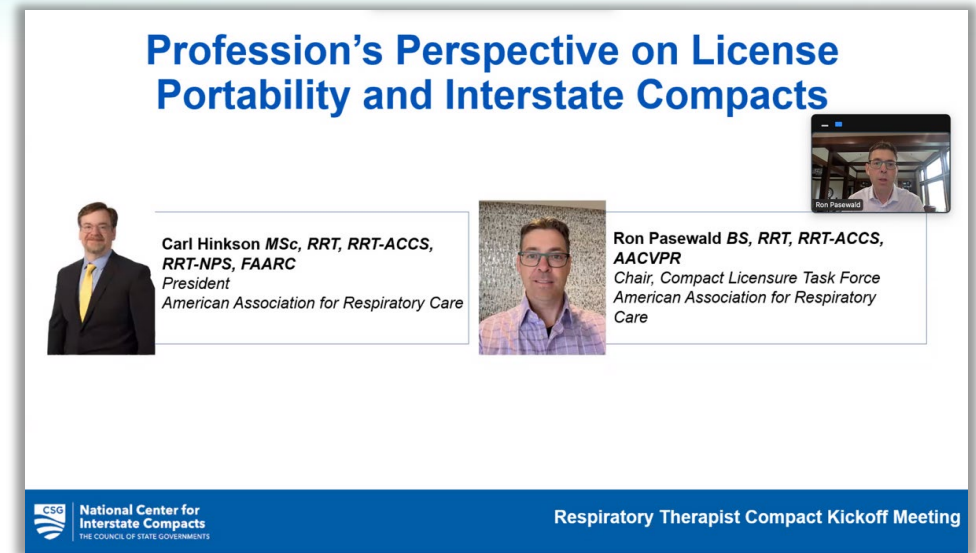
- Mike Madison, Gov't Affairs Committee Chair.
- **September, 2023** - Over 200 Meetings with Members of the US House of Representatives and the Senate in one day! AARC prioritized introduction of Medicare Oxygen Payment Reform legislation to support the Four Pillars for Oxygen Reform.
- AARC, with the Oxygen Reform Coalition of patients, professional & industry groups, has advocated for reform over the past 3 years.
- **February-March, 2024** The Supplemental Oxygen Access Reform Act (SOAR) of 2024 introduced in the U.S. House and Senate.
- **The 3rd pillar of reform is to create a statutory service element to provide adequate reimbursement for respiratory therapists to ensure patients have access to their expertise.**
- **May 6-7, 2024 – AARC Respiratory Care Fly-In, Washington D.C. Support the effort online and in social media.**





# Compact Licensure

- Compact License Taskforce, Chaired by Ron Pasewald.
- Department of Defense grant awarded in 2023, work initiated January 2024.
- The grant is administered from DOD through the Council of State Governments (CSG). CSG does not award direct funding as part of this assistance. In partnership with AARC and respiratory therapists', CSG offers expertise over a two-year period to develop activities that will lead to an interstate compact.
- The Council of State Government has established a 'Technical Assistance Group' comprising representatives from all areas of respiratory care to begin legislative drafting and strategies.





## EDUCATE

- **4A. Create 3 New Clinical Practice Guidelines:**
  - 6 active CPG development teams.
- ☑ ▪ **4B. Educational Resource for RC Research:**
  - Regular feature provided in Respiratory Care journal.
  - Vision Grant - LOI submission deadline in February.
- **4C. Increase attendance at AARC events:** ongoing
  - 2023 Summer Forum broke records, Congress at pre-Covid levels.
  - Program committee focus on engaging content and diverse speakers/presenters
  - Digital marketing and social media focused on new resources and value of attendance.

## New CPGs in Development

1. Patient Ventilator Assessment
2. Spontaneous Breathing Trial (2024)
3. Transitioning with Oxygen from the Hospital to the Home
4. Pediatric Critical Asthma
5. Pulse Oximetry
6. Non-invasive Ventilation
7. Aerosol Therapy



▪ **4D. Increase Education Revenue by 10%**

- AARC is exploring PFT certification programs and enterprise learning offerings for hospitals.
- Introducing digital badging and micro-credentialing.
- Created the Education Advisory Council (EAC) to aid in vetting content to ensure top-tier continuing education. Join us!
- Recently launched a 6-part **Asthma Educator Series** focusing on clinical skills, medications, treatment guidelines, and bringing asthma into the community.
- Updating the education portfolio with new educational content and sponsorship opportunities.

- ☑️ ▪ **4E. Explore the Feasibility of an Additional Journal:** actively investigating a model to support the growth of the flagship Journal and an additional scientific publication.



 **aarc**  
University

**NOW AVAILABLE**

**Asthma Education Series**

[LEARN MORE NOW](#)

Produced in part by an unrestricted grant from:

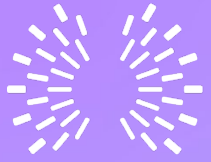
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## 2024 Focus Areas

- Creating career pathways in roles that respiratory therapists may be qualified to hold.
- Advancing compact licensure, work force recovery, our APRT strategic plan, and political advocacy initiatives.
- Strengthen our marketing efforts by specifically targeting the C-Suite and leadership to highlight how RT's improve value and patient outcomes.
- Build alliances with our partner healthcare organizations.
- Secure new opportunities to advance the respiratory therapy profession.
- **Preparing for new 3-year strategic plan to be developed in March 2025**





**aarc**  
American Association  
for Respiratory Care

# Thank You

Questions?

Contact [info@aarc.org](mailto:info@aarc.org)

Or reach out to me anytime!

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