



**THE
AMERICAN ASSOCIATION
OF
SURGICAL PHYSICIAN ASSISTANTS**

*REPRESENTING PAS, THEIR SURGEONS, AND PATIENTS
SINCE 1972*

CORPORATE RELATIONS GUIDE

**WWW.AASPA.COM
1-888-88-AASPA**

What is a Surgical PA? Why is it important for my product?

The Surgical Physician Assistant is the FASTEST GROWING segment of the physician assistant workforce (AAPA NEWS, November 2006). According to the US Department of Labor, the PA is the third fastest growing occupation. (www.bls.gov)

The Surgical Physician Assistant provides a wide range of general and specialized health care. While exercising autonomy in medical decision-making, the Surgical PA can participate in all phases of the care of the surgical patient. This includes pre-operative consultation, intra-operative (first assistance), and post-operative care (ranging from the post-operative care unit, the ICU to even long term follow-up in the home).

Surgical PAs practice in every specialty in which a physician would practice. We have members in administration, anesthesia, bariatric, cardiac, critical care, emergency medicine, general surgery, neurosurgical, orthopedic, plastic, pre-operative testing, trauma, transplant, urological, vascular, wound care, and more. According to the AAPA, there are more than 60,000 PAs in clinical practice. The American Association of Surgical PAs represents the 37,000 PAs who work in a surgical environment. According to the AAPA, 60,000 PAs wrote more than **225 million prescriptions last year**. Surgical PAs also play a vital role in the selection and use of surgical equipment, including instruments, barrier devices, drains, etc. Surgical PAs also participate in the selection of home care services and equipment, nutritional and dietary supplements, etc.

PAs play a role on educational committees, medical supply and equipment committees and more. **Surgical PAs make decisions about which products to use.** A hospital selects its surgical equipment based on the demands of the surgeon. More and more this decision is falling to the PA.

PAs are reimbursable under Federal Health Laws that regulate Medicare. Most insurance companies also cover services performed by the physician/PA team. The Medical Group Management Association 2006 Physician Compensation survey found that the average total charges for a surgical PA in that year was \$521,225. Therefore, PAs are active players on the health care team!

As you may know, this marks a historic time in health care. All residents trained in the United States are restricted to working an eighty-hour work week. The legislation actually requires that the resident be sent home at a given hour. It has also been documented that the number of surgical residency applications from medical schools has been declining. With fewer residents and a cutback in work hours, **who will be using your products "after hours?"** We believe it will be the surgical PA! Dr. Paul Freedman, a member of the American College of Surgeons Allied Health Committee has said that "PAs can be incorporated into teaching programs.... and that full replacement of a 10% reduction in residency time would require 12,200 PAs." Just imagine, that is **12,200 new people using your product** or writing prescriptions!

AASPA represents the unique needs and interests of the Surgical PA. Building a corporate relationship with us helps the PA profession and our organization to prosper while affording your company an exceptional venue for increased exposure and recognition. All our corporate sponsors find a **strong relationship with surgical PAs** to be very fruitful, and offers an exceptional return on investment. Physicians, surgeons, hospital equipment committees, and others often rely on the opinions of the surgical PA.

AASPA support is a financially sound move to improve your bottom line. In addition, as a 501(c)6 NON-PROFIT ORGANIZATION, we serve as a possible tax advantage for your company. Our tax ID Number is **63-0797410**.

The American Association of Surgical Physician Assistants exists to advance the PA profession. To this end we help to improve the quality and accessibility of care for the surgical patient. It is truly a noble endeavor.

This is a huge task. We hope you will become a supporter for the overall good of both organizations, which will improve the quality of health care that PAs provide.



www.aaspa.com
1-888-88-AASPA

CONTENTS

AASPA has a program appropriate for the largest corporation or the individual. The following is a list of outstanding opportunities. Look for more detail in the second section of this packet:

1. Corporate Support

2. Scholarship Support

- Support a scholarship in your company or product's name
- Memorialize a loved one or a co-worker

3. CME Opportunities

- Sponsor a lecture
- Provide an educational grant
- Exhibiting opportunities
- Post an announcement
- Support a student or resident registration in your name.
- Dinner meeting support
- Exhibit break support

4. Advertising

- Advertise in our bi-monthly official publication, *Sutureline*.

5. *Sutureline* Publication Support

6. Surgical PA location

Due to the changes in the healthcare marketplace, both hospitals and healthcare industry has increased its use of Surgical PAs

- Advertise in our official publication and on our website
- Post an advertisement at our annual CME meeting
- Visit www.aaspa.com for more information on hiring a surgical PA.

7. Sponsor a Gathering

- Surgical PA reception, held in conjunction with the American Academy of Physician Assistants conference - May
- Board-of-Directors dinner - January

1. Corporate Support.

Corporate support is an ideal way to quickly build **recognition, understanding, and use of your product.**

Corporate support benefits package:

Package 1

- Three full page (Cover 2) or six ½ page B/W (ROB) advertisements per year in *Sutureline*, our official publication.
- Access to the Board of Directors on an as needed basis.
- Discounted exhibit space at our annual CME meeting.
- Free listing in our bi-monthly official publication, *Sutureline*
- **Support \$5,000**

Package 2

- Three full page (Cover 4) or six ½ page B&W (ROB) advertisements per year in *Sutureline*, our official publication.
- Access to the Board of Directors on an as needed basis.
- Listing on our website with a free link to your site.
- Free exhibit space at our annual CME meeting.
- Free listing in our bi-monthly official publication, *Sutureline*
- Printing of 3 one-page Press Releases per year in *Sutureline*
- **Support \$6,500**

Package 3

- Three full page (Cover 4) and six ½ page (TOC) 4-color advertisements per year in *Sutureline*, our official publication
- Access to the Board of Directors for corporate focus groups.
- Listing on our website with a free link to your site.
- Free exhibit space at our annual CME meeting.
- Free listing as a Corporate Supporter in our bi-monthly official publication, *Sutureline*
- Printing of 6 one-page Press Releases per year in *Sutureline*
- **Support \$8,000**

Package 4

- Three full page color ads (Cover 4), three full page 4-color ads (Cover 2,) and six ½ page full-page B&W (choice of location) advertisements per year in *Sutureline*, our official publication
- Access to the Board of Directors for corporate focus groups.
- Listing on our website with a free link to your site.
- Free exhibit space (premium location) at our annual CME meeting with acknowledgement at the opening ceremony of the meeting.
- Free listing as a Corporate Supporter in our bi-monthly official publication, *Sutureline*
- Printing of six 1-page Press Releases or one clinical article per year in *Sutureline*
- One copy per year of the AASPA membership database
- **Support \$10,000**

2. Scholarship Supporter

AASPA has the largest student membership of any PA specialty organization. Our students are the prescribers and surgical product users of tomorrow! We are proud to offer two scholarships yearly.

Sponsor a scholarship: minimum Support - \$1800

As a scholarship sponsor your company receives recognition in our official publication and website. The certificate is also printed with your name and your company can present the award(s) at our annual meeting.

3. Continuing Medical Education

Exhibiting

Another outstanding opportunity for your company would be to exhibit at our annual conference. AASPA holds its CME meeting in conjunction with the American College of Surgeons Clinical Congress. If your company is packing up to go to the ACS meeting, why not come a few days early to network with influential surgical PAs. It is a great way to meet surgical PAs and their leadership, face-to-face. Please call our home office at 888-882-2772 for further information on the CME opportunities available.

Lecture Support

Want even more exposure for your product or company? Consider supporting a lecture with an educational grant. Educational grants allow us to bring in a speaker on topics important to the Surgical PA Profession. An educational grant ranges from \$5,000 to \$10,000, depending on the speaker and their costs.

As a CME supporter, you will be recognized with discounted or free exhibit space, listing in our CME brochure and CME Program Guide, which the attendees keep with them throughout the meeting and refer to once they are back home.

4. Advertise in our official publication, *Sutureline*

Sutureline, our official, bi-monthly publication has been educating, informing, and entertaining for decades. As a bi-monthly publication, your advertisement will be in the hands of our readers for at least two months. It is a great medium in which to advertise for a PA, both new graduates and seasoned

veterans. It is also a superior vehicle for introducing a new product, new medication indication, or innovative medical device.

Full page ad - \$900 (7 " wide by 10" high)

Half-page ad - \$495 (3 1/2" by 9" high)

One-quarter page ad - \$300 (3.5" wide by 4.5" high)

Website listing- \$75 with print ad

Website listing only - \$125

Please call Renee at AASPA headquarters (1-888-88-AASPA) for more information, the deadline date for the next issue of *Sutureline*, or fill out the contact form at the end of this document.

5. *Sutureline* Publication Supporter

Sutureline has been continuing the education of our membership with CME questions in each issue.

We are planning a compilation of these review questions to be published as a surgical PA review guide.

- As a supporter you will receive:
 - 6 free full-page color advertisements per year in *Sutureline*, cover 4 position
 - A display box opposite the Masthead acknowledging of your support
- **Support \$15,000**

6. Surgical PA Location

Surgical PAs are playing more of a role in the corporate world. PAs are involved in education, product sales and consulting, and product development. AASPA is a great avenue to aid you in recruitment of a PA as an employee or a consultant.

The best way to find a PA is to place an ad in our official, bi-monthly publication *Sutureline* and on our website, or post an advertisement at our annual CME meeting. An 8x10 posting at our CME meeting is only \$100 for the entire conference. Visit www.aaspa.com for more information on "Hiring a Surgical PA."

7. Support a Gathering

In addition to our CME meeting, there are two other events that are available for support. Both of these venues add to the exposure and knowledge of your product.

*AASPA Annual Reception: Each May, in conjunction with the American Academy of Physician Assistants, we hold a two-hour reception for all PAs attending this meeting. We advertise the meeting in *Sutureline* and with bulletins at the meeting. Your name/product will be included on all publications. It is a great way to expose your product to ALL PAs attending this meeting. The cost to cover the support of a reception: \$5,000 - \$7,000 depending on the city.

*American Association of Surgical PAs Board Meeting: Each January, the Board of Directors assembles for a Board Meeting. Get to mingle with this influential group of PAs and PA leaders. All members are invited to attend the meeting and reception. Your name/product is advertised on all correspondence, including in *Sutureline*. Cost of Support: \$3,500

8. Questions or Comments?

For additional information, please contact us: AASPA Home Office 1-888-88-AASPA

Email: aaspa@aaspa.com Visit our website today: www.AASPA.com



American Association of Surgical Physician Assistants
 PMB 201, 4267 NW Federal Highway,
 Jensen Beach, FL 34957
 888-882-2772
 www.aaspa.com

CORPORATE CONTACT FORM

Fax to AASPA at 772-388-3457

or email: aaspa@aaspa.com

NAME _____

ORGANIZATION _____

ADDRESS _____

EMAIL _____

TELEPHONE _____

YES! You can count on my participation in the following areas:

- Corporate Supporter: Minimum level - \$5000/year
- Scholarship Supporter: Minimum level - \$1800
- CME Supporter:
 - Speaker - \$5000
 - Reception - \$6500
 - Attendee bags - \$3600
 - Program Guide - \$3000
 - Attendee flash drives - \$2800
 - Refreshments - \$4500 - \$6500
- Sutureline* Supporter: \$15,000/year

Please make your check payable to AASPA
 AASPA Fed Tax ID # is 63-0797410

- YES!** I want to advertise in the *Sutureline* publication.
 (Our home office will contact you regarding ad format.)