



AMERICAN  
**ORTHOPAEDIC**  
ASSOCIATION

# THE AMERICAN ORTHOPAEDIC ASSOCIATION **2023 PARTNERSHIP OPPORTUNITIES**

- YEAR-ROUND SPONSORSHIPS
- AOA ANNUAL LEADERSHIP MEETINGS  
JUNE 13-17, 2023  
SALT LAKE CITY, UTAH | GRAND AMERICA HOTEL

## 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 organization of elected orthopaedic leaders across all subspecialties, 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.

# AOA LEADERSHIP CURRICULUM

The AOA provides leadership education to orthopaedists in training and throughout their career. AOA 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.

## 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.

Annual Leadership Meetings 2023  
June 13-17, 2023

Salt Lake City, Utah | Grand America Hotel

Join all AOA audiences in person at the 2023 AOA Annual Leadership Meetings.



## NEXT GENERATION PROGRAMS



### Resident Leadership Education

*Audience: More than 200 PGY4 residents each year*

The C. McCollister Evarts Resident Leadership Forum (RLF) is an interactive introduction to leadership concepts for the top 200 PGY4 residents in North America, many of whom will serve as Chief Resident and influence other residents in their program.



### Emerging Leaders Program

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

The Emerging Leaders Program (ELP) recognizes and develops early career orthopaedic leaders through participation in AOA leadership forums, the AOA Annual Meeting, learning modules, a monthly e-newsletter focused on critical issues, the ability to serve on AOA committees, and learn valuable executive leadership skills from established 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. The Emerging Leaders Program is implementing the five AOA Leadership Principles in their educational forum each year providing a unique opportunity for a sponsor to support this prime target audience.



# 2023 AOA PARTNERSHIP OPPORTUNITIES

## AOA LEADERSHIP EDUCATION

### Regional Meetings Broadcasted to Multiple Sites

*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 regionally and be connected by the shared content with a strong focus on networking and leadership education.

### 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: PGY2-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.

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

*Audience: Select AOA member orthopaedic leaders*

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. APEX graduates form an esteemed, highly coveted group of alumni.

### Diversity Leadership Forum

*Audience:*

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

The in-person gathering of the Diversity Leadership Forum will be held in conjunction with the 2023 AOA Annual Meeting in Salt Lake City, UT to identify needs, exchange ideas, and address DEI challenges in the orthopaedic community. Sponsors will be invited to participate as the AOA attempts to make an impact on this critical issue in orthopaedics.

### Council of Orthopaedic Residency Directors

*Audience:*

*Over 1,000 Program Directors, Assistant Program Directors, Fellowship Directors, Department Chairs, Program Coordinators, and faculty from 197 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 96% of all US orthopaedic residency programs.

### 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.

## 2023 AOA PARTNERSHIP OPPORTUNITIES

# ANNUAL LEADERSHIP MEETINGS

### General Session Symposia (CME)

Orthopaedic leaders across career stages gather and exchange ideas about the subspecialty and most current topics and issues facing the specialty. The General Session is comprised of cutting edge symposia that are leadership focused and allow for significant exchange between members, young leaders, and industry partners.

### Emerging Leaders Forum (CME)

Over 100 Emerging Leaders address critical issues impacting the orthopaedic community and leadership development during interactive sessions and exercises. The 2023 theme will focus on the Leadership Principle of Balance to role model healthy habits and exhibit resilience and confidence in challenging situations.

### Summer CORD Conference (CME)

Over 160 Residency and Fellowship Directors, Department Chairs, and program faculty attend to discuss educational concepts, problems and issues, and identify tangible solutions to changes in orthopaedic graduate medical education. 97 percent of all allopathic and osteopathic residency training programs are CORD members.

### C. McCollister Evarts Resident Leadership Forum

200 of the top orthopaedic residents will participate in this engaging, interactive forum to gain key leadership insights and build professional relationships that will last throughout their careers.

## PREMIER ENGAGEMENT OPPORTUNITIES at the ANNUAL LEADERSHIP MEETINGS

### Industry Lunch & Learn

**\$25,000**

Engage and educate an audience of orthopaedic leaders by hosting a 45-minute Lunch & Learn session while promoting your products/services. The AOA will promote your session to generate an audience of interest to your company. Opportunities are available for the general Annual Meeting attendees, resident leaders, emerging leaders, or Program Directors/Department Chairs.

**Virtual Industry Showcase Presentation also available year-round. \$15,000**

### Expert Advisory Panel

**\$50,000**

Partner with the AOA to organize an in-person 60-90 minute panel discussion with 8-12 subject matter experts from the orthopaedic profession. This is the perfect interactive and focused format to gain valuable insights and information specific to a topic of interest to your company. AOA will identify a physician member who is an expert in the desired field/subject matter to work with the industry partner to facilitate the session and work towards meeting the information objectives.

**Virtual Expert Advisory Panel also available year-round. \$25,000**

### 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 will provide the opportunity to obtain feedback from several thought leaders selected to attend.



## 2023 AOA PARTNERSHIP OPPORTUNITIES

# ON-SITE BRANDING OPPORTUNITIES at the ANNUAL LEADERSHIP MEETINGS

### Recording Studio Sponsorship \$10,000

Take advantage of this outstanding and exclusive sponsorship opportunity to support the AOA Recording Studio. Located near the General Session room for high visibility, this is where interviews, podcast episodes, and special messages will be recorded with meeting speakers, attendees, donors, and distinguished orthopaedic leaders.

#### Sponsorship includes:

- Naming opportunity – Your company name associated with the AOA Recording Studio
- Recognition as the exclusive sponsor in all related marketing materials, AOA website, social media, app, recording show notes, and signage placed near the Recording Studio with your company name prominently displayed
- A 10-minute interview on an educational topic with an AOA physician leader featuring your company representative to be recorded and shared on the AOA website

### Annual Meeting Podcast \$5,000

*Audience: AOA members, Emerging Leaders, Resident Leaders*

Engage and educate an orthopaedic audience via an interview with an AOA physician leader at the Annual Meeting Recording Studio about an educational topic or critical issue relevant to the orthopaedic specialty. The recording will be released as a 10-minute podcast as part of the “Lessons in Orthopaedic Leadership” series in the month following Annual Meeting. This is an excellent support opportunity to share your thought leadership about an educational topic that is meaningful to your company.

### Keynote Speaker Sponsorship \$10,000

Sponsor recognition will include a verbal announcement at the beginning and end of the keynote presentation plus your company logo featured on the opening/closing slides.

### Session Speaker \$7,500

Select a specific session speaker or topic that is aligned with your company’s priorities during the AOA Annual Leadership Meetings. Industry sponsors will receive podium recognition for their support.

### Scientific E-Posters \$1,000

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.

### Exhibit Tabletop Display \$5,000 by 3/31/23 | \$6,000 after 3/31/23

Gain visibility for your products and services as an AOA exhibitor. Interact directly with meeting attendees during meal and coffee breaks and network with attendees at the Welcome Reception. Only ten exhibit spaces are available.

### Attendee Lounge Sponsorship \$10,000

The Attendee Lounge is ideally located near the main session space where meeting attendees will recharge, relax, and reconnect. This is the perfect sponsorship opportunity to showcase your support and company with signage and branding options.

### Coffee & Conversations \$5,000

Sponsor the popular Coffee & Conversations event on Thursday and Friday for meeting attendees to connect and interact over their morning coffee.

# 2023 AOA PARTNERSHIP OPPORTUNITIES

## EDUCATION SPONSORSHIP OPPORTUNITIES

### Own the Bone Symposium (OTB) (CME/CNE) **Virtual**

Clinicians participate in this popular 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).

### 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.

### 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.

### 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. Sponsors will receive year-round recognition on the Bone Break platform.

### 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.

### 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. Sponsors will receive year-round recognition on the CORD Exchange platform.

### Leadership Institute (CME) **Virtual**

This interactive workshop is designed to acquire an effective framework for successfully negotiating the US healthcare environment. Participants learn to frame and diagnose a problem, and challenge ways of identifying patterns that can lead to innovative solutions.

### 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.

### Orthopaedic Residency Information Network (ORIN)™ Variable pricing available for digital ad placement

The ORIN functions as a central portal of information about all Council of Orthopaedic Residency Directors (CORD)-member orthopaedic surgery residency programs across the United States. CORD Member programs account for 96% of ACGME-accredited orthopaedic surgery residency programs. Medical students can use this tool to explore orthopaedic residency programs, and programs can use this tool to highlight their program information, strengths, and opportunities. Since ORIN launched in 2021, there have been 55K page views with 15K unique users across multiple countries. The greatest number of daily page views (more than 1K) occurred on Universal Offer Day, November 15, 2021.

All information available to medical students within ORIN is directly reported by the program itself. This information is available to program administrators, program directors, and the dean of students at every medical school in the country. Sponsorship options are available for digital ad placement on a year-round or quarterly basis. Call for further details.

# 2023 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; 197 accredited allopathic, osteopathic, and Canadian programs*

Representing nearly 96% 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 200 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.

# 2023 ANNUAL LEADERSHIP MEETING SCHEDULE

All times are Mountain Time Zone (MT) | Schedule Subject to Change

## MONDAY, JUNE 12

- 4:30pm-6:15pm C. McCollister Evarts Resident Leadership Forum (RLF) – Bone Health Session
- 7:00pm-8:30pm RLF Reception

## TUESDAY, JUNE 13

- 8:30am-5:45pm C. McCollister Evarts Resident Leadership Forum (RLF)
- 12:00pm-1:00pm Sponsored Lunch & Learn Opportunity for ELF Audience
- 12:50pm-1:35pm Sponsored Lunch & Learn Opportunity for RLF Audience
- 1:00pm-5:30pm Emerging Leaders Forum (ELF)
- 6:00pm-7:30pm ELF Reception

## WEDNESDAY, JUNE 14

- 8:00am-5:00pm Emerging Leaders Forum (ELF)
- 8:00am-4:30pm C. McCollister Evarts Resident Leadership Forum (RLF)
- 9:00am-3:00pm Exhibit Set-Up
- 11:35am-12:35pm Sponsored Lunch & Learn Opportunity for RLF Audience **SOLD**
- 12:00pm-1:00pm Sponsored Lunch & Learn Opportunity for ELF Audience
- 5:15pm-7:00pm Opening Ceremony & Howard Steele Lecturer
- 6:30pm-8:00pm Exhibits Open
- 7:00pm-8:00pm President's Welcome Reception – All Corporate Supporters & Exhibitors invited to attend.

## THURSDAY, JUNE 15

- 6:30am-8:00am Diversity Leadership Forum
- 6:45am-7:45am Coffee & Conversations – Located in Exhibit Area
- 7:00am-10:00am Exhibits Open
- 8:00am-9:30am AOA Symposium: The Changing Environment/Dynamic of Healthcare
- 9:30am-10:45am AOA Symposium: Bad Apples: The Disruptive Physician
- 11:00am-12:15pm AOA Business Meeting (AOA Members Only)
- 12:15pm-4:00pm Exhibits Open
- 12:15pm-1:15pm Sponsored Lunch & Learn Opportunity for Annual Meeting attendees **SOLD**
- 1:15pm-2:45pm AOA Symposium: So, You Want to be a Department Leader: Essentials for Success
- 3:15pm-4:15pm AOA Presidential Installation
- 5:30pm-8:00pm AOA Social Event

## FRIDAY, JUNE 16

- 7:00am-8:00am Chair's Forum
- 7:00am-8:00am Vice Chair's Forum
- 7:00am-8:00am Coffee & Conversations – Located in Exhibit Area
- 7:00am-10:00am Exhibits Open
- 8:15am-9:45am AOA Symposium: Gun Violence as Public Health Crisis
- 10:00am-11:00am Presidential Guest Speaker: Capt. Ryan McCombie, USN, Ret.
- 11:00am-2:00pm Exhibits Open
- 11:15am-12:45pm AOA Symposium: Culture of Safety Across All Professional Endeavors
- 12:45pm-1:45pm Sponsored Lunch & Learn Opportunity for Annual Meeting or CORD attendees
- 1:45pm-3:15pm AOA Symposium: Providing Equitable Care
- 1:45pm-3:15pm Program Education, Accreditation, and Leadership (PEAL) Forum
- 3:30pm-4:30pm Poster Presentations
- 2:00pm-4:00pm Exhibits Dismantle/Move-out
- 3:30pm-6:30pm Council of Orthopaedic Residency Directors (CORD) Summer Conference
- 6:30pm-7:30pm CORD Reception

## SATURDAY, JUNE 17

- 8:00am-9:00am AOA Symposium: Promoting Leadership Development Among Orthopaedic Faculty
- 9:00am-11:30am Council of Orthopaedic Residency Directors (CORD) Summer Conference
- 9:30am-5:30pm APEX Leadership Program



# CORPORATE RECOGNITION LEVELS

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

★ ★ ★ ★  
**★ EDUCATIONAL ALLIANCE**  
\$125,000+

## RECOGNITION:

- Includes all Collaboration Partner recognition plus:
  - One Banner Ad & Two Push Notifications via AOA Connect app
  - Social media exposure via AOA Twitter and LinkedIn

## 5 INVITATIONS TO:

- Annual Meeting Symposia
- Supported Programs

## OPTIONAL BENEFITS:

(Select 2)

- 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

★ ★ ★ ★  
**KNOWLEDGE PARTNER**  
\$90,000-\$124,999

## RECOGNITION:

- Includes all Collaboration Partner recognition plus:
  - One Banner Ad & Two Push Notifications via AOA Connect app

## 3 INVITATIONS TO:

- Annual Meeting Symposia
- Supported Programs

## OPTIONAL BENEFITS:

(Select 1)

- Pre- and Post-meeting Annual Meeting attendee roster with names & institutions
- Name recognition for supported on-demand sessions (in accordance with ACCME guidelines)

★ ★ ★  
**PRIORITY PARTNER**  
\$55,000-\$89,999

## RECOGNITION:

- Includes all Collaboration Partner recognition plus:
  - Two Push Notifications via AOA Connect app

## 2 INVITATIONS TO:

- Annual Meeting Symposia
- Supported Programs

## OPTIONAL BENEFITS:

- Pre- and Post-meeting Annual Meeting attendee roster with names & institutions

★ ★  
**COLLABORATION PARTNER**  
\$20,000-\$54,999

## RECOGNITION:

- Annual Meeting
- Supported Programs
- Website
- Events Communications
- E-newsletter of Choice
- AOA Connect app

## 1 INVITATION TO:

- Annual Meeting Symposia
- Supported Programs

## MEETING PARTICIPATION:

To be eligible to attend a specific Program at the Annual Leadership Meetings, a minimum of \$12,500 must be designated to a single Leadership Meeting:

- C. McCollister Evarts Resident Leadership Forum
- Emerging Leaders Forum
- Summer CORD Conference
- Annual Meeting Symposia

★  
**FRIEND**  
Under \$20,000

## RECOGNITION:

- Annual Meeting
- Supported Programs
- Website
- AOA Connect app



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