



A photograph showing a group of people in a meeting or conference. In the foreground, a man with a beard and a light-colored suit is raising his right hand. To his left, a man in a dark suit and a blue and white striped tie is also visible. In the background, other people are seated, and one person's hand is raised in the air. The setting appears to be a formal meeting room.

UNIQUE AOA AUDIENCES

CONNECT WITH DIVERSE AUDIENCES IN THE ORTHOPAEDIC COMMUNITY

The AOA connects you with key leaders and decision-makers in academics and private practice who heavily influence residents and fellows and have made significant contributions to education, research, and the practice of orthopaedic surgery. Known as a select and exclusive organization of elected orthopaedic leaders, the AOA designs programs to provide leadership education for surgeons from residency through their entire orthopaedic career. Programs include leadership development courses, content and training for academic orthopaedists, and thought leadership and solutions for critical issues facing the broad orthopaedic community.

Resident Leader

- Top PGY4 residents, many of whom will become their program's chief resident, are nominated to attend the C. McCollister Evarts Resident Leadership Forum.
- This two-day leadership development program provides Resident Leaders with interactive sessions and the opportunity to network with US and Canadian peers and orthopaedic leaders.
- AOA gathers the resident leaders and Program Directors to allow for productive exchange, identification of issues, and designing workable solutions to further advance the profession and graduate medical education.

Emerging Leader

- Approximately 70% of Resident Leadership Forum nominees join the Emerging Leaders Program each year.
- Emerging Leaders are encouraged to attend the annual Emerging Leaders Forum and invited to participate in the AOA Annual Leadership Meetings. These conferences offer networking opportunities and essential leadership skills not obtained in medical school or residency.

AOA Member

- Since the start of the Emerging Leaders Program in 2004, Emerging Leaders continue to transition through the program to become AOA members.
- Only orthopaedic surgeons who have made significant contributions to orthopaedic leadership education, research, and practice are selected for AOA membership.
- AOA members are deans, department chairs, program directors and other influential decision makers.

Engage with orthopaedic leaders and gain company visibility by connecting with these AOA audiences.

AOA LEADERSHIP CURRICULUM

The AOA provides leadership education to orthopaedists in training and throughout their career. AOA's leadership programs are valuable to all orthopaedic surgeons seeking to gain new skills or further enhance existing knowledge. Research highlights that while surgeons have honed their clinical skills, formal leadership education and development is equally important for optimal outcomes throughout their career.



Resident Leadership Education

Audience: Nearly 300 PGY3–PGY4 residents each year

The AOA offers two programs for orthopaedic residents.

- **C. McCollister Evarts Resident Leadership Forum:** A two-day interactive introduction to leadership concepts for the top ~200 PGY4 residents in North America.
- **Regional Resident Meetings:** The Regional Resident Meetings blend AOA's signature leadership education with practice management wisdom for those on the cusp of transitioning into the start of a successful orthopaedic career. Topics include negotiation skills, securing your first job, practice setting considerations, etc.

Emerging Leaders Program

Audience: Over 800 PGY5–13th year in clinical practice

Recognizes and develops aspiring orthopaedic leaders through participation in AOA leadership forums, learning modules, and a monthly e-newsletter that focuses on critical issues. Emerging Leaders are on track to become the orthopaedic leaders of the future.

Leadership Institute

Audience: Any orthopaedic surgeon

A 3.5 hour interactive workshop led by a topic expert at the AOA Annual Leadership Meeting.

2020 AOA PARTNERSHIP OPPORTUNITIES

AOA PROGRAM OVERVIEW



Leadership Education

Events specifically designed to enhance leadership skills:

- **AOA Regional Leadership Meetings:**

Audience: AOA Members; Emerging Leaders

Local surgeons gather for a leadership presentation and valuable networking at a conveniently located venue. This event can be held in conjunction with a Regional Resident Meeting for maximum reach.

- **AOA/USC APEX Leadership Certificate Program**

Audience: Orthopaedic leaders at any stage of their career

The AOA partnered with the University of Southern California's Marshall School of Business, Executive Education to develop the APEX Leadership Certificate Program. This program combines in-person and distance-learning formats to address essential leadership development skills required of surgeons today. AOA's signature blend of leadership development, with direct relevance to orthopaedics and issues confronting medicine, allows individuals to expand their knowledge and leadership skills.



Council of Orthopaedic Residency Directors

Audience: 950 Program Directors, Assistant Program Directors, Fellowship Directors, Department Chairs, Program Coordinators, and faculty; 184 accredited allopathic, osteopathic, and Canadian programs

The Council of Orthopaedic Residency Directors (CORD) membership is held at the institutional level. CORD provides a forum for academic orthopaedists to share best practices, discuss and find solutions to challenges, collaborate on tools and resources, and find new ways to effectively teach residents. This Program represents more than 95% of all US orthopaedic residency programs.



Own the Bone

Audience: More than 4,000 providers including orthopaedic surgeons, NPs, PAs, and RNs, and other multidisciplinary MDs, (rheumatologists, geriatricians).

This quality improvement program provides simple, easy-to-use, cost effective tools and best practice resources, including a patient registry. Hospitals, practice groups, and health plans use Own the Bone to coordinate and deliver team-based bone health care for fragility fracture patients. The program educates providers and their teams on how to implement secondary fracture prevention through live, virtual, and on-demand activities.

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ANNUAL LEADERSHIP MEETING OPPORTUNITIES

JUNE 10-13, 2020 | BALTIMORE, MD

Annual Leadership Meeting (CME)

Join orthopaedic leaders across career stages at the AOA Annual Leadership Meeting. Listen and learn as they gather and exchange ideas about the most current topics and issues facing the specialty. The Meeting consists of a general session, comprised of cutting edge symposia that are leadership focused and allows for significant exchange between members, young leaders, and industry partners.

Emerging Leaders Forum (CME)

Connect with 100 Emerging Leaders during interactive sessions and exercises addressing critical issues and leadership development impacting the orthopaedic community.

Leadership Institute (CME)

This 3.5 hour, in-depth, interactive workshop is designed for 100+ participants (Annual Leadership Meeting attendees, AOA Members, and others) to acquire an effective framework for negotiating the turbulent waters of the US health care environment. Attendees learn to frame and diagnose a problem, and challenge ways of identifying patterns that can lead to innovative solutions.

**Pricing for Annual Leadership Meetings is determined based on level of support and program preference.*

Own the Bone Symposium (CME/CNE)

100+ clinicians attend this full-day CME/CNE-accredited symposium offering orthopaedic and bone health teams the knowledge to establish and run a secondary fracture prevention program or Fracture Liaison Service (FLS). This symposium draws a multidisciplinary audience of orthopaedic surgeons, NPs, PAs, nurses, and other multidisciplinary physicians (rheumatologists, geriatricians). Topics include how to start an FLS program, bone health counseling, pharmacologic management, and more.

Summer CORD Conference (CME)

Summer CORD Conference (CME) 160+ Residency and Fellowship Directors, Department Chairs, and program faculty discuss educational concepts and identify tangible solutions to changes in orthopaedic graduate medical education.

C. McCollister Evarts Resident Leadership Forum

Network before, after, and during breaks with 200 of the orthopaedic community's top PGY4 residents during this engaging two-day Forum. Connect with these young leaders as they gain key leadership insights and begin to build relationships that will last throughout their careers.

Industry Showcase "Lunch & Learn"

Engage and educate an audience of orthopaedic leaders by hosting a Lunch & Learn session while promoting your products/services. Opportunities available for the general Annual Leadership Meeting attendees, resident leaders, emerging leaders, or Program Directors/Department Chairs. **\$25,000**

Scientific E-Posters

E-Posters will be displayed on touch screen monitors. Sponsors will have their logos prominently displayed on the monitors and gallery screens throughout the meeting. **\$1,000**

Keynote Speaker

During this session, orthopaedic leaders will gather for a keynote presentation. Participants will leave with tangible takeaways to implement. Industry sponsors of this event are encouraged to participate in any table discussions. **\$15,000**

Session Speaker

Support a specific session speaker or topic that is meaningful to your organization during the AOA Annual Leadership Meetings. **\$7,500**

Exhibit Tabletop Display

Gain visibility for your products and services as an AOA exhibitor. Interact directly with meeting attendees during breakfast, lunch, and coffee breaks plus the opportunity to network with attendees at the Welcome Reception. A limited number of exhibit spaces are available to present innovative and technological solutions of interest to the orthopaedic community. **\$5,000 by 3/31/20, \$6,000 after 3/31/20**

INTERESTED IN A CUSTOMIZED SPONSORSHIP SOLUTION?

Contact Vanessa Lewin, Manager, Development & Marketing at lewin@aoassn.org

2020 AOA PARTNERSHIP OPPORTUNITIES



IN-PERSON NETWORKING

Regional Leadership Meetings

\$20,000 per regional meeting

Connect with AOA audiences at smaller one-evening regional events. Join 40-60 orthopaedic surgeons—both AOA Members and Emerging Leaders—at a reception and dinner featuring a leadership speaker. Can also include a Regional Resident session.

Expert Advisory Panel

\$50,000 per panel discussion

Partner with the AOA to organize a 2-3-hour panel discussion with 8-12 subject matter experts specific to the topic of interest to your company. This panel can be held in conjunction with the AOA's Annual Leadership Meeting in June or at other AOA leadership conferences throughout the year.

DIGITAL OPPORTUNITIES

AOA Webinars

\$5,000 per webinar

AOA educational webinars, offered live and recorded for on-demand playback, target a specific topic and audience. Your company logo will be displayed on the opening and closing screens. AOA webinars receive positive reviews from AOA members, Council of Orthopaedic Residency Directors Program Affiliates, Emerging Leaders, and musculoskeletal professionals.

Own the Bone hosts quarterly webinars featuring topics of interest to clinicians participating in bone health management and secondary fracture prevention. Recordings of previous webinars are also available for viewing by Own the Bone subscribers.

AOA e-Newsletters

Support one or more AOA e-newsletters of your choice, and your company will be recognized within the e-newsletter with logo placement and a company description. This is a great opportunity to show your support of a specific AOA program and audience while reinforcing your brand.

Choose one of the following to target your audience:

Bone Health Bulletin

\$2,500 per issue

Audience: Orthopaedic surgeons, multidisciplinary physicians, NPs, PAs, RNs

Distribution: 4,500+

Frequency: Monthly

The CORD Report

\$2,000 per issue

Audience: Program Directors/Chairs, allopathic and osteopathic program faculty, Residency Coordinators

Distribution: 850+

Frequency: Monthly

Emerging Leaders Messenger

\$2,000 per issue

Audience: PGY5–13th year clinical practice orthopaedists

Distribution: 700+

Frequency: Monthly

AOA This Week

\$3,000 per issue

Audience: All AOA Members

Distribution: 1,680+

Frequency: Biweekly

AOA CONNECT MOBILE APP ADS

Commitment Deadline: April 1, 2020

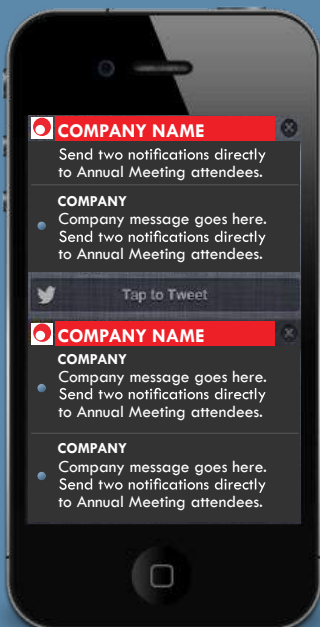
Splash Screen

This exclusive splash screen ad appears as the Annual Leadership Meetings App, AOA Connect, loads. The splash screen brings a high level of attention to a company's message and brand awareness to participants of the AOA Annual Leadership Meetings. *One splash screen supporter accepted.* \$2,000/ad



Banner Ads

Reinforce your products and branding through banner ads displayed on a loop at the bottom of the Annual Leadership Meetings App. Banner ads may be modified after the app is live and they will change dynamically as the app is being viewed. *Five banner ads accepted.* \$2,000/ad



Push Notifications

Engage AOA audiences with compelling content through push notifications to help boost customer loyalty and raise visibility. Send two notifications directly to Annual Leadership Meeting participants, via the Meeting App, AOA Connect, at any time during the Meetings. \$750/notification

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2020 AOA PARTNERSHIP OPPORTUNITIES

CORPORATE RECOGNITION LEVELS

 EDUCATIONAL ALLIANCE \$125,000+	RECOGNITION: - Includes all Collaboration Partner recognition plus: - Exhibit Booth at Annual Meeting - Social media exposure via AOA Twitter and LinkedIn - Ad in e-newsletter - Designation as "AOA 2019 Corporate Supporter" in	THREE INVITATIONS TO: - Annual Meeting - Supported Programs - Corporate Roundtable Breakfast at Annual Meeting - AOA Social Event at Annual Meeting	OPTIONAL BENEFITS: - Pre- and Post-meeting Annual Meeting Attendee Roster with names & institutions - Logo-Supported e-newsletter - CORD level attendance in Spring conference - Non-sponsored attendance at any non-sponsored Regional Leadership Meeting <i>Specific benefits are available for support of the Own the Bone program at the Educational Alliance level. See next page for details!</i>
 KNOWLEDGE PARTNER \$90,000-\$124,999	RECOGNITION: - Includes all Collaboration Partner recognition plus: - Exhibit Booth at Annual Meeting - Social media exposure via AOA Twitter and LinkedIn	THREE INVITATIONS TO: - Annual Meeting - Supported Programs - Corporate Roundtable Breakfast at Annual Meeting - AOA Social Event at Annual Meeting	OPTIONAL BENEFITS: - Pre- and Post-meeting Annual Meeting Attendee Roster with names & institutions - Logo-Supported e-newsletter - CORD level attendance in Spring conference
 PRIORITY PARTNER \$55,000-\$89,999	RECOGNITION: - Includes all Collaboration Partner recognition plus: - Exhibit Booth at Annual Meeting	TWO INVITATIONS TO: - Annual Meeting - Supported Programs - Corporate Roundtable Breakfast at Annual Meeting - AOA Social Event at Annual Meeting	OPTIONAL BENEFITS: - Pre- and Post-meeting Annual Meeting Attendee Roster with names & institutions - Logo-Supported e-newsletter
 COLLABORATION PARTNER \$20,000-\$54,999	RECOGNITION: - Annual Meeting - Supported Programs - Website - Event Communications - E-newsletter of Choice - AOA Connect app	ONE INVITATION TO: - Annual Meeting - Supported Programs - Corporate Roundtable Breakfast at Annual Meeting - AOA Social Event at Annual Meeting	
 FRIEND Under \$20,000	RECOGNITION: - Annual Meeting - Supported Programs - Website - AOA Connect app		

*Corporate Support level is determined by all cumulative contributions to the AOA in a calendar year.

2020 AOA PARTNERSHIP OPPORTUNITIES

OWN THE BONE

For the last decade, the AOA has been engaging the orthopaedic community to close the 82% osteoporosis treatment and encourage the bone health management of fragility fracture and other orthopaedic patients at risk of complications of surgery.

The Own the Bone program provides tools and education to support hospitals, practice groups, and health plans to deliver improved bone health care to older adults through their orthopaedic, allied health, and multidisciplinary teams.

Now in its ninth year of operation, more than 250 institutions, in all 50 states, have enrolled in the AOA's Own the Bone program. More than 65,000 patient encounters have been documented in the registry, including the bone health management of over 26,000 hip fracture patients.

PROGRAM BENEFITS

Enrolled institutions receive access to:

- A national web-based registry
- Benchmarking and progress reports
- Best practice examples
- Patient education materials
- PR templates
- Training and support from dedicated Own the Bone staff
- Online user forum and "Experts on the Line" user group calls
- Quarterly Bone Health Bulletin e-newsletter
- Recognition in the *US News and World Report Best Hospitals Annual Guidebook*

EDUCATION OPPORTUNITIES

Own the Bone educates orthopaedic surgeons and their teams about secondary fracture prevention through live, virtual, and on-demand activities. The program hosts live quarterly CME webinars which are recorded and made available on-demand. Own the Bone also hosts an in-person, full-day, CME/CNE symposium on bone health management and secondary fracture prevention, co-hosted with NAON, during the AOA Annual Meeting. Additionally, Own the Bone and its expert speakers are regularly featured on the podium at national and regional orthopaedic and bone health meetings throughout the year.

AMERICAN ORTHOPAEDIC ASSOCIATION



Providers & patients united for improved care.

THESE SPECIAL BENEFITS ARE AVAILABLE FOR SUPPORT OF THE OWN THE BONE PROGRAM AT THE EDUCATIONAL ALLIANCE LEVEL:

TWO INCLUDED OWN THE BONE BENEFITS

Annual Site Recognition Piece in *US News & World Report Best Hospitals Guidebook*

Educational Alliance logo and named supporters are included in this annual advertisement placed in *US News & World Report Guidebook* (circulation 250,000) recognizing Own the Bone institutions and "Star Performers" who have achieved compliance of 75% or higher on 5 of 10 prevention measures.

Educational Alliance Letter

Collaborative development of a letter intended for the originating department head at all Own the Bone sites, announcing the Educational Alliance partnership to promote education and awareness of osteoporosis treatment following a fracture among healthcare providers and the public.

SELECT 1 OPTIONAL BENEFIT

90-minute Webinar

Exclusive annual webinar for Educational Alliance company representatives on Own the Bone, and the motivation and process for hospitals and practices to implement a fragility fracture program, with one surgeon and one nurse or APP speaker.

Participate in Own the Bone Webinar Series

Up to ten company representatives can attend the quarterly Own the Bone webinars. The annual series is open to all Own the Bone Network and Subscriber clinicians and webinars present best practices and case studies in implementing the program.