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Health Care Experts Speak: How to Optimize Benefits of Certified PAs, NPs

A breakthrough model in a major health care system

Johns Creek, GA, Sept. 19, 2018 – Serious physician shortages are driving employers to seek ways to better recruit, assess and retain Advanced Practice Providers (APPs). However, the APP workforce is also increasingly competitive as the population's demand for services is skyrocketing.

Two industry experts will offer solutions to this challenge at MGMA18 — the annual meeting of health care executives to be held in Boston, September 30-October 3 at the Boston Convention Center.

The speakers are:

- **Dawn Morton-Rias, Ed.D, PA-C, and President and CEO of the National Commission on Certification of Physician Assistants (NCCPA).** NCCPA has comprehensive workforce data on over 90 percent of the nation's certified PAs. Morton-Rias will reveal important statistics that will highlight the demand for APPs and why it is crucial to take action now to maximize their effectiveness.
- **Keith Hustak, MPC, PA-C is Vice President of APP Services at Spectrum Health,** which employs over 700 APPs in Michigan. Hustak will unveil a breakthrough operational model to activate APP involvement, increasing their effectiveness and benefiting the organization's bottom line.

Morton-Rias and Hustak will address the importance of APPs to the overall health of your organization with the presentation "Improving Revenue and Satisfaction with APP Recruitment and Retention" on Monday, October 1, at 1:30 p.m.

About the National Commission on Certification of Physician Assistants

The National Commission on Certification of Physician Assistants (NCCPA) is the only certifying organization for physician assistants (PAs) in the United States. The PA-C credential is awarded by NCCPA to PAs who fulfill certification, certification maintenance and recertification requirements. NCCPA also administers the Certificate of Added Qualifications (CAQ) program, a credential for certified PAs practicing in seven specialties. Today, there are more than 123,000 certified PAs working in the U.S., in every clinical setting and specialty. For more information about certified PAs, visit www.PAsDoThat.net