



2010 Commercial Support Opportunities

We invite you to become a Commercial Supporter of the American Academy of Hospice and Palliative Medicine (AAHPM). AAHPM is an organization of physicians and other medical professionals dedicated to excellence in palliative medicine and the prevention and relief of suffering among patients and families by providing education and clinical practice standards, fostering research, facilitating personal and professional development of its members, and by public policy advocacy. The Academy has grown to more than 3,600 members. Educational programs such as those listed below are growing in demand as the field expands.

MISSION: The American Academy of Hospice and Palliative Medicine (AAHPM) is dedicated to expanding access of patients and families to high quality palliative care, and advancing the discipline of Hospice and Palliative Medicine, through professional education and training, development of a specialist workforce, support for clinical practice standards, research and public policy.

Increasingly, hospice and palliative care professionals come to AAHPM for education and training. Commercial Support is an excellent opportunity for your organization to show its commitment to Palliative Medicine and expand your reach to the leaders in the field. Take advantage of reaching this influential audience by supporting the following programs:

Palliative Care Fellowship Training Programs

The fellowship program is designed to support the training of physicians in the principles and practice of palliative care. The award will be given to an institution or institutions to support the clinical or research training of palliative care fellows, with preference given to clinical training. Selected programs will receive up to \$75,000.

\$75,000

AAHPM E-News

E-news is a semi-monthly electronic bulletin produced by the AAHPM which contains valuable information for hospice and palliative medicine professionals. E-news is sent via e-mail to each of our 3,600 members.

\$25,000/yr

Hospice Medical Director Course

This three day course brings together new and experienced hospice medical directors from around the nation. Highly respected faculty use an audience response system to involve attendees in the learning process. Content focuses on the expanded role of the hospice medical director under the new Medicare Hospice Conditions of Participation and strategies for being successful within the interdisciplinary team. Skills needed to overcome the administrative, regulatory, and clinical challenges that medical directors routinely face are addressed.

Gold	\$25,000
Silver	\$10,000
Bronze	\$ 5,000

Webinars and eLearning

AAHPM is developing webinars and interactive online learning opportunities in an effort to make hospice and palliative medicine content available and accessible to a broader audience. With the recognition of hospice and palliative medicine as an ABMS sub-specialty in 2006, followed by the recognition by the American Osteopathic Association in 2007 and the Centers for Medicare and Medicaid in 2008, there has been steady growth of hospices and palliative care services in the United States and more physicians are practicing in this field. AAHPM is committed to providing high quality education programs in an effort to advance the quality and consistency of practice.

Gold	\$25,000
Silver	\$10,000
Bronze	\$ 5,000

Public Awareness Initiatives

AAHPM works to educate the public and other physicians on the specialty of hospice and palliative medicine, through its printed informational pieces and Web site information. AAHPM has exhibited at the annual conferences of major medical associations, including the American College of Physicians, American Academy of Family Medicine, and the Specialty Section of the American Medical Association, talking with attendees about how a hospice and palliative medicine physician can help them in the care of their patients. As more is understood about hospice and palliative medicine, more can be done to help patients and their families. AAHPM has also worked with the media, continuing to educate them on end-of-life issues. Opportunities include: funding to support professional education to key healthcare audiences; public awareness research and campaigns.

Gold	\$25,000
Silver	\$10,000
Bronze	\$ 5,000

AAHPM Professional Awareness Initiative

AAHPM is also interested in developing an industry supported satellite symposia on symptom and pain management topics that could be delivered by hospice and palliative medical professionals at other medical society meetings.

Satellite	\$100,000
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PC-FACS

PC-FACS (Fast Article Critical Summaries for Clinicians in Palliative Care), an electronic publication of the American Academy of Hospice and Palliative Medicine, provides palliative care clinicians with concise summaries of the most important findings from more than 50 medical and scientific journals. This is one of the most popular member benefits of AAHPM. Each month, structured summaries and insightful commentaries on 6-10 articles help palliative care clinicians stay on top of the research that is critical to contemporary practice. PC-FACS is free to AAHPM members and members can earn up to 3 CME credits quarterly.

\$50,000

HPM PASS™

AAHPM's first online study tool released in 2008, **Hospice & Palliative Medicine Physician Assessment & Self Study Tool** is designed to test physicians' knowledge of hospice and palliative medicine. This online practice test includes 150 test questions to help hospice and palliative care practitioners assess their knowledge in key areas of hospice and palliative medicine and uncover areas where additional review may be helpful in preparation for the ABMS Board certification or AOA CAQ. This online tool is designed to allow the practitioner to:

- Gain instant access to this easy-to-use online tool from your desktop.
- Discover evidence-based questions and answers to assess your knowledge of current concepts in hospice and palliative medicine.
- Gain insight into correct and incorrect answers along with current references.
- Determine areas you need to further study and explore.
- Experience the virtual reality of taking a simulated test.

\$50,000

HPM FAST™

Designed to assist the practitioner with preparation for the ABMS certification exam, **Hospice & Palliative Medicine Physician Assessment & Self Study Tool** includes short modules to help physicians' assess their knowledge in key topic areas of hospice and palliative medicine. Each online practice test includes 25 questions and includes explanations and up-to-date references to provide guidance for further study. Current topic areas include pediatrics, prognostication, and psychiatry/cognition.

\$15,000 per module

Fellowship Program Summit

2009 would be the 4th annual 2-day meeting for the directors of hospice and palliative medicine fellowship programs. This CME opportunity allows directors (and in 2009, coordinators) of programs to network and learn about interdisciplinary faculty development, program evaluation, scholarly activities, and curriculum development.

The program's primary objective is to develop and strengthen the major educational components of hospice and palliative medicine fellowship training programs that will also lead to accreditation.

\$25,000

Business Practice Online Forum

Under consideration for development

A series of short articles related to hospice and palliative care business practice which would be posted on the web and searchable with a topic index. These would be disseminated electronically via e-news or a blog which would carry a brief teaser about the topic and a link to the full article on the web. To encourage branding for the product and an interested and loyal readership, AAHPM would create a special section of e-news with its own header so that people can easily review the business news. The

vision includes discussion boards for ongoing discussion of threads generated by the topics.

\$25,000

Medical Student Forum at 2010 Annual Assembly in Boston, MA

Medical students will be given the opportunity to learn more about the practice of hospice and palliative medicine at the 2010 AAHPM/HPNA Annual Assembly. The program is intended for students who may be interested in the sub-specialty as well as those who simply want to build their knowledge of the area.

Participation will result in the student being able to:

- Describe hospice and palliative medicine as a sub-specialty
- Describe practice settings and common roles of the HPM physician
- Outline residency, education, salary and lifestyle considerations
- Evaluate whether HPM is a good personal and professional fit

Circle of Support	\$500-\$1,000
Premier Supporter	\$ 2,500
Breakfast	\$ 5,000
Entire Forum	\$ 10,000

Access Fund

The AAHPM Palliative Medicine Access Fund was created to raise funds to help educate physicians on palliative medicine, so that one day every American can have access to a properly trained palliative medicine physician. This program provides full financial support (including registration, travel, hotel and meals) to up to five physicians for attendance at the AAHPM/HPNA Annual Assembly. Scholarships will be available to U.S.-based physicians who are new to the field of palliative medicine, want to switch to the specialty, or desire to incorporate palliative medicine principles into their practice. Preference will be given to applicants who have not attended an AAHPM program in the past and have a demonstrated commitment to the field of hospice and palliative medicine.

\$25,000/yr

Consumer Web Site

To increase the awareness of hospice and palliative medicine via the Internet, AAHPM developed a public Web site targeted to a consumer audience. This new resource, launched in the summer of 2009, will call attention to the emerging specialty of hospice and palliative medicine and the people and organizations that support it. The Academy worked with an outside agency to develop and promote the site and several members and subject matter experts provided guidance and oversight on the content. Funding will be needed to keep the content fresh and up to date.

\$100,000/yr

ReachMD

The Academy will be partnering with ReachMD – an innovative medical news and information network that provides information and education to physicians and other health care professionals through satellite radio, Web-based podcasts and iPhone downloads. Beginning later this year, AAHPM's Executive Vice President Porter Storey, MD will be hosting a series of 15-minute interview segments entitled "Perspectives in Palliative Medicine." All Academy members will have free access to these and other programs via ReachMD's Web site. Funding will be needed to develop the programming.

\$25,000

AAHPM Public Policy Advocacy

Advocating for sound health policy has become an increasingly greater priority for AAHPM. Recently, AAHPM has weighed in with relevant congressional committees on Medicare provisions in health reform legislation, alerted the Food and Drug Administration of the devastating consequences of their action to remove unapproved opioid analgesics from the market, and discussed with that same agency concerns related to applying Risk Evaluation and Mitigation Strategies (REMS) to certain opioid medications.

Corporate support from partners that recognize their success depends on ensuring patient access to appropriate, high-quality palliative care and hospice services will be invaluable to our continued advocacy efforts. To achieve our advocacy goals, AAHPM will be looking to: (1) develop grassroots advocates and key contacts among our members through **Webinar advocacy training** on the AAHPM Web site; (2) provide online advocacy resources and tools — including a **Legislative Action Center**; and (3) plan **physician “fly-ins” to the nation’s capital** to bring the stories of hospice and palliative medicine directly to policymakers.

\$25,000 - \$75,000

Annual Assembly of AAHPM & HPNA

AAHPM, together with the Hospice and Palliative Nurses Association (HPNA), sponsors an educational conference each year. The AAHPM HPNA Annual Assembly is the premier meeting for healthcare providers who care for patients with serious or life-threatening conditions providing disease updates as well as sessions on the latest advances in clinical research, cultural, ethical and legal, psychological, social, and spiritual aspects of care. This conference brings together more than 2,100 physicians, nurses, social workers, pharmacists, and others who practice hospice and palliative care. The program offers paper presentations, plenary sessions, and educational sessions.

Provide an Educational Grant

Platinum Level	\$25,000
Gold Level	\$15,000
Silver Level	\$10,000
Bronze Level	\$ 5,000
Premier Supporter	\$ 2,500
Circle of Support	\$ 1,000

Support an Event

- CE Satellite Symposium (\$25,000)
- Grand Opening Reception (\$25,000)
- Breakfast Event (\$25,000)
- Plenary speakers (\$15,000)
- Refreshment Break (afternoon) (\$10,000)
- CD-Rom of the proceedings (\$20,000)
- Cyber Café (\$15,000)

- Concurrent Sessions (\$10,000)
- Workshops (\$7,500)
- Speaker Ready Room (\$5,000)

Exhibit Program

By exhibiting at the annual assembly, you will make face-to-face contact with the leaders in palliative care. Exhibit hours are scheduled to give you maximum visibility and exposure to this target audience. Booth space starts at **\$1,850** for a 10' x 10' space.

Contact Randi Romanek, National Sales Manager at 847/375-4848 or E-mail rromanek@aahpm.org to discuss additional opportunities available for commercial support at AAHPM. Please visit our Web site for detailed information on the academy at www.aahpm.org.