



## 2020 Healthcare Outcomes Performance Symposium (HOPS) Event Fact Sheet

**DATES/TIMES/LOCATION:** June 19-20, 8:00 am - 4:30 pm at JW Marriott – Desert Ridge, Phoenix, AZ

**COURSE DESCRIPTION:** This exciting, in-depth program for providers, health system executives, and payors will focus on critical topics across the continuum of musculoskeletal care and healthcare business performance through a dynamic mix of didactic presentations, interactive case-based discussions, expert debates, and lively panels. The course format will provide interaction with distinguished faculty members who will share their knowledge and expertise on a wide variety of relevant topics. Various tracks will allow attendees to attend the specific clinical and business topics that most interest them.

**FIVE DISTINCT TRACKS, which attendees can move between, will be devoted to:**

- Three specialized tracks for advanced concepts in clinical musculoskeletal topics across the continuum of care in upper extremity, lower extremity, and spine and pain.
- A specialized track focused on healthcare reform strategies, population health, bundled payments, and the business of medicine.
- A specialized track for musculoskeletal care and management by Allied Health Providers (PA, NP, PT).

**CLINICAL TRACK SYMPOSIUM OBJECTIVES:**

- Implement clinical practice improvements based on evidence, professional development, and strategies for cost-effective quality musculoskeletal and spine care.
- Impact patient outcomes through adoption of innovation, technology, and best practices.
- Discuss current literature in highly controversial areas to reveal best practices and effective care.
- Interact with experts in your specific field in small groups to allow meaningful discussion about issues critical to your practice.

**BUSINESS TRACK SYMPOSIUM OBJECTIVES:**

- Determine opportunities and strategies around the outpatient ecosystem, ambulatory surgery centers, and related reimbursement and legislative changes.
- Analyze how alignment of payors, providers, health systems, and patients is possible and the winning formula.
- Discuss healthcare strategies for remaining a viable, sustainable musculoskeletal practice and describe the strategy details to manage and grow musculoskeletal businesses in a complex and changing regulatory and business environment.
- Explain how network development, payor-provider partnerships, and new technologies can drive lower cost trends and improve quality resulting in benefit for all stakeholders.
- Discuss current trends in musculoskeletal practice consolidation.

**TARGET AUDIENCE:** Approximately 400 orthopedic surgeons, C-suite healthcare and insurance executives, physician assistants, nurse practitioners, nurses and physical therapists will attend.

**CONTINUING EDUCATION:** This activity has been planned and implemented in accordance with accreditation requirements. MORE Foundation designates this live activity for a maximum of **13.0 AMA PRA Category 1 Credits™** for physicians, physician assistants and nurse practitioners.

## COMMERCIAL SUPPORT OPPORTUNITIES

Benefits	Diamond \$50,000	Platinum \$25,000	Titanium \$10,000	Gold \$7,500	Silver \$5,000	Exhibitor \$2,500
Booth space	10x20 ft	3 tables	2 tables	2 tables	1 table	1 table
Live demo, training & lecture	X					
Corporate introduction & recognition	X	X				
Corporate recognition throughout event	X	X	X	X	X	
MORE website recognition	X	X	X	X	X	X
Advertisement in the educational printed program	Full page	½ page	¼ page			
Exhibitor badges	12	7	5	4	3	2

### ALA CARTE OPPORTUNITIES

The following sponsorships receive corporate recognition on MORE Foundation website, event signage and on the on-site agenda.

- KEYNOTE/GENERAL SESSION SPEAKER SUPPORTER..... \$5,000**  
Speaker will be selected by MORE Foundation.
- BREAKOUT SESSION SUPPORTER..... \$1,000**  
Speaker will be selected by MORE Foundation.
- BREAKFAST SUPPORTER (2) ..... \$15,000**
- LUNCH SUPPORTER (2) ..... \$20,000**
- BREAK SUPPORTER (4) ..... \$15,000**
- HAPPY HOUR SUPPORTER.....Contact Education Director**
- ADDITIONAL EXHIBITOR BADGE ..... \$150**
- ADVERTISEMENT (based on size) .....Contact Education Director**

For additional information, please contact Deb Sietsema at  
623.455.7109 or [debra.sietsema@more-foundation.org](mailto:debra.sietsema@more-foundation.org)