



AMERICAN
ORTHOPAEDIC
ASSOCIATION

THE AMERICAN ORTHOPAEDIC ASSOCIATION
**2022 PARTNERSHIP
OPPORTUNITIES**
ALL YEAR ROUND

**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. 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 orthopaedic specialty.



2022 AOA PARTNERSHIP OPPORTUNITIES

AOA PROGRAM OVERVIEW

Leadership Principles Curriculum

Audience: AOA Members, Emerging Leaders, Resident Leaders

A core part of the AOA's mission is to develop leaders in the orthopaedic community. The AOA Leadership Principles is a new initiative that defines the gold standard for orthopaedic leadership and creates measures of leadership effectiveness in orthopaedics. Increasing the individual and collective effectiveness of orthopaedic leaders by provoking thoughtful, purposeful, and behavioral change will enable them and their organizations to thrive. The Leadership Principles are: Include, Envision, Balance, Orchestrate, and Grow. The AOA Leadership Principles Curriculum will be implemented into all activities and programming of the AOA and is planned as a multi-year program starting in 2022.

Council of Orthopaedic Residency Directors

Audience:

Over 1,000 Program Directors, Assistant Program Directors, Fellowship Directors, Department Chairs, Program Coordinators, and faculty from 194 accredited allopathic, osteopathic, and Canadian programs

The Council of Orthopaedic Residency Directors (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. CORD membership is held at the institutional level and represents more than 95% of all US orthopaedic residency programs.

Diversity Leadership Forum

Audience:

Vice Chairs of Diversity, Chief Diversity Officers, any individuals that spearhead diversity efforts at their institution/practice

The inaugural in-person gathering of the newly-created Diversity Leadership Forum will be held in conjunction with the 2022 AOA Annual Leadership Meetings in Providence, RI to identify needs, exchange ideas, and address DEI challenges in the orthopaedic community. This forum serves to connect to a broader purpose to actively engage the "movers and shakers" to increase diversity in the orthopaedic surgeon population to improve patient care and reflect the shifting U.S population demographics.

Emerging Leaders Program

Audience:

Over 800 of a highly select group of individuals who are PGY5-13th year in clinical practice

The Emerging Leaders Program (ELP) recognizes and develops aspiring orthopaedic leaders through participation in AOA leadership forums, the AOA Annual Meeting, a monthly e-newsletter that focuses on critical issues, and the ability to serve on committees and the Executive Committee to interact with leaders in the profession. The annual Emerging Leaders Forum (ELF) builds essential skills and a strong foundation for leadership and success for a cohort of orthopaedists who are on track to become the leaders of the future.

Own the Bone

Audience:

More than 4,000 providers including orthopaedic surgeons and their NP, PA, RN and multidisciplinary colleagues

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



2022 AOA PARTNERSHIP OPPORTUNITIES

AOA LEADERSHIP INITIATIVES

AOA/USC APEX (Advancement, Power, Education, Excellence) Leadership Program

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. Each cohort becomes part of an elite APEX Alumni with opportunities for ongoing exchange and leadership development.

Hyperlocal Conference with Multiple Locations

Audience: AOA Members, Emerging Leaders

The hyperlocal conference is an innovative activity where the event takes place in different locations nationwide. Educational content can be shared via a virtual broadcast to multiple locations on the same date and time. AOA Members and Emerging Leaders can meet more regionally and be connected by the shared content with a strong focus on networking and leadership education. Corporate supporters are invited to participate in this unique event with AOA Members and Emerging Leaders.

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.

Regional Resident Meetings

Audience: PGY3-PGY4 residents each year

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.



PREMIER ENGAGEMENT OPPORTUNITIES

Virtual Industry Showcase Presentation

\$15,000

Engage and educate an audience of orthopaedic leaders by hosting a virtual session to share information and promote your products and services. The AOA will promote your showcase session to generate an audience that is of interest to your company. Opportunities are available for a variety of AOA audiences – AOA members, resident leaders, emerging leaders, or Program Directors/Department Chairs.

Virtual Expert Advisory Panel

\$25,000

Partner with the AOA to organize a virtual 60 minute panel discussion with 8-12 subject matter experts from the orthopaedic profession. This is the perfect interactive and condensed format to gain valuable insights and information specific to a topic of interest to your company.

Targeted Roundtable Discussion

\$10,000

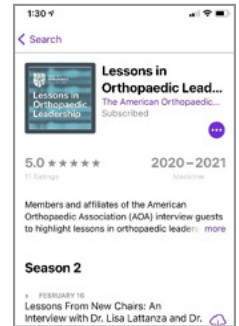
Share information and education about your products and services that are especially relevant to an orthopaedic audience. This interactive session will provide contact with orthopaedic surgeons on a topic of interest, with a 45-minute structure that provides the opportunity to obtain feedback from several thought leaders selected to attend.

BRANDING/ SPONSORSHIP OPPORTUNITIES

AOA Podcast Episode

\$1,500 per episode

The AOA podcast *Lessons in Orthopaedic Leadership* series has quickly gained popularity with an average of over 500 downloads per episode. The podcast includes advertising, read by our host, that features your company and message with a pre-roll, mid-roll, or post-roll placement. Support recognition through your company's handle and/or a website link will be included in the Episode Notes.



Bone Break – Connecting the Own the Bone Community

\$10,000 annual sponsorship

Sponsor the online Own the Bone community that offers resources available only to clinicians from enrolled Own the Bone sites, including the best practices library, program protocols, public relations materials and more. Sponsor will receive year-round recognition on the Bone Break platform.

CORD Exchange

\$10,000 annual sponsorship

Sponsor this forum that facilitates CORD member-to-member discussions of issues related to resident/fellow education and programs. Sponsor will receive year-round recognition on the CORD Exchange platform.





THE AMERICAN ORTHOPAEDIC ASSOCIATION

EDUCATION SPONSORSHIP OPPORTUNITIES

Own the Bone Webinar Series (CME)

\$5,000 per webinar

OTB hosts quarterly educational webinars featuring topics of interest to clinicians participating in bone health management and secondary fracture prevention. This webinar series is offered live and recorded for on-demand playback and target a specific topic and audience. Your company logo will be displayed on the opening and closing screens. Your support for specific OTB webinars will include participation for up to five company representatives for the live event. Recordings of previous webinars are also available for viewing by Own the Bone subscribers. (See next page for 2022 schedule.)

Own the Bone[®] Orthopaedic Bone Health ECHO[®]

\$2,500 per ECHO session

The Own the Bone Orthopaedic Bone Health ECHO aims to grow and share bone health knowledge and skills among orthopedic providers in order to reduce the incidence of fragility fractures and positively impact bone health treatment. Each month, a panel of experts will host participants on a video conferencing platform (Zoom) to

discuss current topics related to bone health and to initiate a dialogue around patient cases presented by participants. These “teleECHO clinics” are multidisciplinary and interactive, so participants are encouraged to learn but also to share their knowledge and experiences. (See next page for 2022 schedule.)

CORD Town Halls and Webinars

\$5,000 per Town Hall or webinar

CORD educational town halls and webinars are presented live and recorded for future viewing. Relevant and timely topics in the past include Biases Faced by Women in Orthopaedics, Advising Medical Students, Student Movement Best Practices, and GME Interview Management. Your company logo will be displayed on the opening and closing screens and includes participation for up to five company representatives for the live event.

2022 AOA PARTNERSHIP OPPORTUNITIES

ALL YEAR ROUND

JANUARY

- **Own the Bone ECHO: ISCD Evaluation of Orthopaedic Patients** (1/20)
- **AOA Podcast: AOA Leadership Principles: What It Means for Leaders in Early Career**

FEBRUARY

- **Own the Bone ECHO: Osteoporosis in the Mature Female Athlete** (2/17)
- **Own the Bone Webinar: Osteoporosis Drugs and Bone Healing** (2/24)
- **AOA Podcast: Special Topic from Council of Orthopaedic Residency Directors**

MARCH

- **Own the Bone ECHO: Exercise and Osteoporosis** (3/17)
- **2022 Spring CORD Conference at AAOS 2022** McCormick Place | Chicago, IL (3/25)
- **AOA Podcast: Build for the Future - Annual Meeting Highlight**

APRIL

- **Own the Bone ECHO: Upper Extremity Fractures** (4/21)
- **AOA Podcast: Gender Justice - Annual Meeting Highlight**

MAY

- **Own the Bone Webinar: Fractures in Patients with Cancer** (5/12)
- **Own the Bone ECHO: Steps to Building a Bone Health Clinic** (5/19)
- **AOA Podcast: Own the Bone Osteoporosis Month**

JUNE

- **2022 AOA Annual Leadership Meetings** Providence, Rhode Island Rhode Island Convention Center (6/14 – 6/18)
- **Own the Bone ECHO: Celiac Disease and Bone Health** (6/16)
- **AOA Podcast: 2022 Annual Meeting Guest Speaker**

JULY

- **Own the Bone ECHO: Hypophosphatemia and Hypophosphasia: How They Relate to Bone Health** (7/21)
- **AOA Podcast: 2022 Critical Issue from Annual Meeting**

AUGUST

- **Own the Bone Webinar: Foot and Ankle Fragility Fractures** (8/11)
- **Own the Bone ECHO: Falls** (8/18)
- **AOA Podcast: 2022 Annual Meeting Guest Speaker**

SEPTEMBER

- **Own the Bone ECHO: Protein Abnormalities after Fracture: MGUS to Myeloma** (9/15)
- **AOA Podcast: Mind the Gap**

OCTOBER

- **Own the Bone ECHO: Consequences of Osteoporosis and Spine Surgery** (10/20)
- **AOA Podcast: Leadership/Bone Health**

NOVEMBER

- **Own the Bone Webinar: Building a Referral Base for a Bone Health Clinic** (11/10)
- **OTB ECHO: The Role of Estrogens and Early Menopause in Osteoporosis Risk and Implications for Treatment** (11/17)
- **AOA Podcast: Special Topic from Council of Orthopaedic Residency Directors**

DECEMBER

- **Own the Bone ECHO: The Role of Vertebroplasty and Secondary Fracture Care** (12/15)
- **AOA Podcast: Reflections on Leadership in 2022**

2022 AOA PARTNERSHIP OPPORTUNITIES

OUR AUDIENCES

The following AOA audiences can be targeted through these offerings:

CORD Affiliates

Over 1,000 Program Directors, Assistant Program Directors, Fellowship Directors, Department Chairs, Program Coordinators, and faculty; 194 accredited allopathic, osteopathic, and Canadian programs

Representing nearly 95% of all ACGME-accredited orthopaedic surgery residency programs, the American Orthopaedic Association (AOA)'s Council of Orthopaedic Residency Directors (CORD) supports the needs of program leadership and faculty responsible for educating the next generation of orthopaedic surgeons. CORD has provided educational programming, materials, and a forum for the exchange of ideas among leaders in orthopaedic graduate medical education (GME). CORD influences educational advancements by establishing best practices in orthopaedic GME to achieve common educational goals.

In 2020, as the COVID-19 pandemic interrupted all traditional processes, CORD was at the forefront of leading the adaptation of residency training and the medical student match process to overcome the challenges. CORD met the needs, in real time, of the changing academic training demands and issues that surfaced during the pandemic. Following the guidelines from national medical education organizations like the Association of American Medical Colleges (AAMC), CORD recommended best practices for residency programs to implement planned curriculum, manage virtual interviews, and considerations for changes through 2022.

To create further solutions, CORD established the Universal Offer Day, the Orthopaedic Residency Information Network (ORIN), and the Electronic Standardized Letter of Recommendation (eSLOR). CORD conducts two annual conferences, in March and June, each of which draws 150-300 participants.

AOA Members

More than 1,700 orthopaedic leaders

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.

AOA Emerging Leaders

More than 800 PGY5-13th year in clinical practice

The AOA's Emerging Leaders Program delivers a continuum of learning for developing orthopaedic leaders in the 5th year of residency through their 13th year of clinical practice. Newly in practice, these rising orthopaedists are among a highly select group of individuals poised to impact the specialty now and in the future.

AOA Resident Leaders

Approximately 300 PGY4 residents

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

Own the Bone Network Clinicians

More than 4500 bone health clinicians

The Own the Bone quality improvement program provides bone health education and resources to an audience of over 4,500 interested orthopaedic surgeons, multidisciplinary physicians (endocrinologists, rheumatologists, and geriatricians) nurse practitioners, physician assistants, nurse coordinators and other clinicians who treat fragility fracture and other orthopaedic patients.

CORPORATE RECOGNITION LEVELS

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

<p>★ ★ ★ ★ ★</p> <p>EDUCATIONAL ALLIANCE</p> <p>\$125,000+</p>	<p>RECOGNITION:</p> <ul style="list-style-type: none">• Includes all Collaboration Partner recognition plus:<ul style="list-style-type: none">◦ One Banner Ad & Two Push Notifications via AOA Connect app◦ Social media exposure via AOA Twitter and LinkedIn <p>5 INVITATIONS TO:</p> <ul style="list-style-type: none">• Annual Meeting Symposia• Supported Programs	<p>OPTIONAL BENEFITS: (Select 2)</p> <ul style="list-style-type: none">• Pre- and Post-meeting Annual Meeting attendee roster with names & institutions• Name recognition for supported on-demand sessions (in accordance with ACCME guidelines)• Virtual conference call with select AOA members/leadership
<p>★ ★ ★ ★</p> <p>KNOWLEDGE PARTNER</p> <p>\$90,000-\$124,999</p>	<p>RECOGNITION:</p> <ul style="list-style-type: none">• Includes all Collaboration Partner recognition plus:<ul style="list-style-type: none">◦ One Banner Ad & Two Push Notifications via AOA Connect app <p>3 INVITATIONS TO:</p> <ul style="list-style-type: none">• Annual Meeting Symposia• Supported Programs	<p>OPTIONAL BENEFITS: (Select 1)</p> <ul style="list-style-type: none">• Pre- and Post-meeting Annual Meeting attendee roster with names & institutions• Name recognition for supported on-demand sessions (in accordance with ACCME guidelines)
<p>★ ★ ★</p> <p>PRIORITY PARTNER</p> <p>\$55,000-\$89,999</p>	<p>RECOGNITION:</p> <ul style="list-style-type: none">• Includes all Collaboration Partner recognition plus:<ul style="list-style-type: none">◦ Two Push Notifications via AOA Connect app <p>2 INVITATIONS TO:</p> <ul style="list-style-type: none">• Annual Meeting Symposia• Supported Programs	<p>OPTIONAL BENEFITS:</p> <ul style="list-style-type: none">• Pre- and Post-meeting Annual Meeting attendee roster with names & institutions
<p>★ ★</p> <p>COLLABORATION PARTNER</p> <p>\$20,000-\$54,999</p>	<p>RECOGNITION:</p> <ul style="list-style-type: none">• Annual Meeting• Supported Programs• Website• Events Communications• E-newsletter of Choice• AOA Connect app <p>1 INVITATION TO:</p> <ul style="list-style-type: none">• Annual Meeting Symposia• Supported Programs	
<p>★</p> <p>FRIEND</p> <p>Under \$20,000</p>	<p>RECOGNITION:</p> <ul style="list-style-type: none">• Annual Meeting• Supported Programs• Website• AOA Connect app	



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