

New! Distribution Opportunity at Preconference Courses



AAPM&R is hosting 4 preconference courses before the start of the Annual Assembly.

Reach up to 300 attendees with your message!

Invite them to your booth at the Job and Fellowship Fair or PM&R Pavilion, share your message, and more!

Navigating Early-Career Decisions for Success in Psychiatry Practice Course

- Wednesday, October 24, 2018, 8 am-5 pm
- Hyatt Regency, Orlando, Florida
- Up to 75 attendees and 8 faculty

Step One: Ultrasound Clinical Applications of Extremities (2-day Course)

- Tuesday, October 23, 2018, 8 am-5 pm
- Wednesday, October 24, 2018, 8 am-5 pm
- Orange County Convention Center
- Up to 50 attendees and 12 faculty

Nonclinical Career Options for Physiatrists

- Tuesday, October 23, 2018, 8 am-5 pm
- Wednesday, October 24, 8 am-5 pm
- Hyatt Regency, Orlando, FL
- Up to 100 attendees and 7 faculty

Regenerative Medicine: Promises and Challenges in the Treatment of Musculoskeletal Conditions

- Wednesday, October 24, 2018, 8 am-5 pm
- Hyatt Regency, Orlando, Florida
- Up to 75 attendees and 8 faculty

- Sponsor to provide 300 pieces (max size is 8 ½ x 11)
- AAPM&R to collate all pieces in a bag and distribute to up to 300 preconference course attendees
- Limited to 15 sponsors
- Deadline: October 8, 2018
- Materials must be received at the Warehouse in Orlando by October 16, 2018, 4:30 pm Eastern.
- Sponsorship Fee: \$2,500

Contact us to learn about additional opportunities.
www.aapmr.org/about-aapm-r/corporate-support

For more information contact: Sharon Popielewski,
(847) 737-6048 or spopielewski@aapmr.org



Resident Bootcamp Sponsorship



AAPM&R is hosting a hands-on opportunity for residents at the 2018 Annual Assembly. This session is being offered free of charge to attendees (registration is required).

Resident Bootcamp:

- Saturday, October 27, 2018, 8 am – 11 am
- Up to 40 attendees and 4-6 faculty

Sponsorship Includes the Following:

- Recognition as a sponsor (with logo) on promotional materials, at the session, on AAPM&R website and event mobile app
- Table top exhibit near the course
- Ability to provide AAPM&R with a handout for all attendees
- Ability to observe the session
- Open to 4 supporters
- This session is not for CME

Sponsorship fee: \$12,500

Topics will include:

- Ultrasound
- Chemodenervation dosing and differences between medications
- Upper and lower extremity prosthetics and orthotics
- Evidence-based physical exam maneuvers

Other ways to reach the Resident audience:

- Sponsor the Resident Quiz Bowl
- Sponsor the Resident's Reception
- Sponsor the Job and Fellowship Fair
- Advertise in Resident only publications
- Host a hands-on or didactic theater

For more information contact: Sharon Popielewski,
(847) 737-6048, spopielewski@aapmr.org or
Lisa Koch, (617) 285-2320,
lkoch@conventusmedia.com



Early Career Course Opportunity



AAPM&R is hosting **Navigating Early-Career Decisions for Success in Psychiatry Practice**, a course designed for early career Psychiatrists. Expand your access to this audience!

[View the course agenda attached!](#)

Navigating Early-Career Decisions for Success in Psychiatry Practice Course

- Wednesday, October 24, 2018, 8 am-5 pm
- Hyatt Regency, Orlando, FL
- Up to 75 attendees and 8 faculty

Overall Sponsor

Sponsorship is ideal for institutions, insurance companies and recruiters!

Overall Sponsorship Includes the Following:

- Table top exhibit near the course
- Acknowledgement as a Sponsor on course signage
- Acknowledgement as a Sponsor at the activity, on the AAPM&R website, on the AAPM&R app
- Ability to provide a handout for attendees
- Access to observe the course
- Limited to 3 sponsors

Fee: \$12,500

Exhibit Sponsor:

Sponsorship is ideal for pharmaceutical and device companies!

Exhibit Sponsorship Includes the Following:

- Table top exhibit near the course
- Ability to provide a handout for attendees
- Acknowledgement on signage outside of the course

Fee: \$2,500

Contact us to learn about additional opportunities.

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Navigating Early-Career Decisions for Success in Psychiatry Practice

Wednesday, October 24, 8 am – 5 pm

Hyatt Regency, Orlando, FL

8 am – 8:15 am **Welcome, Introductions and Overview** (Jeff Johns, MD; Michele Arnold, MD)

8:15 am – 10 am **Leadership Skills** – *Abbreviated leadership course that includes small group exercises* (Jennifer Zumsteg, MD)

- Clinical team collaboration
- Involvement in local hospital committees
- Organized medicine
 - Alphabet soup – definitions and pros/cons
 - Why get involved?

10 am – 10:15 am **Break**

10:15 am – 11:30 am **Measuring performance**

- Compensation Metrics (Michele Arnold, MD)
 - WRVUs
 - conversion factor
 - Patient satisfaction
 - Quality process
 - Outcomes measures
- Quality metrics and reporting (Kavitha Neerukonda, AAPM&R; Beth Radke, AAPM&R)
 - Encourage participation in general Assembly sessions RE: MACRA/MIPS
- Compliance (Kavitha Neerukonda, AAPM&R; Beth Radke, AAPM&R)
 - EHR
 - MIPS
 - Registries
 - Alternative payment models

11:30 am – 12 pm **CV Preparation, Job Search, Interview Skills, and Contract Negotiations – Pt. 1**
(Michael Laiche, HCA)

12 pm – 1 pm **Working with Industry partners – Sponsored lunch**

1 pm – 1:30 pm **CV Preparation, Job Search, Interview Skills, and Contract Negotiations – Pt 2**
(Michael Laiche, HCA)

1:30 pm – 2 pm **AAPM&R Resources** (Annie Purcell, DO; Sara Rossi Statis, AAPM&R)

- PhysForum
- Billing/Coding seminar
- SAE's
- Job and Fellowship Board
- Compensation Survey

2 pm – 2:45 pm Licensure, Credentialing and MOC (Jeff Johns, MD; Michele Arnold, MD)

- Where to start? (Jeff Johns, MD)
 - Priorities and timing for obtaining licensure
 - Getting credentialed/privileges
 - MOC
- PIP and CQI (Michele Arnold, MD)
 - Not just about meeting requirements but about improving patient care

2:45 pm – 3 pm Break

3 pm – 4:30 pm Pros/Cons of different practice settings

- Private/self-employed (Annie Purcell, DO; Omar Selod, DO)
- Private – group, single specialty (Michele Arnold, MD)
- Academic (Jennifer Zumsteg, MD)
- VA/Government employee (TBD)
- Medical Directorships (Michele Arnold, MD)
- Alternative practice models- PMR 'hospitalists', post-acute providers, continuum managers, boutique practices – (Charlotte Smith, MD)
- Practice diversification/enhancements (TBD)
- Marketing your practice (TBD)
- What if you change your mind? Reinventing your career

4:30 pm – 5 pm Closing advice/Questions and Answers

Regenerative Medicine Exhibit Sponsorship Opportunity



AAPM&R is hosting **Regenerative Medicine: Promises and Challenges in the Treatment of Musculoskeletal Conditions**, a one-day didactic preconference course designed for to address the advances in regenerative medicine for Physiatrists. Expand your access to this audience!

Regenerative Medicine: Promises and Challenges in the Treatment of Musculoskeletal Conditions

- Wednesday, October 24, 2018, 8 am-5 pm
- Hyatt Regency, Orlando, Florida
- Up to 75 attendees and 8 faculty

Exhibit Sponsorship Includes the Following:

- Table top exhibit near the course
- Acknowledgement as an Exhibit Sponsor on signage to be displayed near the exhibit table
- Acknowledgement as an Exhibit Sponsor at the activity and on the AAPM&R website
- Limited to 3 sponsors

Fee: \$2,500

Additional Opportunity:

- Address the attendees for 5-7 minutes
- Opportunity is limited to 2 organizations

Fee: \$3,000

Topics Include:

- Regenerative Interventions in Orthopedics and Sports Medicine
- Prolotherapy
- Platelet-rich Plasma (PRP)
- Adipose vs Bone Marrow Derived Stem Cell Therapies
- Orthobiologic Treatments for Spine Pain
- Technical Issues in the Harvesting and Concentrating Stem Cells
- Regulatory Issues in Regenerative
- Orthopedics-2018 Update

[View the course agenda attached!](#)

Contact us to learn about additional opportunities.

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www.aapmr.org



Regenerative Medicine: Promises and Challenges in the Treatment of Musculoskeletal Conditions

Prathap Jayaram, MD, FAAPMR and Gerry Malanga, MD, FAAPMR (Course Directors)

Wednesday, October 24

8:00 am – 5:00 pm

Regenerative Medicine has been a recent clinical utility in addressing the unmet need in orthopedic injury. There have been significant clinical and basic science advances in technology and delivery strategy in the last few years. This course brings together leading experts to discuss these advances across multiple domains including stem cell derived therapies, autologous blood derived therapies and gene transfer strategies.

8:00 am – 8:30 am Registration & Breakfast

8:45 am – 9:00 am Welcome and Opening Remarks

Gerry Malanga, MD, Workshop Course Director

Director-New Jersey Regenerative Institute & Professor Rutgers University/Kessler, Physical Medicine & Rehabilitation

Prathap Jayaram MD, Workshop Course Director

Director of Regenerative Sports Medicine

Assistant Professor of PMR & Orthopedic Surgery Baylor College of Medicine

9:05 am – 9:35 am Rationale for Regenerative Interventions in Orthopedics and Sports Medicine

William Micheo, MD

- Review barriers and limitations of common medications prescribed for tendinopathies and osteoarthritis
- Review toxicity profile of commonly used local anesthetics
- Review of current evidence against the use of corticosteroids for tendon injury, cartilage injury and in lumbar pathology.

9:40 am – 10:25 am Prolotherapy: Current Status and utility in a Regenerative clinical practice

Joanne Borg-Stein, MD

- Basic overview of Prolotherapy including proposed mechanisms (compare and contrast)
- What is the scientific literature to support these treatments?
- How & When to apply Prolotherapy treatments in practice?

10:30 am – 10:45 am Break

10:50 am – 11:35 am Basic Terminology in Regenerative/Stem Cell Therapies: The ABCs of Stem Cell Language

Prathap Jayaram, MD

- What are Mesenchymal stem cells (MSCs)?
- What are the actions/functions of MSCs?
- What are the differences between bone marrow and adipose-derived stem cells?
- Understand the terminologies used in scientific literature regarding stem cells/MSC

11:40 am – 12:25 pm Platelet-rich Plasma (PRP): Current clinical status and applications

Kenneth Mautner, MD

- What is the evidence of PRP for tendinopathies?
- What is the evidence of PRP for cartilage pathology/OA?
- Where the proper place for PRP in tendinopathies and cartilage pathology?

12:30 pm – 1:00 pm Panel Discussion/ Q&A

1:00 pm – 1:30 pm Lunch

- 1:40 pm – 2:10 pm** **Adipose vs Bone Marrow Derived Stem Cell Therapies**
Gerry Malanga, MD
- What is the evidence for/against bone marrow-derived stem cell therapies in orthopedic conditions?
 - What are the concerns in using adipose-derived stem cell therapies in orthopedic conditions?
 - Are adipose-derived stem cells superior or inferior to bone-marrow derived stem cells?
 - How a clinician can be compliant using adipose-derived stem cell therapies
 - Update on targeting meniscal tears
- 2:15 pm – 2:45 pm** **Orthobiologic Treatments for Spine Pain**
Jay Bowen, DO
- What are the various proposed biologic agents for spine conditions?
 - What is the evidence for/against PRP for disc; facet; facet and SI joint pathology?
 - What is the evidence for/against stem cell Tx for disc; facet; facet and SI joint pathology?
- 2:50 pm – 3:20 pm** **Technical Issues in the Harvesting and Concentrating Stem Cells (Bone Marrow and Adipose Derived)**
Jay Bowen, DO
- What equipment/staff need to be available?
 - Description of the collection techniques, including anesthesia, sterile field, positioning, potential danger zones, etc.
 - Recommendations for pain/anxiety control
 - Overview of guidance techniques
 - Tips and tricks for obtaining enough aspirate
 - Risks in harvesting and concentrating stem cells
- 3:20 pm – 3:35 pm** **Break**
- 3:40 pm -- 4:10 pm** **Regulatory Issues in Regenerative Orthopedics-2018 Update**
Imran Siddiqui, MD
- Understand the FDA position on the use of stem cells/PRP
 - If we are using an FDA approved kit, are we OK?
 - Are there variations from state to state?
 - Are there liability concerns from the use of a non-standard treatment?
 - Is there data to support the safety and clinical efficacy of stem cells for orthopedic conditions?
- 4:15 pm – 4:45pm** **Panel Perspectives/Future Directions: Expert Opinion on the Applications of Various Regenerative Treatments for Orthopedic Conditions**
All faculty
- Dextrose
 - Gene Therapy
 - PRP
 - Bone marrow MSCs
 - Adipose-derived MSCs
- 4:45 pm** **Summary/Conclusions**
Gerard Malanga, MD

Nonclinical Career Options for Physiatrists



AAPM&R is hosting **Nonclinical Career Options for Physiatrists**, a two-day preconference course designed to introduce alternative career paths to Physiatrists.

Expand your access to this audience!

Nonclinical Career Options for Physiatrists

- Tuesday, October 23, 2018, 8 am-5 pm
- Wednesday, October 24, 8 am-5 pm
- Hyatt Regency, Orlando, FL
- Up to 100 attendees and 7 faculty

Exhibit Sponsorship Includes the Following:

- Table top exhibit near the course
- Acknowledgement as an Exhibit Sponsor on signage to be displayed near the exhibit table
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- Limited to 3 sponsors

Fee: \$2,500

Additional Opportunity:

- Address the attendees for 5-7 minutes
- Opportunity is limited to 2 organizations

Fee: \$3,000

Topics Include:

- Medical Finance
- Research
- Physician Coaching
- Telecommunications
- Medico-Legal
- Informatics
- Insurance Company Medical Director
- Industry

View the complete list of topics in the course agenda attached!

Contact us to learn about additional opportunities.

www.aapmr.org/about-aapm-r/corporate-support

For more information contact: Sharon Popielewski,
(847) 737-6048 or spopielewski@aapmr.org



Nonclinical Career Options for Psychiatrists

Kerrie M. Reed, MD, FAAPMR and Elizabeth Varghese-Kroll, MD, FAAPMR (Course Directors)

Tuesday, October 23 - Wednesday, October 24

8:00 am – 5:00 pm

Psychiatrists who want to augment their current practice or continue to use their medical knowledge to work in a professional setting outside of patient care have a variety of options. This course is geared towards psychiatrists with world-renowned faculty introducing participants to the broad range of alternative career paths available to psychiatrists interested in drastically changing career direction and/or simply diversifying their practice. It will cover areas still connected to clinical medicine (e.g., telemedicine), some more removed from medicine (e.g., financial industry), as well as several hybrids (e.g., medico-legal, disability reviews, etc.), and will help you identify what options will work best for your personal interests and needs. By attending this course, you will be better prepared and equipped to make decisions regarding alternative career opportunities that are best suited for you, by expanding your awareness and talking with experts of nonclinical career options.

Upon completion of this activity, participants will be able to:

- Recognize the various alternative career opportunities available to them in order to augment their current practice or change their professional setting all together.
- Identify areas of interest outside their clinical settings and link them to potential career opportunities.
- Compare and evaluate their current career path against alternative paths to design a path that is specific to their needs and goals.

8:00am – 8:30am Registration Open/Breakfast

8:30am – 8:40am Introductions

Kerrie M. Reed, MD and Elizabeth Varghese-Kroll, MD

8:40am – 9:25am Finding Your Path

Michelle Mudge-Riley, DO, MHA, RD, LD, CLT

9:25am – 9:55am Medical Finance (e.g. healthcare venture capital, private equity, etc)

TBD – Matthew Leavitt, MD

9:55am – 10:40am Research (e.g. independent companies, CROs)

TBD – Steve Satek, MBA (+ physician hopefully, but totally necessary)

10:40am – 10:50am Break

10:50am – 11:35am Physician Coaching as a Career

Michelle Mudge-Riley, DO, MHA, RD, LD, CLT

11:35am – 12:05pm Medical Communications – Radio

Jonathan H. Whiteson, MD

12:05pm – 12:35pm Medical Communications – TV/Reporting

P. Mona Khanna, MD, MPH, MRO, QME (Professional Medical Journalist, Palm Springs, CA)

12:35pm – 1:20pm Lunch

1:20pm – 2:05pm Telemedicine

Carol M. Gibson-Gill, MD

2:05pm – 2:50pm Disability – reviews, determinations

TBD

| | |
|--------------------------|--|
| 2:50pm – 3:35pm | Physician Advising <i>Elizabeth Varghese-Kroll, MD</i> |
| 3:35pm – 3:45pm | Break |
| 3:45pm – 4:30pm | Medical Consulting (e.g. McKinsey) <i>TBD – Collins Fitzpatrick, MD</i> |
| 4:30pm – 5:30pm | Breakout Sessions: Research, Medical Communication, Disability, Coaching, Advising |
| 5:30pm | Adjourn |
| DAY TWO | |
| 8:00am – 8:30am | Breakfast |
| 8:30am – 9:15am | Public Policy (e.g. state/fed positions, lobbying, NGOs) <i>TBD –</i> |
| 9:15am – 10:15am | Medico-Legal <i>Martin P. Lanoff, MD</i> |
| 10:15am – 10:30am | Break |
| 10:30am – 11:15am | Informatics <i>Mark E. Huang, MD</i> |
| 11:15am – 12:15pm | Medical Writing <i>Mandy H. Armitage, MD</i> |
| 12:15pm – 1:00pm | Lunch |
| 1:00pm – 1:30pm | Insurance Company Medical Director <i>Margarita M. Torres, MD MHA</i> |
| 1:30pm – 2:30pm | Pharma <i>TBD – working on another contact here</i> |
| 2:30pm – 3:15pm | LinkedIn <i>TBD</i> |
| 3:15pm – 3:30pm | Break |
| 3:30pm – 4:00pm | Job Search Tools (e.g. AAPM&R's Career Center, Indeed, Medzilla) <i>Boxwood, AAPM&R's Vendor</i> |
| 4:00pm – 5:00pm | Breakout Sessions: Job Search, Med-Legal, Medical Writing, Pharma, Informatics |
| 5:00pm | Closing Remarks and Adjourn |



ORDER FORM

Please reserve the following opportunities for our organization:

- New! Preconference Course Distribution Opportunity (\$2,500) – Limited to 15 -- Great value.
- Resident Bootcamp Sponsorship (\$12,500)
- Early Career Course Opportunity (\$12,500)
- Regenerative Medicine Speaking Opportunity – Limited to 2 (\$3,000)
- Nonclinical Career Options for Psychiatrists Speaking Opportunity – Limited to 2 (\$3,000)

Company: _____

Contact: _____

Street Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Authorized Signature: _____

By typing your name here, you are signing this application electronically.

AAPM&R will issue an invoice after receiving your interest and will follow up about implementation and next steps.

Return this form to: Email spopielewski@appmr.org or mail to AAPM&R, Attn: Sharon Popielewski, 9700 W. Bryn Mawr, Ste. 200, Rosemont, IL 60018. For questions, please call, (847) 737-6048.