2017 PROSPECTUS

OUR MISSION

YOUR ADVANTAGE

THE AMERICAN ORTHOPAEDIC ASSOCIATION

Leading for profession since 1887
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AOA MISSION AND VALUES

It’s our mission to engage the orthopaedic community to develop leaders, strategies, and resources to guide the future of musculoskeletal care.

With your support, we both can achieve our goals.
WHO ARE THE AOA MEMBERS?

With more than 1,550 members, primarily across North America, The American Orthopaedic Association is small and exclusive.

AOA Members are orthopaedic leaders and decision-makers in academics and private practice who have made significant contributions to education, research, and the practice of orthopaedic surgery.

A majority are full-time academic orthopaedists or in private practice with an academic appointment.

Due to their leadership and educator roles, AOA Members heavily influence patient care, residents, and fellows.
The AOA is there every step of the way along the orthopaedic career path.

**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 formally introduces Resident Leaders to the AOA and provides them with interactive sessions and the opportunity to network with US and Canadian peers, and orthopaedic leaders.

**EMERGING LEADER**
Approximately 70% of C. McCollister Evarts Resident Leadership Forum nominees join the Emerging Leaders Program each year.

This program provides engagement with AOA Members through interactive webinars, led by AOA Members, and AOA committee-led task force opportunities.

Emerging Leaders have the opportunity to transition through the program to become AOA Members.

**AOA MEMBER**
Only orthopaedic surgeons who have made significant contributions to orthopaedic leadership education, research, and practice are selected for AOA Membership.

In 2016, more than 37% of the AOA Class of 2016 are alumni of the Emerging Leaders Program.
EMERGING LEADERS PROGRAM

Over 600 orthopaedic surgeons between PGY5 and 13th year of clinical practice are Emerging Leaders Program members. This program recognizes and develops aspiring leaders through participation in AOA task forces, writing opportunities, webinars, learning modules, and a monthly e-newsletter that focuses on critical issues and topics relevant to this group. Emerging Leaders are encouraged to apply for AOA Membership.

EMERGING LEADERS FORUM

The annual Emerging Leaders Forum, held concurrently with the AOA Annual Leadership Meeting, is designed specifically for Emerging Leaders and provides essential leadership, and career-building knowledge and resources. The Forum also offers opportunities for networking with AOA Members and nationwide peers.

THE EMERGING LEADER

Emerging Leaders are the orthopaedic decision-makers of the future. They include a range of young leaders interested in elevating their careers:

- PGY5 Residents: 92
- Subspecialty Fellows: 128
- Academicians Full-Time: 188
- Academicians Part-Time: 5
- Private Practitioners: 87
- Hospital-Employed Surgeons: 57
COUNCIL OF ORTHOPAEDIC RESIDENCY DIRECTORS

More than 650 individuals including, Department Chairs, Program Directors, Fellowship Directors, Residency Coordinators and other program faculty benefit from CORD’s wide range of resources, educational programming, and exchange of ideas.

Membership in the CORD program is held at the institutional level, with individuals at those institutions being affiliates. 166 accredited orthopaedic programs are CORD Affiliates, including osteopathic and Canadian programs.

CORD COMMUNITY

CORD holds two conferences each year, a three-hour conference in conjunction with the AAOS Annual Meeting, and a two-day conference in conjunction with the AOA Annual Meeting. Several hundred academic GME leaders, who are the decision-makers in orthopaedic residency trainings, participate in each conference.

CORD offers an online community discussion board (The CORD Exchange), a monthly academic focused e-newsletter (The CORD Report), and live webinars for faculty/resident/fellow development which are well-attended and well-received.

CORD AFFILIATES

CORD Affiliates assist with major orthopaedic initiatives, including American Board of Orthopaedic Surgery Surgical Skills Modules, orthopaedic curricula, and other relevant projects impacting graduate medical education.
For the last decade, the AOA has been engaging the orthopaedic community to close the 82% osteoporosis treatment gap and deliver multidisciplinary care coordination for geriatric fracture patients.

The Own the Bone program provides simple, easy-to-use, cost effective tools to enable hospitals, practice groups, and health plans to coordinate the bone health care of fragility fracture patients.

Now in its seventh year of operation, more than 200 institutions, in all 50 states, have enrolled in the AOA’s Own the Bone® program. Over 46,000 patient encounters have been documented in the registry, including 17,000 geriatric hip fracture patients.
OWN THE BONE
NATIONAL QUALITY IMPROVEMENT PROGRAM

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 “Ask the Expert” 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 in the AOA’s online E-Institute. Own the Bone also hosts an in-person, full-day, CME/CNE symposium on 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.
AOA ANNUAL LEADERSHIP MEETINGS

ANNUAL MEETING
Attendees include approximately 550 key influencers and decision-makers, some of the most accomplished and distinguished orthopaedic surgeons in North America:
- AOA Members
- Department Chairs
- Program Directors
- Presidents of international orthopaedic societies
- AOA Traveling Fellowship alumni

EXPERT ADVISORY PANEL
Join forces with the AOA to organize a 2-3 hour Panel Discussion with 8-12 subject matter experts on a 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.

SATellite SYposium
Hold a scientific/clinical satellite symposium in conjunction with the AOA Annual Leadership Meetings. It’s a great opportunity to market new company services and products, live, in one place, with the nation’s leading orthopaedic surgeons.

The symposium can be scheduled before/after/or between Annual Leadership Meetings and all member events.
150+ Residency and Fellowship Directors, Department Chairs, and faculty discuss educational concepts and identify tangible solutions to changes in orthopaedic graduate medical education. Topics include surgical skills training, patient safety and quality initiatives with a focus on residents and fellows.

This 3.5 hour, in-depth, interactive workshop is designed to help 50+ participants (Annual Leadership Meeting attendees; AOA Members and Affiliates) 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.

Nearly 200 leading PGY4 residents participate in a two-day, interactive leadership program. Attendees get an introduction to communication, negotiation, and leadership skills that will help them become effective leaders inside and out of the OR. As recognized resident leaders, they evaluate and influence younger residents.

Over 100 Emerging Leaders (ranging from PGY5 through the 13th year in clinical practice) participate in interactive sessions and exercises to help address critical issues impacting the orthopaedic community. Your support is a way to influence these individuals as they become the decision-makers of the future.

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

LEADERSHIP INSTITUTE

RESIDENT SKILLS COURSE

RESIDENT LEADERSHIP FORUM

EMERGING LEADERS FORUM

CORD PROGRAM CONFERENCES

OWN THE BONE SYMPOSIUM
AOA ANNUAL LEADERSHIP MEETINGS

EVENT ADVERTISING
Find innovative ways to reach your audience at the AOA Annual Leadership Meetings. We offer a variety of promotions that provide the potential for targeted communications, brand awareness, and customer loyalty to drive revenue.

AOA Connect

MOBILE APP ADS
Commitment Deadline: May 31, 2017

SPASH 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.

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.

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.
PRELIMINARY PROGRAM AD
Commitment Deadline: November 1, 2016

Display a full page ad in the AOA’s Preliminary Annual Leadership Meeting Program. The program is sent electronically to all AOA Members and affiliated individuals and is posted on the AOA’s website. It reaches approximately 2,220 educators, influencers, young leaders, and MSK providers across subspecialty, practice setting, and career stage.

COMPANY TABLE
Commitment Deadline: April 15, 2017

Communicate and display your products and services, in-person, at your staffed information table at the AOA’s Annual Leadership Meetings. Tables are located in a high-traffic area, just outside the main meeting session rooms. Table opportunities are limited.

TECHNOLOGY & INNOVATIONS TABLETOP
Commitment Deadline: April 15, 2017

A limited number of 10x10 tabletop displays are available for companies to present innovative or technological solutions of interest to orthopaedic leaders. Displays will be prominently located outside of the general session where meeting breaks take place. Space is available on a first come, first serve basis.

SCIENTIFIC E-POSTERS AD
Commitment Deadline: April 30, 2017

New in 2017, scientific posters will be displayed digitally on the AOA’s Annual Leadership Meeting App, AOA Connect. Supporter logos will display on the e-poster landing page. Post-meeting, e-posters will be saved on the AOA’s website, providing extended promotion of your company’s support of this activity.

HEADSHOT HOT SPOT
Commitment Deadline: April 30, 2017

Headshots have become increasingly important as our world becomes more electronically connected. This is an opportunity for your company to sponsor this meeting place for orthopaedic leader attendees to gather, network, and obtain a professional headshot for their personal and professional use. The supporter(s) will be highlighted outside of the room and will be included when individuals receive their professional photograph file.
AOA WEBINAR & E-NEWSLETTER RECOGNITION OPPORTUNITIES

WEBINARS
Deadlines Apply
Support AOA educational webinars offered live and then recorded for on-demand playback. Target a specific topic and audience by supporting the webinar of your choice. Your company logo will be displayed on the opening and closing screens. Webinars in 2015-2016 received positive reviews from AOA Members, Council of Orthopaedic Residency Directors (CORD) Affiliates, Emerging Leaders, and MSK professionals.

RECENT & UPCOMING WEBINAR TOPICS:
• The Coachable Young Leader: How and When to Seek Coaching
• Patient Safety & Quality Assessment Projects for Residents
• Resident Research Planning & Administration/Resident Programming
• Sarcopenia, Fall Risk, and Osteoporosis: The Terrible Triad
• Orthopaedic Applications for Osteoporosis Medications

E-NEWSLETTERS
Deadlines Apply
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 callout. This is a great opportunity to show your support of a specific AOA Program or audience.

BONE HEALTH BULLETIN
Audience: Multidisciplinary physicians, RNs and APPs
Recipient Total: 3,500+
Delivery Rate: Quarterly

THE CORD REPORT
Audience: Directors/Chairs; and allopathic & osteopathic program faculty
Recipient Total: 600+
Delivery Rate: Monthly

EMERGING LEADERS MESSENGER
Audience: PGY5-13th year clinical practice orthopaedists
Recipient Total: 600+
Delivery Rate: Monthly
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<tr>
<td>Emerging Leaders Messenger (sent monthly)</td>
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RECOGNITION at/in:
- Supported Program
- Annual Meeting
- Website
- E-newsletter of choice
- Event Communications

THREE INVITATIONS:
- Supported Program(s)
- Annual Meeting
- Corporate Reception
- President’s Dinner at Annual Meeting

TWO OPTIONAL BENEFITS:
- Event Attendee Roster
- Meeting Program Ad
- Webinar Recognition (2)
- E-newsletter Recognition (2)

MORE ON THE AOA CORPORATE RECEPTION:
Discuss ideas/concerns with AOA leaders at an exclusive reception, prior to President’s Dinner at the Annual Meeting.

PLATINUM PLUS
$75,000-$99,000

PLATINUM
$60,000-$74,999

GOLD
$40,000-$59,999

SILVER
$25,000-$39,999

BRONZE
$10,000-$24,999

FRIEND
Under $10,000

MEETING PARTICIPATION:
To be eligible to attend a specific Program at the Annual Leadership Meetings, 50% of minimum Silver Partner support level ($12,500) must be designated to a single Leadership Meeting:

C. McCollister Evarts Resident Leadership Forum
Emerging Leaders Forum
Leadership Institute
Summer CORD Conference
Own the Bone Symposium
Supporter Recognition & Benefits

The Own the Bone Educational Alliance includes all Platinum Plus recognition, invitations, and benefits, and specific program benefits outlined below.

**TWO INCLUDED 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 ONE OPTIONAL BENEFIT:**

**Attendee Roster**

Roster of physician, APP, and nurse attendees at the annual Own the Bone Symposium held at AOA Annual Leadership Meetings.

**Brochure**

Collaborative development of an educational brochure on post-fracture bone health treatment. Intended for use by Educational Alliance medical liaisons, the brochure will highlight the epidemic of fragility fractures, the importance of implementing a fragility fracture service, the role of Own the Bone, and impartial, and evidence-based content on the management of patients with osteoporotic fractures.

**Live Attendance at an “Ask the Experts” Webinar**

Three invitations for Educational Alliance representatives to attend one live “Ask the Experts” webinar. 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.

**Tailored 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.
WE WANT TO WORK WITH YOU!

Become an AOA Supporter Today.

Reinforce brand loyalty of key influencers with a variety of customizable support options to give you the best ROI.

FIRST STEP, CONTACT THE AOA:

telephone: (847) 318-7330
e-mail: donations@aoassn.org
website: aoassn.org