

OptumHealth Education's
11th Annual
Medical Director/
Physician Leadership Forum

November 9, 2017
Four Seasons Hotel Las Vegas



Industry-Sponsored
Satellite Symposia
Prospectus

Satellite Symposia Guidelines

OptumHealth Education (OHE) is pleased to offer two opportunities for Industry-sponsored Satellite Symposia adjacent to the “11th Annual Medical Director/Physician Leadership Forum” (formerly Medical Director Forum). Attendance at a satellite symposium will range from 50 to 125 attendees, depending on the topic and concurrent symposia.

SYMPOSIUM DETAILS

Date: Thursday, Nov. 9, 2018

Time: Symposia will take place during the lunch break and can begin at 12:00 p.m.

Registration: Permitted to begin at 11:45 a.m.

- Meeting space is available at Four Seasons Las Vegas. Attendance restrictions may apply due to room size.
 - Set up will be classroom seating.
- Meeting space for each symposium will be assigned by OHE Staff.
- Meeting space assignments will be confirmed in October 2017.
- Contact Bethany Severson at 1-952-205-3071 or via email at bethany.severson@optumhealtheducation.com for additional information.

RULES AND REGULATIONS

Satellite Symposia are not part of the *11th Annual Medical Director/Physician Leadership Forum*, which is a CME activity developed and accredited by OptumHealth Education.

Services Provided by OHE Staff

- Consult with sponsor regarding satellite symposium requirements.
- Assign appropriate space, and designate hotel contacts.
- Provide symposium listing on the OHE website but **not included** in the actual program of the *11th Annual Medical Director/Physician Leadership Forum*. OHE staff reserve the right to review all symposia applications and promotional materials and to reject topics, formats or materials deemed inappropriate.

All promotional and marketing materials **must be approved by OHE** prior to distribution. It is the sole responsibility of the sponsor to work with OHE to receive approval of materials.

Approval from OHE staff does not constitute an endorsement of the program or its contents by OHE.

Satellite Symposia Guidelines

RULES AND REGULATIONS

Pre-meeting Policies

- Symposia invitation and registration are the **responsibility of the sponsor and must be approved by OHE.**
 - A distribution list will be provided to the sponsor for the sole purpose of inviting attendees to the symposium.
- Sponsor agrees to provide OHE with weekly symposium registration reports.

On-site Policies: Posters/Flyers

- Posters/flyers are provided by the sponsor and can be displayed and distributed in the following locations:
 - In noneducational spaces on the conference floor the day of the symposium.
 - The sponsoring company's booth. (If applicable)
 - The conference tote bag — copies to be pre-approved and supplied by sponsor to OHE by October 16.
 - Outside of symposium location prior to the event.

Printed and Published Materials

- Industry sponsors must be listed on all printed/published materials.
- All printed/published materials must bear the following information: Sponsored by..., Supported by..., and Coordinated by...

Content and Use of the OHE Name and Logo

- All advertisements, promotions or invitations for the symposium must bear the following statement: "This program is not affiliated with the *11th Annual Medical Director/Physician Leadership Forum.*" This statement must appear on the cover/front page of any copy using at least a 12 pt. font size.
- The OHE logo and OHE name **may not be used** in any promotions, advertisements, meeting materials or correspondence related to the program.

Food, Beverage and Entertainment

- Please refer to the PhRMA Code on Interactions with Healthcare Professionals, AdvaMed codes, and CMS Physician Payments Sunshine Act on food and beverage items from sponsors. To maintain the focus on education and the research being presented, no entertainment or performance, live or otherwise, may be offered before, during, or after the event. Please contact OptumHealth Education for details regarding Food/Beverage to be provided during the symposium.

Satellite Symposia Guidelines

FEE DETAILS

Cost: \$25,000

- Fee includes: Meeting room rental; a riser with a podium and head table for two (2); standard AV set to include a screen, projector, podium and lavalier microphones.
- All other expenses are the responsibility of the sponsoring company.

Cancellation

- If a symposium is cancelled after approval has been granted but before Aug. 29, 2017, a 30 percent cancellation fee will be applied. No refunds will be provided for those companies that cancel their program after Aug. 29, 2017.

APPLICATION PROCESS

The application deadline is Aug. 18, 2017. Notification of acceptance will be sent by Aug. 29, 2017. To apply, go to www.optumhealtheducation.com/mdf2017-satellite. Acceptance of applications received after Aug. 18, 2017, will be dependent upon availability. Notification will be sent within two weeks of receipt.

Application Review, Selection and Notification

- Receipt of complete applications will be confirmed by email.
- Applications will be reviewed by OptumHealth Education.
- Applications offering continuing education credits will be given priority for acceptance.
- Acceptance will be based on the relevance of topic and content to the *11th Annual Medical Director/Physician Leadership Forum* audience.
- Notification of acceptance (or required changes) will be sent via email to the primary contact.
- OptumHealth Education, at its sole discretion, reserves the right to refuse selection if all slots are filled. If the application is not accepted, the sponsor will be notified as soon as possible. It is the responsibility of the sponsor to cancel any arrangements that might have been made in connection with the symposium. OptumHealth Education will not be responsible for any expenditure or other costs incurred by the sponsor or its agent(s) in planning or conducting the symposium.

CONTINUING EDUCATION

Satellite symposia have the option to offer continuing education (CE) for their programs. If offered, the sponsor's program must be accredited by an official accredited provider and must meet all necessary guidelines and criteria. All industry-supported symposia designated for CE credit must be free of commercial bias.