



OHIO ACADEMY OF FAMILY PHYSICIANS

COMMUNITY & CORPORATE
ENGAGEMENT OPPORTUNITIES

2020



OHIO ACADEMY OF
FAMILY PHYSICIANS

ABOUT THE OHIO ACADEMY OF FAMILY PHYSICIANS

5,200 MEMBERS STRONG

The OAFP is one of the largest, most active chapters of the American Academy of Family Physicians and represents nearly 80% of all family physicians in the state of Ohio.

The Ohio Academy of Family Physicians is a statewide professional association of more than 5,200 members, including practicing family physicians, family medicine residents, and medical students. Since 1948, the OAFP has represented the professional interests of Ohio family physicians, provided postgraduate medical education, and encouraged medical students to enter this field and to advance the patient-physician relationship.

The OAFP is one of the largest, most active chapters of the American Academy of Family Physicians. The mission of the OAFP is to improve the health of patients by advocating for and advancing the specialty of family medicine and providing valuable solutions to the diverse needs of members.

OAFP is known for providing:

- Family medicine-focused, evidenced based continuing medical education (CME) opportunities
- Effective legislative and regulatory advocacy on the state and national levels
- Timely, multi-channel communications to keep our members informed and engaged (quarterly magazine, weekly e-newsletter, direct to member email, etc.)
- Ongoing support to ensure a robust family physician workforce pipeline
- Unique programming that assists physicians in maintaining Board certification
- Face-to-face opportunities for physicians to network and build relationships with other family medicine colleagues from across the state - and much, much more.



BUILDING RELATIONSHIPS WITH IMPACT

Family physicians are dedicated to treating the whole person - from every organ system to every behavioral health need, family physicians are there for their patients. They provide a comprehensive range of services within the context of a continuing, trusted relationship that often spans decades and generations of families.

For these reasons, Ohio's family physicians are looking to build meaningful connections with community and corporate partners that share a vision for a healthy Ohio by advancing the work of family physicians across the state.

Members only need to look as far as the Academy and our partners that exist to support them.

OAFP's community and corporate engagement opportunities are designed to facilitate connections that focus on building long-term relationships through cutting-edge education and targeted communications. Recognizing those who are making a commitment to family medicine in Ohio and patients across the state is paramount to the success of this multi-faceted partnership opportunity.



Unique and high-value engagement opportunities between physicians and corporate partners yield lasting and meaningful relationships.



Award-winning, quality improvement education spotlights what can be accomplished between long-standing community partners.

We want to be there for you by opening doors and building relationships so that when members find themselves in need of information, products, or services, they only need to look as far as the Academy and our partners that exist to support them.

PHYSICIAN ENGAGEMENT OPPORTUNITIES



Enhance your visibility while supporting Ohio's family physicians.

Become our Partner in Family Medicine

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Gain greater access and enhance your company's visibility among Ohio's 5,200 family physicians, family medicine residents, and medical student members. The OAFP offers many opportunities throughout the year for community and corporate partners to engage with our physician members. Let us customize a package that best suits your goals and needs.

Options for reaching our members include:

- Monthly Sponsored Resources Email
- Partners in Health Program
- Sponsorship of Non-CME Activities – Offered Statewide and Regionally
- Educational, Quality Improvement Grants and Contracts
- Advertising in OAFP's Various Communication Vehicles

BUILDING RELATIONSHIPS WITH IMPACT

Cultivating relationships is the backbone of family medicine.

BENEFITS OF PARTNERSHIP



Monthly Sponsored Resources Email

Community and corporate partners have the unique opportunity to promote their education content, videos, and websites in a custom designed email delivered directly to the inboxes of approximately 2,700 family physicians across Ohio the last Thursday of each month. Rates start at \$500/month.

Partners in Health Program

This exciting program recognizes community and corporate supporters as not only partners in family medicine but "Partners in Health." Participants in this program receive a web linked logo or ad/graphic recognition on the Partners in Health resources page on the OAFP website for one calendar year. Additionally, your physician-focused, multi-media content will be cross promoted in OAFP's communication vehicles and maintained on the Partners in Health resource page for an entire year.

OAFP Partners in Health receive extra benefits throughout the year including:

- Recognition in OAFP's communication vehicles highlighting our partnership and driving physician attention to your online resources on a quarterly basis
- Recognition in OAFP's quarterly magazine, *The Ohio Family Physician*, which has a print and digital circulation of more than 4,900 readers
- Recognized in the OAFP's 2019-2020 Annual Report, distributed at the 2020 Family Medicine Celebration, August 7-9, 2020
- Advertising discounts in OAFP's weekly e-newsletter, *The Weekly Family Medicine Update*, which is delivered to more than 4,100 subscribers
- Annual subscription to OAFP's quarterly print and digital publication
- The OAFP will also follow your organization on Facebook and share your stories with fellow followers (posts are at the discretion of the OAFP.)

Sponsorship of a Non-Continuing Medical Education (CME) Activity

The OAFP provides regular opportunities for family physicians to gain educational knowledge, enhance their practice management skills, and to build closer relationships with their peers from across the state. Your organization can gain exposure during these high value member programs by sponsoring a non-CME activity at one of these member events. The sky is the limit and creativity abounds. Let us brainstorm with you to discover the right sponsorship opportunity for your organizational goals.

Examples of engagement include:

- Practice management sessions
- Investment and financial planning seminars
- Personal wellness or life coaching programs, just to name a few.

Educational, Quality Improvement Grants and Contracts

One of the pillars of the OAFP is its educational outreach to its membership and we are always looking for partners to provide primary care-focused, evidence-based content to Ohio's family physicians. The OAFP has an award winning track record of providing team-based, quality improvement training. Opportunities to reach Ohio's family physicians on a statewide or regional level are available. The OAFP staff is eager to speak with you on how to bring your ideas to fruition.

Sponsorship and Exhibiting Experiences at Member Events

Showcase your products and services and connect with family medicine decision makers during OAFP's in-person meetings. Two of OAFP's most popular exhibiting and sponsorship opportunities take place annually at the Family Medicine Workshop in January and at the Family Medicine Celebration (annual meeting) in August. Our staff can tell you more on how to participate in these high value events.



Advertising in OAFP's Various Communication Vehicles

The OAFP offers a variety of advertising opportunities that you can use to deliver your organization's message including display and classified advertising in our quarterly magazine and website; sponsoring our weekly e-newsletter; or purchasing a membership mailing list. A member of the OAFP staff is ready to discuss options and explain how we can maximize your organization's advertising dollar.

Engaging for Purpose. Building Relationships.

Just like the family physicians we serve, the OAFP staff is dedicated to building lasting and meaningful relationships with community and corporate partners that share a common goal: to advance family medicine and to support the health of all Ohioians. Our staff is ready to discuss customizing a partnership package that is meaningful and addresses your organizational needs.

Staff Contacts:

Lauren Heberling - Communications Coordinator, Phone: (614) 914-5627, Email: lheberling@ohioafp.org

- Advertising in *The Ohio Family Physician* (Print & Digital) Magazine
- Sponsorship and Exhibiting Experiences at Member Events
- Member Mailing Lists

Erin Jech - Director of Education, Phone: (614) 914-5630, Email: ejech@ohioafp.org

- Educational, Quality Improvement Grants and Contracts

Kate Mahler, CAE - Deputy Executive Vice President, Phone: (614) 914-5626, Email: kmahler@ohioafp.org

- Partners in Health Program
- Sponsorship of Non-Continuing Medical Education (CME) Activities

Emily Pavoni - Director of Membership, Phone: (614) 914-5628, Email: epavoni@ohioafp.org

- Sponsorship of the *Weekly Family Medicine Update*, OAFP's E-Newsletter
- Monthly Sponsored Resources Email

POLICIES AND PROCEDURES

THE FINE PRINT

A summary of expectations and policies that protects our partnership.

OAFP Policy on Partner Generated Educational Content

Sponsored information and partner generated content should not be considered an OAFP endorsement or recommendation of the sponsor's products, services, policies, or procedures. The information and opinions expressed in partner generated educational content are those of the paid sponsors and do not necessarily reflect the views of the OAFP. The OAFP is not responsible for the content of third party websites that are linked from this page; moreover, any links to third party websites where goods or services are advertised are not endorsed or recommended by the OAFP.

Sponsor-developed resources are made available by the OAFP to provide convenient access to information from industry that may be of interest to OAFP members. The OAFP reserves the right to reject or cancel any sponsored resources deemed not to be of interest to the OAFP members, deemed controversial in nature, or in poor taste.

- No partner shall use or display the OAFP logo without the prior written approval of the OAFP.
- No partner shall directly or indirectly represent or otherwise hold itself out as being an agent, employee, legal representative, spokesperson, or preferred vendor of the OAFP. Any violation of these terms will result in the partner's termination of participation in the partner program.
- Partners must comply with industry guidelines (for example, CMSS, OIG, Sunshine Act, PhRMA Code) and operate with the principles of medical ethics and evidence-based medical practice.
- No portion of a partner's annual contribution is allocated for lobbying and/or legislative efforts.

OAFP Policy on Commercial Support

The OAFP adheres to both ACCME Standards of Commercial Support and AAFP Continuing Medical Education (CME) Policy on Industry Support in assessing educational grant opportunities. The OAFP appreciates the financial support provided by proprietary entities for its CME activities. Any funds for this purpose must be in the form of an unrestricted educational grant made payable to the OAFP. The OAFP affirms its responsibility to maintain control over the selection of content, faculty, education methods and materials in all of its CME activities, ensuring objectivity, balance, and scientific rigor and independence.

While all CME activities are carefully vetted by the pertinent OAFP CME planning committee, it should be noted that CME activities developed by AAFP constituent chapters with industry funding have already been fully vetted by the sponsoring chapter's CME planning committee who follow the same standards for CME and commercial support as the OAFP. Due to the rigor of peer evaluation and relevance to family medicine, chapter sponsored CME activities will be given priority.

OAFP Policy on Advertising, Exhibits, and Sponsorships

All contracts submitted for advertising, exhibits, and sponsorships must be deemed relevant and useful to the practice of medicine (meet the standards of generally accepted medical practice or relate to the clinical practice of medicine), practice management (relevant to the socioeconomic practice of medicine or enabling physicians to run more efficient practices), or quality of life (lifestyle issues and opportunities).

Advertisements deemed controversial in nature or in poor taste will be evaluated by the publication's editor to determine if they are appropriate for publishing. Exhibits or sponsorships in question will be reviewed by the OAFP Executive Committee.

The initial acceptance of contract does not constitute a guarantee or endorsement of the product or service by the OAFP. Advertising, exhibits, or sponsorships that promote tobacco products, alcoholic beverages, firearms, or products/services that are illegal under state or federal statute are not permitted.

Products that require approval by the Food and Drug Administration (FDA) for marketing must receive such approval before they are accepted for a contract. It is the responsibility of the contractor to conform to FDA regulations and all legal requirements for the content of claims made about the product.

Products for nutritional supplements and vitamin preparations are not eligible for advertising, exhibiting, or sponsorship unless they are approved for marketing by FDA or their efficacy and safety are substantiated by clinical studies acceptable to the OAFP - generally, these are U.S. studies published in mainstream U.S. medical journals.

Only diet programs prescribed and controlled by physicians are eligible for advertising, exhibiting, or sponsorship.

Executive Committee will address and resolve any concerns about advertising, exhibiting, or sponsorships should complaints arise.

The OAFP reserves the right to reject or cancel any contract at any time and if that occurs, a full refund of the fee will be granted.