



# Interdisciplinary Conference on Orthopedic Value-Based Care

*An innovative conference that brings in all stakeholders  
involved in the care of the orthopedic patient*



## Sponsorship Prospectus

January 18-20, 2019 | Newport Beach, California



## A social change movement affecting the heart of orthopedic healthcare.

In 2012, Zeev Kain was one of the first in the US to implement the Perioperative Surgical Home-Enhanced Recovery model (PSH-ER), as an essential clinical element of value-based care. As the Associate Dean of Clinical Operations at the University of California, as well as an anesthesiologist trained at Yale, Harvard and Columbia, Kain knew that over 60 providers could be working across the episode of care on a single joint replacement patient. Yet, cross-silo communication was poor.

*The greatest barrier to achieving a patient-centric system of care is the fact that no one is really working together.*

– Zeev Kain, MD

Over the course of three years, Kain implemented the PSH-ER model in a number of hospitals throughout the United States. The results were astounding in term of reducing length of stay, reducing readmission rates and sending more patients home rather than to a skilled nursing facility.

Dr. Kain has published extensively on these transformations and he is happy to share those articles with you. In 2016, Dr. Kain launched a national initiative to bring all these players together through a series of conferences. The success of these three conferences led to the establishment of the American College of Perioperative Medicine.

### Top attendees positions:

- Orthopedic Surgeons
- Anesthesiologists
- Healthcare Executives (hosp -ASC)
- Nurse Managers
- Pharma-Consult-Med Device
- Nurse Practitioner
- Physical therapists
- Nurses

## 2018 Sponsors

**Johnson & Johnson** MEDICAL DEVICES COMPANIES

**SCA**  
Surgical Care Affiliates®

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PHARMACEUTICALS, INC



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**naon**  
National Association of Orthopedic Nurses  
Advancing the Art and Science of Orthopedic Care

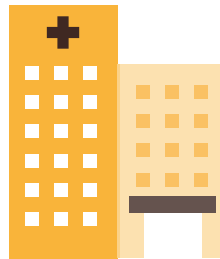
# Why Should You Partner with Us

The American College of Perioperative Medicine (ACPM) is a nonprofit organization that enhances the care we deliver to our patients by breaking the silos and delivering outstanding conferences. ACPM's Annual Conference brings together surgeons, healthcare executive, nurses and physical therapists by providing educational sessions, networking opportunities, and industry exposure. Meet hundreds of individuals focused in Orthopedics from around the world at ACPM's Annual Congress.

## Who are the attendees?



**85%**  
have influence on and  
recommend their  
facility's purchases



**54%**  
of attendees work in a hospital  
**46%**  
of attendees work in ASC or Practices



**74%**  
have more than 10  
years of experience

**47%**  
have more than 20  
years of experience



**48%**  
work in a  
managerial role

**Gather all orthopedic stakeholders together  
to focus on the patient**

The aim of the ACPM is to help deliver high-quality, value-based, clinical care to patients from the time a decision for surgery is made through the operative period to full recovery.

Our membership includes physicians, nurses, advanced practice providers, healthcare executives, pharmaceutical and medical device representatives, patients and payers. Our organization is solely devoted to education and has no affiliations to any specific specialty society.

**Our attendees**



# Featured Speakers



**Roy Beveridge, MD**  
Chief Medical Officer, Humana



**Kevin Bozic, MD, MBA**  
Chair of Surgery & Perioperative Care  
Dell School of Medicine



**Alexander Vaccaro, MD, PhD**  
President and Surgeon-in-Chief  
Rothman Institute Orthopedics



**David Lubarsky, MD, MBA**  
Vice Chancellor, Health Sciences  
Chief Executive Officer  
UC Davis Health



**Catherine MacLean, MD, PhD**  
Chief Value Medical Officer  
Hospital for Special Surgery



**Daniel Murrey, MD, MPP**  
Chief Medical Officer, Specialty  
Practices OptumCare



**Zeev Kain, MD, MBA**  
Conference Activity Chair Chancellor  
Professor, UC Irvine Health



**Joseph Iannotti, MD, PhD**  
Chairman of the Orthopaedic  
and Rheumatology Institute,  
Cleveland Clinic

## Brand-Building and Thought Leadership

79% attend specifically to stay current with changing rules and regulations.

## CORPORATE PREMIER SPONSORS

**\$50,000**

Maximize brand awareness, pre-conference visibility, and gain extensive on-site presence at **two 2019 conferences**. (*Orthopedic VBC, Surgical HealthCare Challenge Hackathon*)

### BRANDING AND COMMUNICATIONS

- Keynote recognition, including a sponsor logo to be shown in the keynote pre-show
- Recognition in plenary sessions break slides
- Recognition in the mobile meeting guide
- Premier placement of logo and link on the conference website main page (VBC.ACPM.Health)
- Premier placement of logo and link on the ACPM website main page (ACPM.Health)
- Pre-registration and post-meeting mailing list for approved mailer (six uses)
- 250-word product/company description on the conference website
- 3 push notification to all Conference attendees during the event 6
- Sponsor logo in the footer of pre-event conference communications to attendees
- Sponsor logo in the footer of post-event conference communications to attendees
- Sponsor logo and name placed prominently in the exhibit hall
- Podcasts and webinars – 3 each - over a 12-month period

### ACCESS & PRESENCE

- 6 Full Conference passes
- Option to purchase additional Full Conference passes at the discounted rate of \$595 (5)
- 60-Minute Speaking Session in breakout session (partner pays for food and speaker)
- 60-Minute Sponsored hands-on-training (partner pays for food and speaker)

## PLATINUM SPONSORS

**\$30,000**

Gain access to thousands of orthopedic providers and executives and connect with multidisciplinary influencers and decision-makers.

### BRANDING AND COMMUNICATIONS

- Keynote recognition, including a sponsor logo to be shown in the keynote pre-show
- Recognition in plenary sessions break slides
- Recognition in the mobile meeting guide
- Premier placement of logo and link on the conference website main page (VBC.ACPM.Health)
- Premier placement of logo and link on the ACPM website main page (ACPM.Health)
- Pre-registration and post-meeting mailing list for approved mailer (six uses)
- 150-word product/company description on the conference website
- 2 push notification to all Conference attendees during the event 6
- Sponsor logo in the footer of pre-event conference communications to attendees
- Sponsor logo in the footer of post-event conference communications to attendees
- Sponsor logo and name placed prominently in the exhibit hall
- Podcasts and webinars – 2 each - over a 12-month period

### ACCESS & PRESENCE

- 3 Full Conference passes
- Option to purchase additional Full Conference passes at the discounted rate of \$595 (5)
- 60-Minute Speaking Session in breakout session (partner pays for food and speaker)
- 60-Minute Sponsored hands-on-training (partner pays for food and speaker)

## GOLD SPONSORS

**\$15,000**

### BRANDING AND COMMUNICATIONS

- Recognition in meeting track sessions break PowerPoint
- Recognition in the mobile meeting guide
- Premier placement of logo and link on the conference website main page
- Premier placement of logo and link on an ACPM website page
- Pre-registration and post-meeting mailing list for approved mailer (two uses)
- 100-word product/company description on the conference website
- Sponsor logo in the footer of pre-event conference communications to attendees
- Sponsor logo and name on in a prominent place in the exhibit hall

### ACCESS & PRESENCE

- 4 Full Conference passes
- Option to purchase 2 additional Full Conference passes at the discounted rate of \$595

## SILVER SPONSORS

**\$7,500**

### BRANDING AND COMMUNICATIONS

- Recognition in meeting track sessions break PowerPoint
- Recognition in the mobile meeting guide
- Premier placement of logo and link on the conference website main page
- Pre-registration and post-meeting mailing list for approved mailer (one use)
- Sponsor logo in the footer of pre-event conference communications to attendees
- Sponsor logo and name on in a prominent place in the exhibit hall

### ACCESS & PRESENCE

- 2 Full Conference passes
- Option to purchase 2 additional Full Conference passes at the discounted rate of \$595



## EXCLUSIVE SPONSORSHIPS (Limited to 1 Each)

Coffee Station Sponsor . . . . .  
Hotel Key Cards . . . . .  
Water Bottle . . . . .

\$5,000  
\$2,500  
\$3,000

Conference Charging Station Sponsor . . . . .  
Conference Wi-Fi . . . . .  
Meeting Mobile APP . . . . .  
Meeting Bags . . . . .

\$3,000  
\$2,500  
\$5,000  
\$2,500

Opening reception . . . . .  
Vendor Lunch (up to 400 attendees. . . . .

\$12,000  
\$15,000

### Program Guide Advertisements

A printed program guide will be distributed at the conference.

Type	Back Page (4th Cover)	Inside Back	Run of Book Ads
Program Guide	\$3,000	\$2,000	\$1,250

### Promotional Material Distribution

- Promotional materials will be included in the participants' meeting bags.
- Single-sheet flyers: \$1,750.
- 1,250 minimum and maximum size of 8.5" x 11".
- Other promotional items: \$2,500
- This category includes booklets, oversized pieces and exhibitor samples; prior approval required.<sup>6</sup>

To discuss sponsorship opportunities,

**please email** Dr. Kain at [zeev.kain@yale.edu](mailto:zeev.kain@yale.edu).

