



**OPTUM**Health™

Education

# 2022 Annual Support Options

# About OptumHealth Education

---



OptumHealth Education (OHE) is one of only a few jointly accredited organizations in the world. OHE is simultaneously accredited to provide medical, nursing, optometry, pharmacy, psychology, social work and dietitian continuing education activities by the Accreditation Council for Continuing Medical Education (ACCME), the American Nurses Credentialing Center (ANCC), the Accreditation Council for Pharmacy Education (ACPE), The Council on

Optometric Practitioner Education (COPE), the American Psychological Association (APA), the Approved Continuing Education (ACE) program and Commission on Dietetic Registration (CDR). OHE is also approved by the NBHWC, PAC for the continuing education and training of National Board-Certified Health and Wellness Coaches (NBC-HWC).

OHE is dedicated to providing interprofessional continuing education (IPCE) that improves patient outcomes and positively impacts the delivery of health care. We work diligently to foster the professional development of engaged, lifelong learners who seek to advance the skills, strategy and/or performance relevant to their clinical practice and/or their role within the health care team.

## Other Affiliations

- American Association of Professional Coders
- American Board of Managed Care Nursing
- American Board for Transplant Certification
- Commission of Case Manager Certification
- Commission for Dietetic Registration
- Global Alliance for Medical Education (GAME)
- Oncology Nursing Certification Corporation

## Member



- Oncology Care Education Collaborative
- Primary Care Education Collaborative

# Contact Us

---

If you are interested in learning more about the 2022 Annual Support program or need additional documentation, please complete the [2022 Annual Support Request for Information Form](#). Upon receipt of your request, OptumHealth Education will respond within 2–3 business days.

We invite your organization to help support OptumHealth Education’s 2022 in-person, hybrid and/or virtual live educational activities. The OptumHealth Education Annual Support Program offers organizations a collection of benefits and the opportunity to:

- Promote your brand, value and services
- Network with health care practitioners and executives
- Access complimentary conference registrations
- Stay informed of the most current topics and latest advances in the care and management of medically complex patients.

Advertising and promotional sponsorships (i.e., symposia, receptions, breaks, tote bags, lanyards, etc.) are available on an event-by-event basis and are included with each activity announcement.

## 2022 Annual Support Options

Annual support is comprehensive, provides the greatest level of recognition and associated benefits. To help meet your organization’s goals and budget, there are four levels of support available. For a list of planned in-person, hybrid and/or virtual live educational activities included with your support, please refer to page 9.

### Annual Support Levels



\$60,000



\$45,000



\$30,000



\$15,000



## Diamond Level Annual Support — \$60,000

**DIAMOND-LEVEL BENEFITS include the following for live in-person and virtual activities held in 2022 (refer to page 9):**

- **Complimentary Exhibit Space.** Prominent diamond-level placement of your organization's display. Expected attendance levels range from 150–1,000.
- **Conference Attendee List.** Includes name, title, employer, work address, phone number, and email address (if provided to OptumHealth Education for distribution).
- **Complimentary Conference Registrations.** Unlimited full-access conference registrations. *The registration fee is waived for all guests; however, they are responsible for travel, lodging, and meals not included with conference registration.*
- **Social Media Presence.** Three social mentions across Twitter, Facebook and LinkedIn highlighting your organization as a diamond-level supporter.
- **Pre-event Benefits:**
  - **Diamond-level spotlight listing on the conference registration site** with clickable logo to your organization's web site. This is the primary method to promote and manage OHE's activities. *Links to these sites are distributed to an average of 277,000 health care professionals an average of 6 times per event for a total of 1.6M impressions to the managed care/payer/employer/provider industries per event.*
  - **OHE pre-event email to prominently showcase your organization** as a diamond-level annual supporter.
  - **One pre-event email campaign** with your customized message distributed to conference registrants.
- **Onsite Benefits:**
  - **Complimentary conference bag insert** included at all 2022 in-person educational activities (*content to be approved by OHE*).
  - **Event signage and promotional materials** will include diamond-level placement of your company logo.
  - **Three push notifications** with your organization's message (via mobile app for live in-person or hybrid events and via event platform for virtual events).
  - **Platform landing page to include diamond-level placement of company logo** for virtual events.
  - **Mobile app inclusions:**
    - **Directory listing** to include the organization- or product description and clickable web site link.
    - **Push notification** with your organization's message.
    - **Home screen banner ad**
    - **Home screen clickable icon***Note: The mobile app will be used for in-person and hybrid events only.*
- **Post-Event Benefits:**
  - **One post-event email campaign** with your customized message distributed to conference attendees.
  - **Support updates**
    - At your request, you will be provided with quarterly updates of your activity-to-date with OptumHealth Education including educational activity attendance, demographic breakdowns and your organization's attendance to date.
    - At your request, you will be provided with a summary of all event evaluations for that quarter's activities.

**2021 Diamond-Level Annual Supporters:** • Bristol-Myers Squibb • Optum



## Platinum Level Annual Support — \$45,000

**PLATINUM-LEVEL BENEFITS** include the following for live in-person and virtual activities held in 2022 (refer to page 9):

- **Platinum-Level Exhibit Space.** Your organization's display will receive prominent placement in the conference exhibit hall. Expected attendance levels range from 150–1,000.
- **Conference Attendee List.** Includes name, title, employer, work address, phone number, and email address (if provided to OptumHealth Education for distribution).
- **Conference Registration Discounts**
  - **Virtual Conferences:** Unlimited complimentary full-access conference registrations.
  - **In-person Conferences:**
    - Eight (8) complimentary full-access conference registrations
    - 80% discount off the Individual Supporter additional registrant fee*The registration fee is waived for up to eight guests; however, they are responsible for travel, lodging, and meals not included with conference registration.*
- **Social Media Presence.** Three (3) social mentions across Twitter, Facebook and LinkedIn highlighting your organization as a platinum-level supporter.
- **Pre-event Benefits**
  - **Platinum-level spotlight listing on the conference registration site** with clickable logo to your organization's web site. This is the primary method used to promote and manage OHE's activities. *Links to these sites are distributed to an average of 277,000 health care professionals an average of 6 times per event for a total of 1.6M impressions to the managed care/payer/employer/provider industries per event.*
  - **OHE pre-event email to prominently showcase your organization** as a platinum-level annual supporter.
  - **One pre-event email campaign** with your customized message distributed to conference registrants.
- **Onsite Benefits**
  - **Event signage and promotional materials** will include platinum-level placement of your company logo.
  - **Two push notifications** with your organization's message (via mobile app for live in-person or hybrid events and via event platform for virtual events).
  - **Platform landing page to include platinum-level placement of company logo** on for virtual events.
  - **Directory listing** to include the organization- or product description and clickable web site link on the conference mobile app for live in-person or hybrid events.
- **Post-Event Benefits**
  - **One post-event email campaign** with your customized message distributed to conference attendees.
  - **Support updates**
    - At your request, you will be provided with quarterly updates of your activity-to-date with OptumHealth Education including educational activity attendance, demographic breakdowns and your organization's attendance to date.
    - At your request, you will be provided with a summary of all event evaluations for that quarter's activities.



## Gold Level Annual Support — \$30,000

**GOLD-LEVEL BENEFITS** include the following for live in-person and virtual activities held in 2022 (refer to page 9):

- **Gold-Level Exhibit Space.** Your organization's display will receive prominent placement in the conference exhibit hall. Expected attendance levels range from 150–1,000.
- **Conference Attendee List.** Includes name, title, employer, work address, phone number, and email address (if provided to OptumHealth Education for distribution).
- **Conference Registration Discounts**
  - **Virtual Conferences:**
    - Six (6) complimentary full-access conference registrations.
    - 50% discount off the Individual Supporter additional registrant fee.
  - **In-person Conferences:**
    - Four (4) complimentary full-access conference registrations
    - 65% discount off the Individual Supporter additional registrant fee  
*The registration fee is waived for up to four guests; however, they are responsible for travel, lodging, and meals not included with conference registration.*
- **Social Media Presence.** Two (2) social mentions across Twitter, Facebook and LinkedIn highlighting your organization as a gold-level supporter.
- **Pre- and Post-event Benefits**
  - **Gold-level spotlight listing on the conference registration site** with clickable logo to your organization's web site. This is the primary method used to promote and manage OHE's activities. *Links to these sites are distributed to an average of 277,000 health care professionals an average of 6 times per event for a total of 1.6M impressions to the managed care/payer/employer/provider industries per event.*
  - **OHE pre-event email to prominently showcase your organization** as a gold-level annual supporter.
  - **One pre-event OR one post-email campaign** with your customized message distributed to conference registrants.
- **Onsite Benefits**
  - **Event signage and promotional materials** will include gold-level placement of your company logo.
  - **One push notification** with your organization's message (via mobile app for live in-person or hybrid events and via event platform for virtual events).
  - **Platform landing page to include gold-level placement of company logo** on for virtual events.
  - **Directory listing** to include the organization- or product description and clickable web site link on the conference mobile app for live in-person or hybrid events.
- **Support Updates**
  - At your request, you will be provided with quarterly updates of your activity-to-date with OptumHealth Education including educational activity attendance, demographic breakdowns and your organization's attendance to date.
  - At your request, you will be provided with a summary of all event evaluations for that quarter's activities.

### 2021 Gold-Level Annual Supporters:

- **Boehringer Ingelheim Pharmaceuticals • CareDx • Genentech • Sandoz • Seagen**



## Silver Level Annual Support — \$15,000

**SILVER-LEVEL BENEFITS include the following for live in-person and virtual activities held in 2022 (refer to page 9):**

- **Silver-Level Exhibit Space.** Your organization’s display will receive prominent placement in the conference exhibit hall. Expected attendance levels range from 150–1,000.
- **Conference Attendee List.** Includes name, title, employer, work address, phone number, and email address (if provided to OptumHealth Education for distribution).
- **Conference Registration Discounts**
  - **Virtual Conferences:**
    - Four (4) complimentary full-access conference registrations.
    - 25% discount off the Individual Supporter additional registrant fee.
  - **In-person Conferences:**
    - Two (2) complimentary full-access conference registrations
    - 35% discount off the Individual Supporter additional registrant fee

*The registration fee is waived for up to two guests; however, they are responsible for travel, lodging, and meals not included with conference registration.*
- **Social Media Presence.** One (1) social mention across Twitter, Facebook and LinkedIn highlighting your organization as a silver-level supporter.
- **Pre- and Post-event Benefits**
  - **Silver-level spotlight listing on the conference registration site** with clickable logo to your organization’s web site. This is the primary method used to promote and manage OHE’s activities. *Links to these sites are distributed to an average of 277,000 health care professionals an average of 6 times per event for a total of 1.6M impressions to the managed care/payer/employer/provider industries per event.*
  - **OHE pre-event email to prominently showcase your organization** as a silver-level annual supporter.
- **Onsite Benefits**
  - **Event signage and promotional materials** will include silver-level placement of your company logo.
  - **Platform landing page to include silver-level placement of company logo** on for virtual events.
  - **Directory listing** to include the organization- or product description and clickable web site link on the conference mobile app for live in-person or hybrid events.

### 2021 Silver-Level Annual Supporters:

- Eisai • Ipsen • Kite—A Gilead Company • MorphoSys • Sanofi Genzyme
- Takeda • Takeda Oncology • Teva

## 2022 Live In-person, Virtual or Hybrid Educational Activities Schedule *(as planned)*

### **Essentials of Oncology, Solid Organ and Blood/ Marrow Transplant Management for the Health Care Team**

March 14–15, 2022

Location: Scottsdale, Arizona

**Included with Annual Support Funding**

This conference provides health care practitioners that are responsible for the care of transplant and/or oncology patients or management of their benefits with the most current topics and exciting advances in these fields.

---

### **31st Annual National Conference**

October 17–19, 2022

Location: Bloomington, Minnesota

**Included with Annual Support Funding**

For over three decades, this conference has brought together managed care payer and employer clinicians, medical directors, executives and product directors, as well as representatives from leading medical centers from across the U.S. to hear about the hottest topics and most important advances in the care and management of medically complex patients.

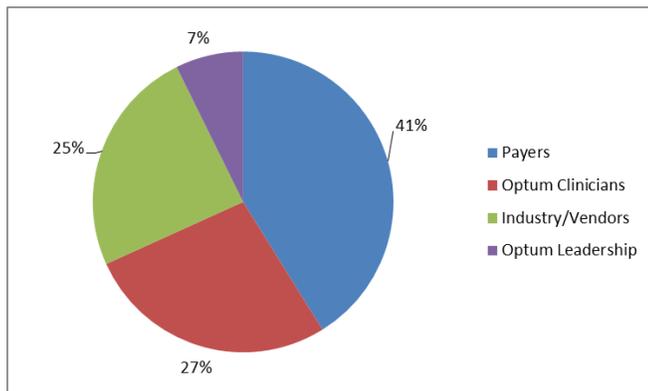
---

*Note: Due to the volatility of the pandemic, scheduled in-person conferences may be changed to a virtual platform.*

# Example Educational Activities in Review

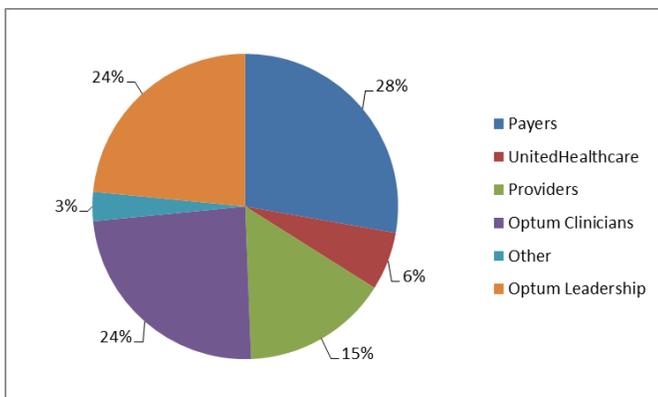
## Essentials of Oncology, Solid Organ and Blood/Marrow Transplant Management for the Health Care Team (in-person)

### Attendance Demographics



## Annual National Conference (in-person)

### Attendance Demographics



## Attendee Organizations at Prior In-person Educational Activities (UnitedHealth Group omitted)

- Advent Hospital Orlando
- AccuRisk Solutions
- Acelis Connected Health
- ActiCare Health
- Aetna
- AHCCCS
- Allegiance Benefit Plan Management
- AmeriBen IEC Group
- American Liver Foundation
- Arkansas Blue Cross and Blue Shield
- ASG Risk Management
- ASR Health Benefits
- Banner Health
- Banner MD Anderson
- Banner University Medical Center - Phoenix
- Banner University Medical Center Tucson
- Barnes Jewish Hospital
- Baylor Scott and White
- BCBSIL
- BCBSMN
- Be The Match
- Berkley Accident & Health
- Berkshire Hathaway Specialty Insurance
- Blood & Marrow Transplant Group of GA
- Blood & Marrow Transplant at Northside Hospital
- Blue Cross Blue Shield Arizona
- Blue Cross Blue Shield of Kansas City
- Blue Cross Blue Shield of Michigan
- Blue Cross Blue Shield of Tennessee/Medicare Advantage
- Brigham & Women's Hospital
- CareValent
- Cedars Sinai
- Central Maine Medical Group
- CHI Baylor St Luke's Medical Center

- Children's Community Health Plan
- Children's Hospital of Philadelphia
- Cincinnati Children's Hospital
- City of Hope
- Cleveland Clinic
- Cleveland Clinic Florida
- CVS
- Dean Health Plan
- Department of Transplant
- Emory Healthcare
- Excelsior Solutions
- FEP BCBSA
- Froedtert Health
- Gundersen Health System
- Health First Health Plans
- Health Management Partners
- HealthNet
- HealthPartners Health Plan
- HonorHealth
- Houston International Insurance Group
- Houston Methodist Hospital J.C. Walter Jr. Transplant Center
- Humana
- IISI - Intermediary Insurance Services Inc.
- IOA Re
- ISU
- JOHN HOPKINS
- Leavitt Great West
- Liberty Mutual Medical Stop Loss
- Loma Linda University Health
- M Health Fairview
- Mayo Clinic
- Medcost LLC
- Medica
- Medical Associates Health Plans
- Medical Benefit Management
- MedStar Health
- MercyCare Health Plans
- Meridian Health Plan
- Moda Health
- Molina Healthcare
- National Comprehensive Cancer Network
- National Marrow Donor Program
- Nebraska Medicine
- NUATC - Northwestern University Affiliated Transplant Centers
- OmniLife
- OneBeacon
- Oscar Health
- Partner Re America Insurance Co.
- PARTNERS MGU
- Phoenix Children's Hospital
- Preferred One
- Presbyterian St. Luke (HCA)
- Prime Therapeutics
- Quantum Health
- Quartz
- Restoring Hope Transplant House
- RGA
- Rush University Medical Center
- SCOR Global Life Americas
- Sequoia Re
- SSM Health
- St. Joseph Heritage Healthcare
- Stanford Health Care
- Summit Reinsurance
- Symetra
- Texas Children's Hospital
- The Children's Hospital of Philadelphia
- Tokio Marine HCC
- UAB Health System
- UCSF Medical Center
- University Chicago Medical
- University Hospital
- University of Colorado Hospital (UC Health)
- University of MN Health
- University of Utah Health
- University of Wisconsin Organ and Tissue Donation
- UPMC
- Variant Insurance
- Via Christi
- Virgin Pulse
- Voya Financial
- Walgreens
- Western Southern Financial
- Wirt & Associates, LLC
- Wisconsin Dialysis Inc
- WPS Health Insurance