

Navigating Rough Seas: Promoting the Distinct Value of Occupational Therapy in Uncertain Times



Brent Braveman, PhD, OTR/L, FAOTA
ILOTA 2017 Annual Conference
Saturday, November 11, 2017

Your voyage

- At the end of this journey travelers will be able to:
 - Imagine a positive future for your practice and the profession of occupational therapy as we seek to achieve Vision 2025 (our destination)
 - Describe challenges that we may face on our journey, possible negative outcomes and positive ways to respond
 - Identify specific strategies for communicating and promoting the distinct value of occupational therapy that transcend rough seas in health care reform and uncertain times.



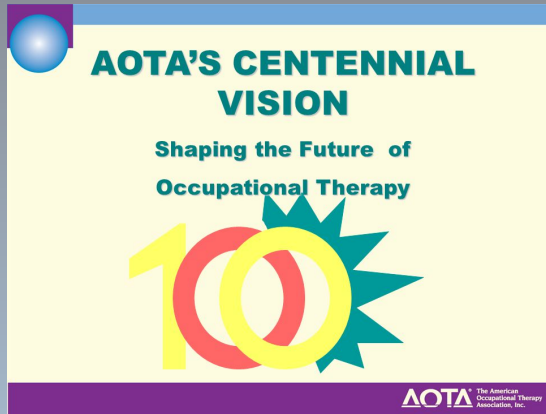


Your challenge!

- Identify one action during the course of this presentation that you will take to make a positive contribution to achieving AOTA's Vision 2025



Let's take a journey!



OT scenarios for our Centennial Vision

Familiar Territory

- Describes an expected future with enough opportunity for the profession to progress steadily along

Scare City

- Describes a feared future where current challenges cascade into an era of limited opportunities for occupational therapy

Bold New Frontier

- Describes an aspired future shaped by scientific and technological advances that could alter the practice of occupational therapy

Shining City on the Hill

- Describes a visionary future where a more holistic view of health transforms occupational therapy and its role in society



The shining city on the hill



Occupational therapy is...

Powerful!



Centennial Vision

We envision that occupational therapy is a powerful, widely recognized, science-driven and evidence-based profession with a globally connected and diverse workforce meeting society's occupational needs.



Vision 2025

Occupational therapy maximizes health, well-being, and quality of life for all people, populations, and communities through solutions that facilitate participation in everyday living.

Read more at: <https://www.aota.org/AboutAOTA/vision-2025.aspx>



What to pack?



- Imagination
- Openness to change, innovation and new ideas
- Preparation (luck?)
- Your aim
- Your voice!



Baggage to leave behind



- False dichotomies and “what about” reactions to new ideas
- Aversion to risk
- Failure to recognize real opportunity costs and not separate them from paralysis of inaction



Charting a course



Finding your North Star



Straying off course

- What can sidetrack us from our charted course?
 - Fear
 - Shiny objects
 - Internal divisions
 - Naysayers (CAVE people)

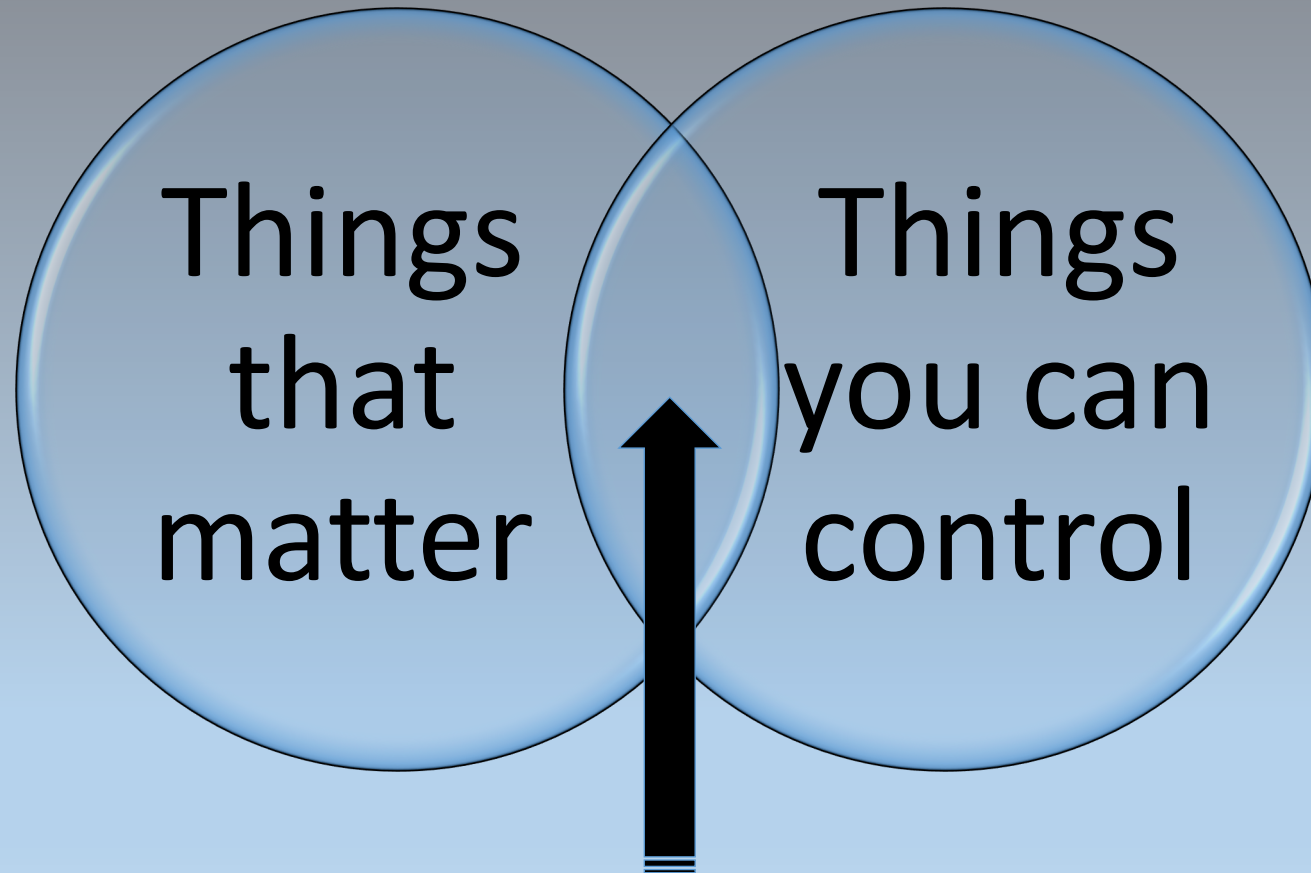


Five secrets to good decision making (Duran, 2013, pg. 29)

1. Your trip will be filled with tough decisions.
2. Your entire life is shaped by how you make decisions.
3. Your biases will affect every decision you make.
4. You will be distracted by things that really don't matter.
5. You must have a good process to make good decisions.



You will be distracted by things that don't really matter.



What you should FOCUS on!

(Duran, 2013, pg. 88)



Sea monsters





Strategies for staying on course and not capsizing



Think strategically (Liedtka, 1998)

- Strategic thinking reflects a systems view
- Strategic thinking embodies a focus on intent
- Strategic thinking involves thinking in time (past, present and future)
- Strategic thinking is hypothesis driven
- Strategic thinking invokes the capacity to be intelligently opportunistic (lucky? Thanks Oprah!)



Stay connected with your networks



How to network the right way (Vest, 2014)

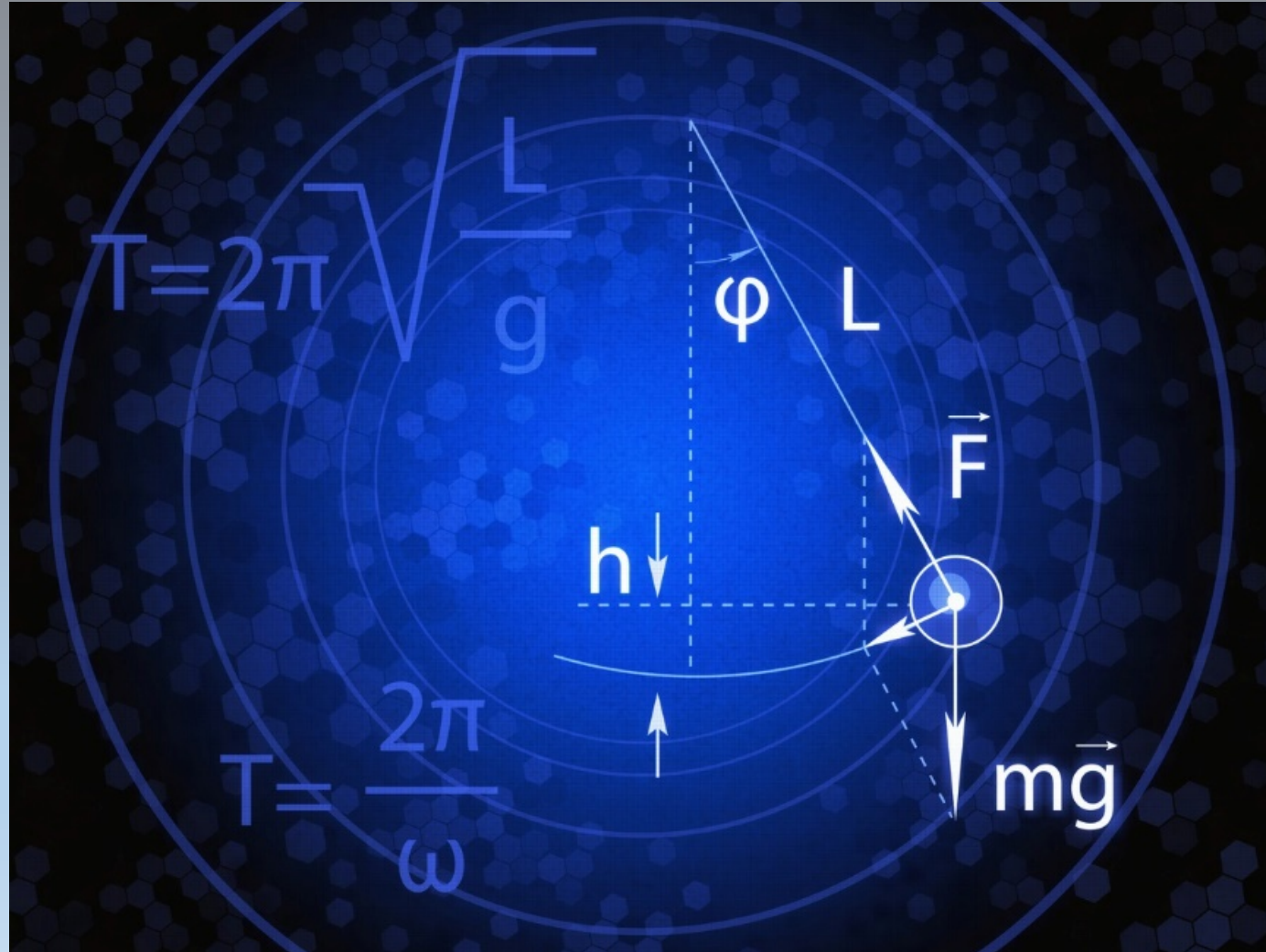
1. Start before you need it.
2. Have a plan.
3. Forget your personal agenda
4. Never dismiss anyone as unimportant
5. Connect the dots
6. Figure out how you can be useful
7. Follow up and follow through
8. Believe in the power of networking



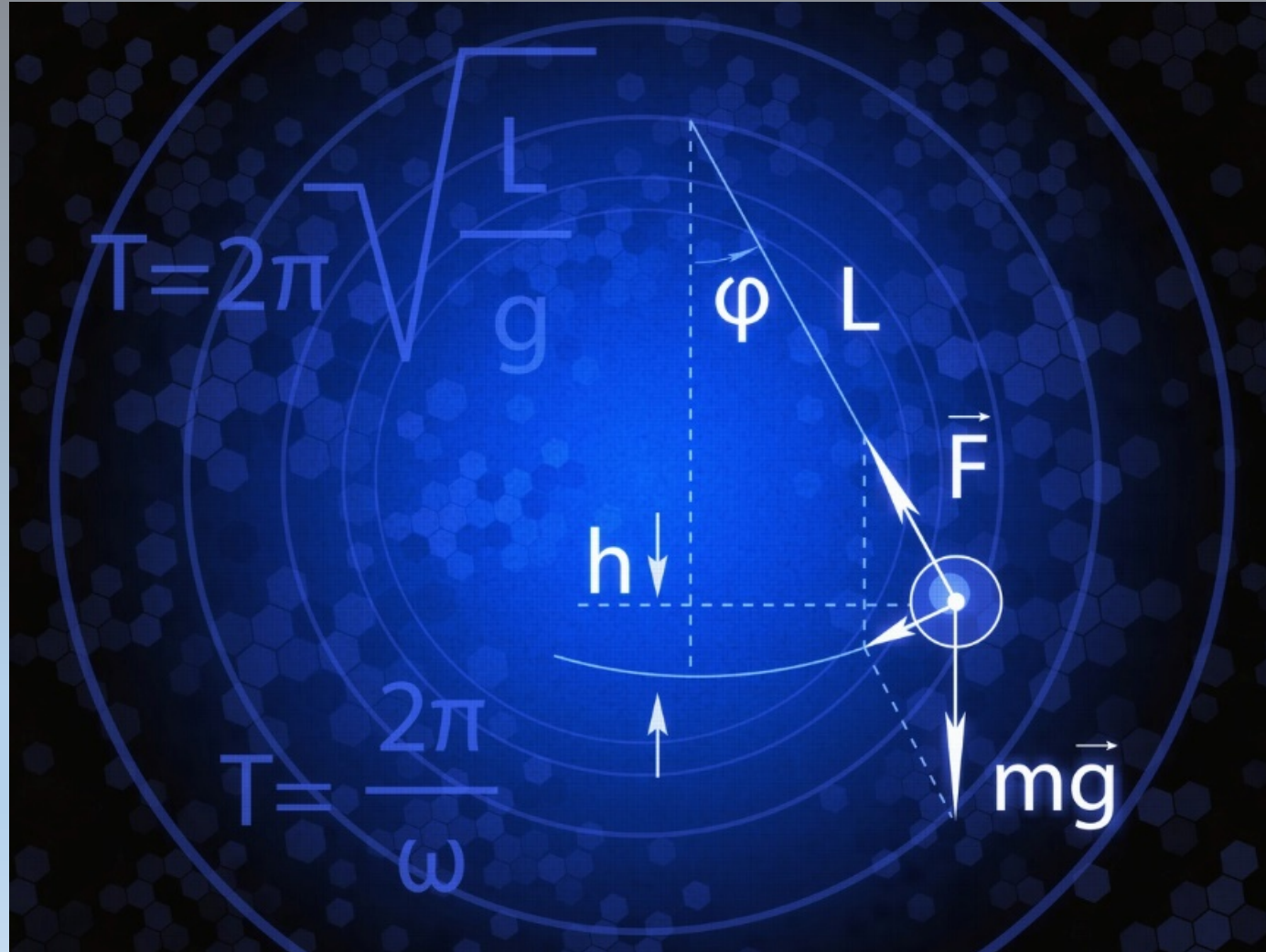
Confront reality



Pendulums swing: It's what they do



Pendulums in health care



Recognize crises but don't create them!



Embrace creativity (IBM, 2010)

- Creative leaders
 - Expect to make more business model changes to realize their strategies
 - Invite disruptive innovation by encouraging other to drop outdated approaches and take balanced risks
 - Consider previously unheard ways to drastically change the enterprise for the better
 - Are comfortable with ambiguity
 - Score much higher on innovation as a crucial capacity
 - Are courageous and visionary enough to make decisions to alter the status quo
 - Will invent new business models based on entirely different assumptions



Advocacy

- AOTA
- AOTPAAC
- ILOTA
- Causes you are passionate about as an occupational therapy practitioner



Care for yourself and others

- Remember why you started your personal journey and why we are on our journey to 2025 to begin with.
- Recognize the early signs of burnout.
- Take a break now and then, sit on the edge of the boat and dip your toes in the cool water.
- Disengage and reengage.
- Keep your eyes on the horizon while occasionally scanning for icebergs!





Caring for yourself and others

- Techniques for avoiding burnout (Meldrum, 2010)
 - Set limits through self-regulation
 - Spend time with family and friends
 - Maintain self-care through exercise
 - Maintain self-care through relaxation
 - A healthy philosophical outlook through humor



The Distinct Value of Occupational Therapy



Adaptive equipment provided by the occupational therapist helps this patient with a spinal cord injury to achieve independence in eating.

Through occupational therapy, patients with spinal cord injury:

- gain the greatest possible self-sufficiency
- learn to use adaptive equipment to compensate for lost function
- deal more effectively with the effects of disability
- learn to use computers and other technological devices if needed for school, work and home tasks

Submitted by:
Occupational Therapy Department
National Rehabilitation Hospital
Washington, DC

Photographer: Elizabeth Newman, OTR



AOTA, 1988)



The Distinct Value of Occupational Therapy

Occupational therapy's distinct value is to improve health and quality of life through facilitating participation and engagement in occupations, the meaningful, necessary, and familiar activities of everyday life. Occupational therapy is client-centered, achieves positive outcomes, and is cost-effective.



At the end of the storm is calm seas...



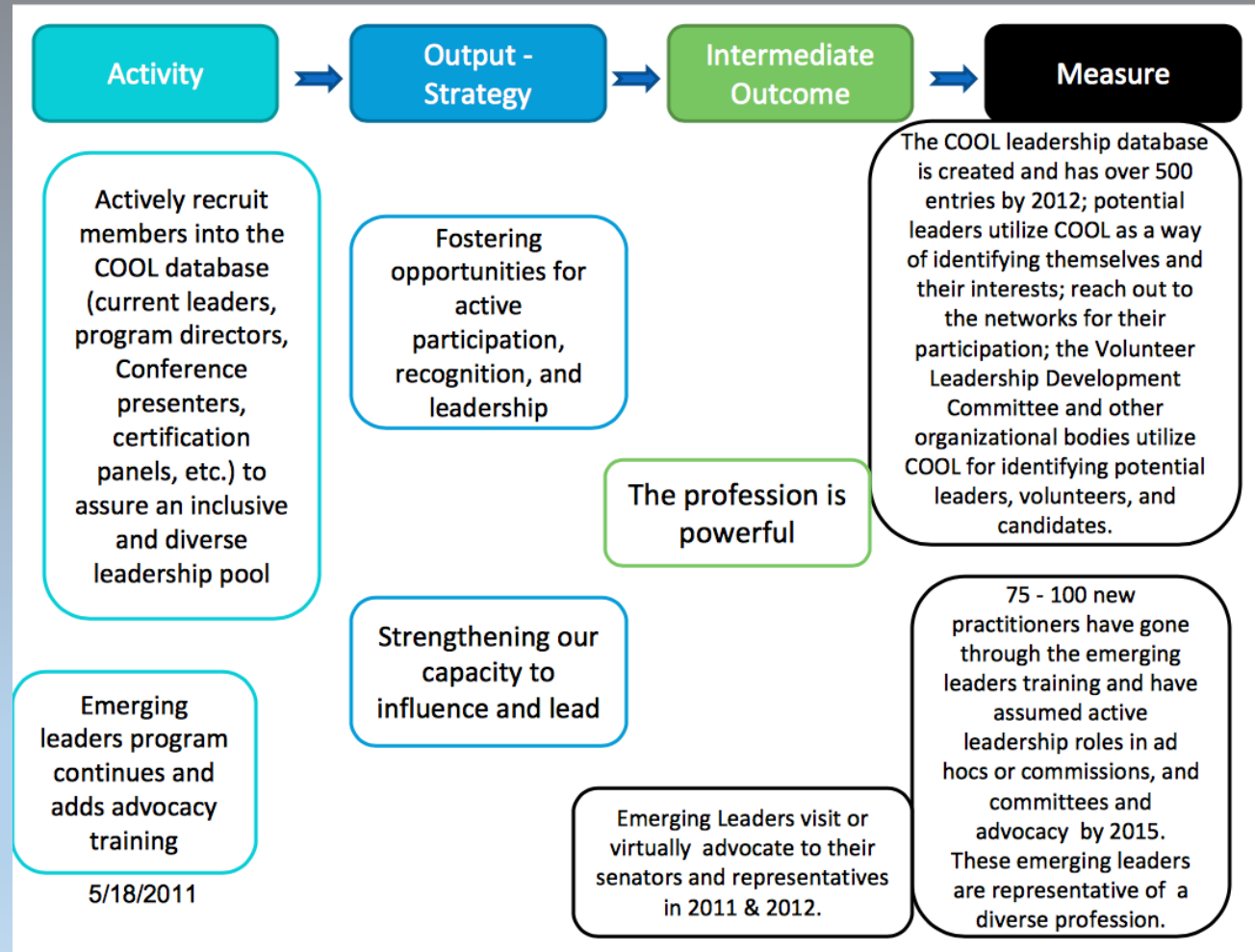
Arriving at our destination, prepare to depart!



Occupational therapy maximizes health, well-being, and quality of life for all people, populations, and communities through solutions that facilitate participation in everyday living.



Logic model for key element 'powerful'



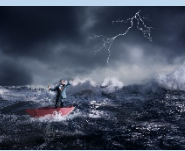
AOTA, 2013:

<https://www.aota.org/~media/Corporate/Files/AboutAOTA/Centennial/Commission/2008%20October-VP%20Report.pdf>



Health (AOTA, 2014)

- Occupational therapists:
 - Work with people in, or recovery from, cancer treatment to mitigate the side effects on daily functioning
 - Perform assessments for health risks, such as the potential for falls, the effect of low vision and/or cognitive issues on safety in daily tasks, and how well the home accommodates current and potential disabilities
 - Evaluate children for gross and fine motor, sensory processing, or adaptive behavior deficits that may result in or from developmental delays
 - Teach strategies to incorporate healthy habits and routines into daily activities for clients of all ages and abilities
 - Identify solutions to personal and environmental barriers (e.g., mental health issues, lack of community mobility), limiting clients from engaging in healthy activities
 - Provide skills training in areas such as socialization, caregiving, parenting, time management, stress management, etc.





Well-being

- According to the CDC (2016), “There is no consensus around a single definition of well-being, but there is general agreement that at minimum, well-being includes the presence of positive emotions and moods (e.g., contentment, happiness), the absence of negative emotions (e.g., depression, anxiety), satisfaction with life, fulfillment and positive functioning. In simple terms, well-being can be described as judging life positively and feeling good. For public health purposes, physical well-being (e.g., feeling very healthy and full of energy) is also viewed as critical to overall well-being.”



Quality of life

“Quality of life (QOL) is a broad multidimensional concept that usually includes subjective evaluations of both positive and negative aspects of life. What makes it challenging to measure is that, although the term “quality of life” has meaning for nearly everyone and every academic discipline, individuals and groups can define it differently. Although health is one of the important domains of overall quality of life, there are other domains as well—for instance, jobs, housing, schools, the neighborhood. Aspects of culture, values, and spirituality are also key domains of overall quality of life that add to the complexity of its measurement” (CDC, 2016, np).



People, populations and communities

- Client-person or persons (including those involved in the care of a client), group (collective of individuals, e.g. families, workers, students or community members), or population (collective of groups of individuals living in a similar locale (e.g. city, state, country) or sharing the same or like characteristics or concerns (Amini et al, 2014)
 - Person-individual, including family member, caregiver, teacher, employee or relevant other.
 - Population-collective of groups of individuals living in a similar locale (e.g. city, state, country) or sharing the same or like characteristics or concerns.
 - Communities-“collective of people who share common values and demonstrate mutual concern for the development and well-being of the group, may share interests, interactions and sense of identity” (Boyt-Schell, Gillen & Scaffa, pg. 1231)



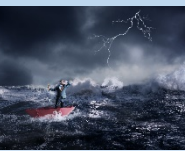
Evolution of the definition of client

2002: (a) Individuals (including others involved in the individual's life who may also help or be served indirectly such as caregiver, teacher, parent, employer, spouse), (b) groups, or populations (i.e., organizations, communities).

2014: Person or persons (including those involved in the care of a client), group (collective of individuals, e.g., families, workers, students, or community members), or population (collective of groups or individuals living in a similar locale—e.g., city, state, or country—or sharing the same or like concerns).



Solutions that facilitate participation in everyday living



Conclusion



Questions/Comments



Contact

Brent Braveman, PhD, OTR/L, FAOTA

bhbraveman@mdanderson.org

bbraveman@gmail.com

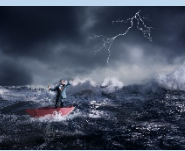
Check out

www.brentbraveman.com



References

- AOTA. (2013). Logic model part I. Online at: <https://www.aota.org/~media/Corporate/Files/AboutAOTA/Centennial/Commission/2008%20October-VP%20Report.pdf>
- AOTA. (2014). Fact Sheet: The role of occupational therapy in health promotion. Bethesda, Maryland: American Occupational Therapy Association. Online at: www.aota.org
- Amini, D. A., Kannenberg, K., Bodison, S., Chang, P., Colaianni, D., Goodrich, B., & Lieberman, D. (2014). Occupational therapy practice framework: Domain & process 3rd edition. *American Journal of Occupational Therapy*, 68, S1-S48.
- AOTA,. (2016). AOTA unveils Vision 2025. Online at: <https://www.aota.org/~media/Corporate/Files/Secure/Governance/RA/RA%20Fall%20Online%202017%20Meeting/ExecutiveDirectorsReporttotheRepresentativeAssemblyOctober2017.pdf>
- AOTA. (2017). Creating the vision-2006 centennial vision retreat. Online at: <https://www.aota.org/AboutAOTA/Centennial-Vision/Background/Retreat.aspx>
- Berwick, D. M., Nolan, T. W., & Whittington J. (2008). The Triple Aim: Care, health, and cost. *Health Affairs*, 27, 759–769. <http://dx.doi.org/10.1377/hlthaff.27.3.759>
- Schell, B. A., Gillen, G., Scaffa, M., & Cohn, E. S. (2013). Pg. 1231. *Willard and Spackman's occupational therapy*. Lippincott Williams & Wilkins.
- Braveman, B. (2016). Leading and managing occupational therapy services. An evidence-based approach. Philadelphia: F.A. Davis.
- Braveman, B. (2016). Health Policy Perspectives—Population health and occupational therapy. *American Journal of Occupational Therapy*, 70, 7001090010. <http://dx.doi.org/10.5014/ajot.2016.701002>
- Centers for Disease Control. (2016). Well-being concepts. Online at: www.cdc.gov/hrqol/wellbeing.htm
- Duran, J.J. (2013). The money code: Improve your entire financial life right now. Austin, Texas: Greenleaf Book Group Press.
- Folwell Performing Arts Magnet. (2017). Steering by the stars. Online at: http://folwell.mpls.k12.mn.us/uploads/steering_by_the_stars.pdf



References (Cont.)

- Hasluck, A. (2016). Five ways to know if it is an issue or a crisis. Online at: <https://claritycommunications.com.au/blog/2016/june/27/five-ways-to-know-whether-it-s-an-issue-or-a-crisis/>
- IBM. (2010). IBM 2010 global CEO study: Creativity selected as most crucial factor for future success. Online at: <https://www-03.ibm.com/press/us/en/pressrelease/31670.wss>
- Lax, A. (2016). Losing the game of life: 7 ways to cope with chronic failure. Online at: <https://www.pickthebrain.com/blog/losing-game-life-7-ways-cope-chronic-failure/>
- Liedtka, J.M. (1998), "Linking strategic thinking with strategic planning", *Strategy & Leadership*, September/October, pp. 30-5.
- Martin, R., & Kuiper, N. A. (2016). Three decades investigating humor and laughter: An interview with Professor Rod Martin. *Europe's journal of psychology*, 12(3), 498.
- Meldrum, H. (2010). Exemplary physicians' strategies for avoiding burnout. *The health care manager*, 29(4), 324-331.
- Poulsen, A. A., Meredith, P., Khan, A., Henderson, J., Castrisos, V., & Khan, S. R. (2014). Burnout and work engagement in occupational therapists. *British Journal of Occupational Therapy*, 77(3), 156-164.
- Reis, D., Xanthopoulou, D., & Tsaousis, I. (2015). Measuring job and academic burnout with the Oldenburg Burnout Inventory (OLBI): Factorial invariance across samples and countries. *Burnout Research*, 2(1), 8-18
- Stanford Business School of Graduate Studies. (2014). The quotable Oprah Winfrey. Online at: <https://www.gsb.stanford.edu/insights/quotable-oprah-winfrey>
- Urban Dictionary. (2011). CAVE people. Online at: <https://www.urbandictionary.com/define.php?term=CAVE%20people>
- Vest, A. (2014) How to network the right way: Eight tips. Online at: <https://www.forbes.com/sites/theyec/2014/07/28/how-to-network-the-right-way-eight-tips/2/#3661255a15e8>



Acknowledgements (thanks for some good ideas)

- Mindy Thrush Garfinkel
- Pam Stephenson
- Sara Austin
- Brij M Maliya
- Laurel Radley
- Ann Burkhardt
- Shoshana Shamberg
- Ellen McLaughlin
- Bill Wong
- Shoshana Shamberg
- Melissa Tilton
- Catherine Cannarella Haines

