AMERICAN COLLEGE OF PERIOPERATIVE MEDICINE

10TH ANNUAL OVBC 2027

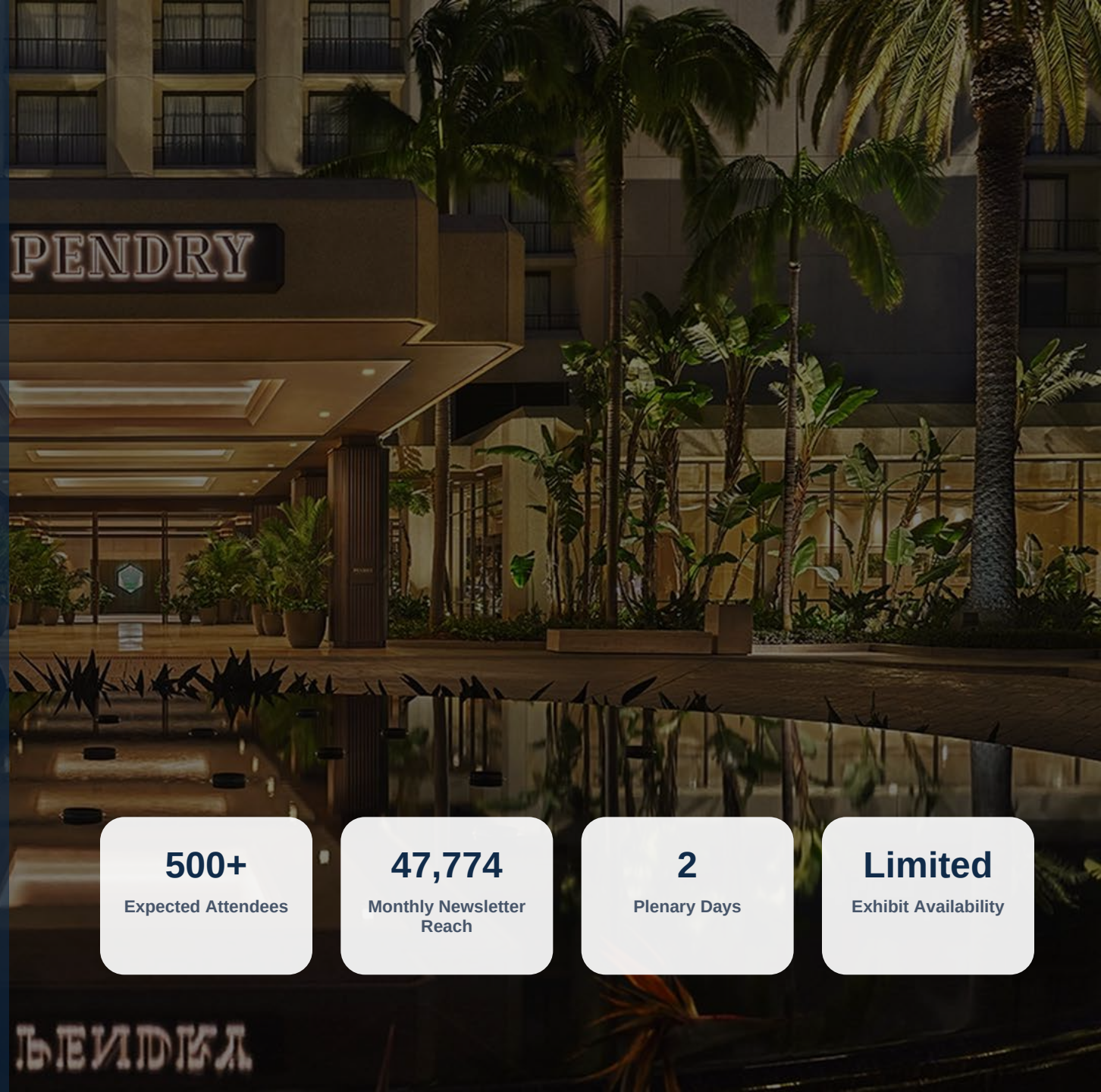
Sponsor & Exhibitor Prospectus

Large national meetings offer scale. OVBC offers access.

April 2-3, 2027 | Pendry Newport Beach | Newport Beach, California

Request Sponsorship Agreement

See Sponsorship Levels



500+
Expected Attendees

47,774
Monthly Newsletter Reach

2
Plenary Days

Limited
Exhibit Availability

A decade of OVBC: from early movement to mandate.

OVBC 2027 brings together the clinical, operational, payment, and purchasing stakeholders who shape how orthopedic care is delivered, financed, and purchased.

Why sponsors care

- Orthopedic devices, implants, robotics, navigation, analytics, perioperative care, and ASC strategy are increasingly judged through value, outcomes, and episode economics.
- OVBC concentrates surgeons, health-system executives, payers, GPO/supply-chain leaders, ASC operators, and VBC decision-makers in one high-level meeting.
- The meeting is designed around access: repeated interaction across sessions, breaks, meals, receptions, and informal conversations.

Audience composition

60%

Physicians & Surgeons

Clinical leaders who shape pathways, technology use, and episode execution.

25%

Health-System Leaders

Hospital, ASC, service-line, quality, and population-health stakeholders.

15%

Payers / Industry / Partners

Organizations shaping contracts, purchasing, implementation, and market strategy.

Who sponsors reach

Clinical Leaders

Orthopedic surgeons, spine surgeons, anesthesiologists, perioperative leaders.

System Decision-Makers

Hospital executives, service-line leaders, ASC operators, orthopedic group leaders.

Financial & Strategic Stakeholders

Payers, employers, GPO/supply-chain leaders, industry partners.

Featured Faculty & Stakeholder Leaders

Zeev Kain, MD, MBA

Program Chair, OVBC 2027; Anesthesiology & Perioperative Medicine, UCI Health / ACPM

Perioperative Physician Leader

Ranjan Gupta, MD

Program Vice-Chair, OVBC 2027; Chair of Orthopedics, CommonSpirit Health

Orthopedic Chair

Alexander Vaccaro, MD,...

CEO / Chair of Orthopedics, Rothman Orthopaedic Institute

Spine / Payer Partnership

Kevin J. Bozic, MD

Chair and Professor, Department of Surgery; Dell Medical School, The University of Texas at...

Orthopedic Strategy

Richard Snyder

Executive Vice President and Chief Operating Officer; Independence Blue Cross

Payer / Contracting

Aashish Shah, MD, JD

SVP, GPO / Supply Chain, HealthTrust / HCA

GPO / Supply Chain

Jeromie Atkinson

Chief Supply Officer, Intermountain Health

Supply Chain Strategy

Michael Ast, MD

Chief Medical Innovation Officer; Hospital for Special Surgery

Arthroplasty / Technology Value

Featured Faculty & Stakeholder Leaders

Andre Blom

CEO, Bone and Joint Institute, Chicago

ASC / MSK Enterprise

David Jevsevar, MD

CEO, OrthoVirginia; Orthopedic Surgeon

Orthopedic Group Leader

Bryan Springer, MD

Chair of Orthopedics, Mayo Clinic Florida

Arthroplasty / ASC Strategy

Mark Vrahas, MD

Chair of Orthopedics, Cedars-Sinai

Hospital Operations

Sharon Isonaka

Chief Value Officer & VP of Clinical Efficiency, Cedars-Sinai

Episode Value Operations

Randy Fagin, MD

Senior Vice President, Chief Quality Officer; HCA Healthcare

Hospital Operations

Alice Issai

President; Adventist Health Southern California

Health-System Executive

Antonia Chen, MD

Chair of Orthopedics, UT Southwestern

Arthroplasty / Clinical Pathways

Featured Faculty & Stakeholder Leaders

Kevin Fleming, MBA, FACHE

System Senior Vice President, Clinical Service Lines, CommonSpirit Health

Service-Line Strategy

Aaron M. Chamberlain, MD

Senior Medical Director, Musculoskeletal Clinical Program, Intermountain Health

MSK Clinical Strategy

Leo Spector, MD, MBA

CEO, OrthoCarolina; Orthopedic Spine Surgeon

Orthopedic Group Leader

Maxime Cannesson, MD, PhD

Chair, Anesthesiology & Perioperative Medicine, UCLA

Perioperative Physician Leader

Why this faculty mix matters

- Clinical users of implants, robotics, perioperative, and pathway decisions.
- System operators who define measurable value.
- Payer, GPO, and supply-chain leaders who shape contracts and risk.
- A contained setting where sponsors meet users and buyers repeatedly.

Additional program faculty include Frank Lee, Edward White, Lauren Shapiro, Richard Mather, Jonathan Slonin, Kathy Berda, and others.

Sponsor-relevant content: not passive lectures.

OVBC 2027 uses live formats that expose how orthopedic value-based care decisions are actually made: clinically, operationally, legally, financially, and commercially.

Fire Chat

Can industry, hospitals, and quality leaders actually agree on value?

Oxford-Style Debate

Who owns the orthopedic episode: surgeons, hospitals, payers, employers, or patients?

Reverse Grand Rounds

Real-world orthopedic value failures solved live by faculty and operators.

Contract Fishbowl

Payer, provider, hospital, and legal counsel negotiate the orthopedic episode.

Deal-Making Simulation

Supply chain, GPO, surgeon innovation, and industry negotiate implant value under episode risk.

Technology Value Trial

Surgeons, supply chain, GPO, and clinical leaders evaluate a new orthopedic technology.

Two-day arc: framework first, deal-making and execution next.

The program is built around the questions sponsors, clinicians, hospitals, payers, and supply-chain leaders are already facing.

Friday, April 2, 2027

Framework + Problem Definition

- From reactive surgery to proactive MSK management.
- Who owns the orthopedic episode?
- Inside a TEAM hospital: surgery, anesthesia, and operations redesign the episode.
- When the bundle breaks: execution failures across the orthopedic episode.
- Contract terms that make or break orthopedic VBC.

Saturday, April 3, 2027

Deal-Making + Execution

- Turning payers into allies: the Rothman-Blue Cross model.
- Implant and GPO contracting under episode risk.
- Independent orthopedic groups taking the lead in VBC.
- Risk-tiered pathways: optimize, defer, or proceed.
- Use it, buy it, or restrict it? Evaluating new orthopedic technology.

Clinical pathways, operations, and financial strategy.

Afternoon sessions move from plenary frameworks into operational how-to topics for teams implementing orthopedic value-based care.

Clinical Pathways & Episode Reliability

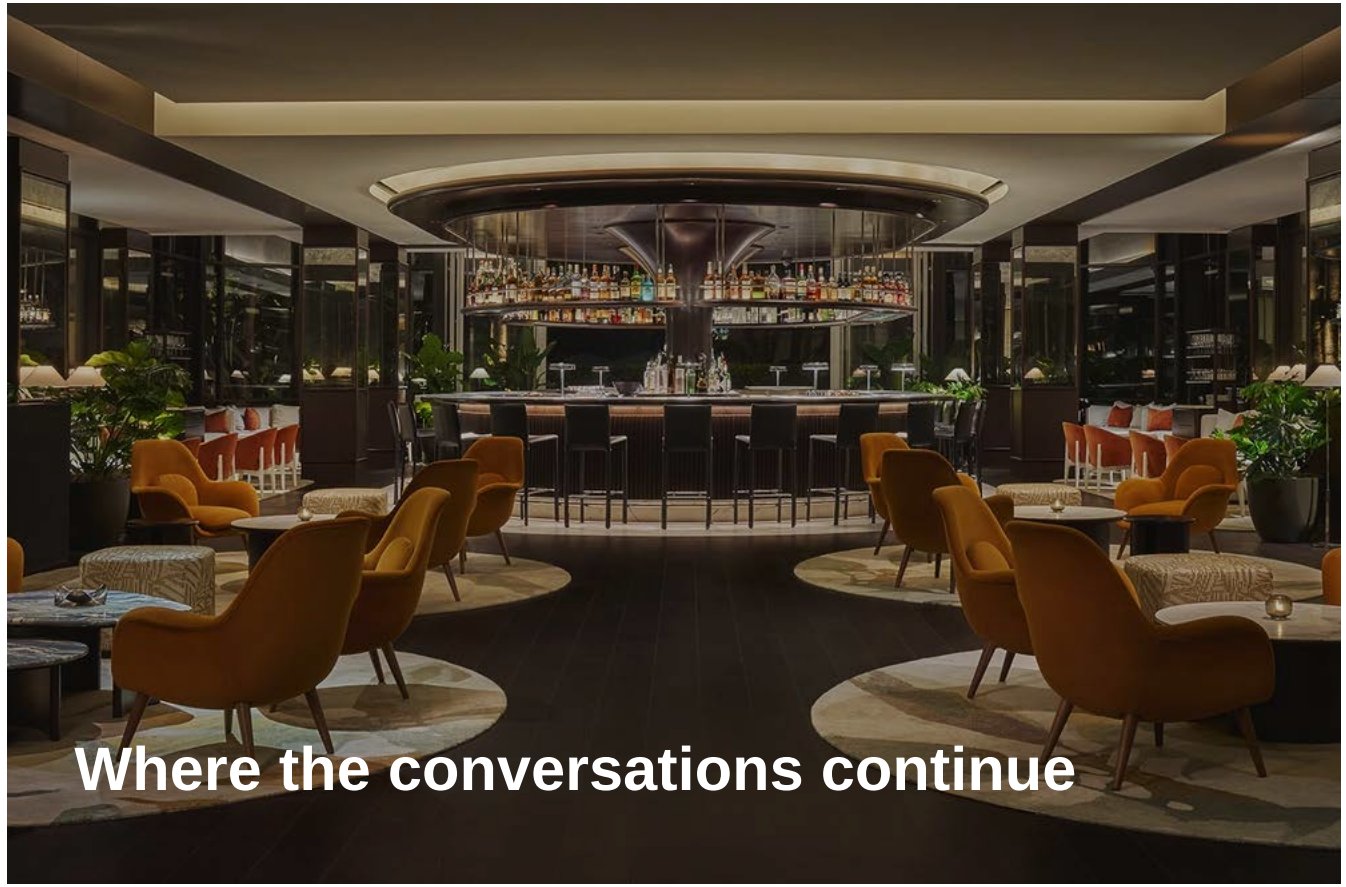
- PROMs that are clinically useful, not just reportable.
- Standardized surgical protocols for episode performance.
- Discharge algorithms: home health versus SNF.
- Perioperative optimization and complication prevention.

TEAM Operations, Data & Value Infrastructure

- TEAM year two and CJR-X execution issues.
- What device companies must prove in a value-based market.
- Gainsharing model design and legal guardrails.
- Data surgeons and anesthesiologists need now.

Financial Risk, Contracting & Market Strategy

- Robotics ROI under episode accountability.
- Physician compensation redesign under VBC.
- Private equity, MSOs, and orthopedic VBC.
- Condition-based versus episode-based MSK payment.



A five-star setting for high-level sponsor access.

The location is not decoration. It is part of the sponsor value proposition: a premium, contained environment where faculty, executives, payers, sponsors, and industry leaders remain in the same setting across sessions, meals, breaks, receptions, and informal conversations.

- Pendry Newport Beach as the center of the meeting.
- Newport Beach in April supports attendance by senior leaders.
- Contained two-day format creates repeated sponsor interaction.
- Meals, receptions, hallway conversations, and shared spaces matter.

Sponsorship Levels & Engagement Options

Choose the level of visibility, access, and program adjacency that matches your organization's goals. Benefit summaries are abbreviated; final benefits, availability, and terms are confirmed through the sponsorship agreement.

Corporate

Corporate Strategic Partner

Custom enterprise partnership with premier recognition, year-round OVBC positioning, tailored thought-leadership activation, faculty/KOL access opportunities, and mutually agreed sponsor benefits.

Diamond

Diamond

Premier access and priority visibility, including expanded exhibit presence, faculty-dinner access, KOL focus-group opportunity, premium thought-leadership activation, priority placement, broadcast email, newsletter visibility, program advertising, website listing, and post-meeting impact reporting.

Platinum

Platinum

High-visibility thought-leadership package with exhibit presence, meeting recognition, faculty-dinner access, selected activation opportunities such as product theater, webinar, or Video Journal Club, broadcast email, newsletter visibility, program advertising, website listing, and impact reporting.

Gold

Gold

Strong onsite sponsor visibility with exhibit participation, meeting recognition, representative access, faculty-dinner opportunity, newsletter placement, sponsor spotlight, program advertising, and website listing.

Silver

Silver

Focused sponsor participation with exhibit presence, attendee interaction, sponsor recognition, representative access, program advertising, website listing, and inclusion in general sponsor recognition communications.

Exhibitor

Exhibitor

Focused table presence for direct conversations with orthopedic surgeons, perioperative leaders, health-system executives, payers, supply-chain leaders, and other OVBC attendees, with basic recognition and website listing.

Ready to move from interest to participation?

Request the OVBC 2027 sponsorship agreement or contact the sponsorship team.

Request Agreement

Email

Selected Previous Sponsors & Industry Partners

OVBC has been supported by leading organizations across orthopedic devices, implants, perioperative care, health systems, and value-based care transformation.

To discuss sponsorship opportunities:

Robert Stevenson | American College of Perioperative Medicine | rstevenson@acpm.health

Email Sponsorship Team