

Optum Health Education™

2023 Annual Support Options

About Optum Health Education



JOINTLY ACCREDITED PROVIDER™
INTERPROFESSIONAL CONTINUING EDUCATION

Optum Health Education is a jointly accredited education company with over 30-years of experience as a full-service provider of interprofessional continuing education (IPCE).

Optum Health Education is simultaneously accredited to provide medical, nursing, optometry, pharmacy, psychology, social work, dental 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, American Dental Association Continuing Education Recognition Program (ADA CERP) and Commission on Dietetic Registration (CDR).

Optum Health Education 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

- Coders (AAPC-Certified)
- Case Managers (CCMC)
- Family Physicians (AAFP)
- Managed Care Nurses (CMCN)
- Transplant Coordinators (ABTC)
- ILNA Coding (ONCC)

Member

- Oncology Care Education Collaborative
- Primary Care Education Collaborative

Contact Us

If you are interested in learning more about the 2023 Annual Support program or need additional documentation, please complete the [2023 Annual Support Request for Information Form](#). Upon receipt of your request, Optum Health Education will respond within 2–3 business days.

We invite your organization to help support Optum Health Education’s 2023 in-person, hybrid and/or virtual live educational activities. The Optum Health 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.

2023 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 educational activities included with your support, please refer to page 8.

Annual Support Levels

	\$75,000
	\$60,000
	\$40,000
	\$20,000



Diamond Level Annual Support — \$75,000

DIAMOND-LEVEL BENEFITS include the following for live in-person and virtual activities held in 2023 (refer to page 8):

- **Complimentary Exhibit Space.** Prominent diamond-level placement of your organization’s display. Expected attendance levels range from 150–500.
- **Conference Attendee List.** Includes name, title, employer, work address, phone number, and email address (if provided to Optum Health Education for distribution).
- **Industry Symposium.** Priority consideration for conference symposium, when applicable.
Symposium fees are separate from Annual Support package.
- **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.
 - **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 2023 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 Optum Health 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.

2022 Diamond-Level Annual Supporter: • Optum



Platinum Level Annual Support — \$60,000

PLATINUM-LEVEL BENEFITS include the following for live in-person and virtual activities held in 2023 (refer to page 8):

- **Platinum-Level Exhibit Space.** Your organization’s display will receive prominent placement in the conference exhibit hall. Expected attendance levels range from 150–500.
- **Conference Attendee List.** Includes name, title, employer, work address, phone number, and email address (if provided to Optum Health Education for distribution).
- **Industry Symposium.** Priority consideration for conference symposium, when applicable.
Symposium fees are separate from Annual Support package.
- **Conference Registration Discounts**
 - **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.
 - **Virtual Conferences:** Unlimited complimentary full-access conference registrations.
- **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.
 - **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 Optum Health 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.

2022 Platinum-Level Annual Supporters: • Amgen • Boehringer Ingelheim
• Bristol Myers Squibb • Eurofins Transplant Genomics • Seagen



Gold Level Annual Support — \$40,000

GOLD-LEVEL BENEFITS include the following for live in-person and virtual activities held in 2023 (refer to page 8):

- **Gold-Level Exhibit Space.** Your organization's display will receive prominent placement in the conference exhibit hall. Expected attendance levels range from 150–500.
- **Conference Attendee List.** Includes name, title, employer, work address, phone number, and email address (if provided to Optum Health Education for distribution).
- **Conference Registration Discounts**
 - **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.*
 - **Virtual Conferences:**
 - Six (6) complimentary full-access conference registrations.
 - 50% discount off the Individual Supporter additional registrant fee.
- **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.
 - **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 Optum Health 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.

2022 Gold-Level Annual Supporters: • CareDx • Genentech



Silver Level Annual Support — \$20,000

SILVER-LEVEL BENEFITS include the following for live in-person and virtual activities held in 2023 (refer to page 8):

- **Silver-Level Exhibit Space.** Your organization's display will receive prominent placement in the conference exhibit hall. Expected attendance levels range from 150–500.
- **Conference Attendee List.** Includes name, title, employer, work address, phone number, and email address (if provided to Optum Health 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.
 - **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.

2022 Silver-Level Annual Supporters:

- AbbVie • ADC Therapeutics • Bayer HealthCare Pharmaceuticals • Blueprint Medicines
- Eisai • Incyte • Ipsen • Kite Pharma • Lundbeck Seattle Biopharmaceuticals • Otsuka
- Sanofi • Takeda Pharmaceuticals U.S.A.

2023 Live In-person Educational Activities Schedule *(as planned)*

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

March 13–14, 2023

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.

Medical Director and Clinician Leadership Forum 2023

April 26–27, 2023

Location: Las Vegas, Nevada

Included with Annual Support Funding

This Forum is designed for Medical Directors, Physician Executive/Leaders, Pharmacists in a Leadership Role, Psychologist, Nurses/Nurse Practitioner Executives, and Clinical Executives/Leaders working in the managed health care industry. Clinical experts share their insights into topics that are critical to the management of large patient populations. The Forum focuses on innovations and evidence-based research related to optimizing patient care, outcomes and benefit management.

32nd Annual National Conference

October 2–4, 2023

Location: Minneapolis, Minnesota

Included with Annual Support Funding

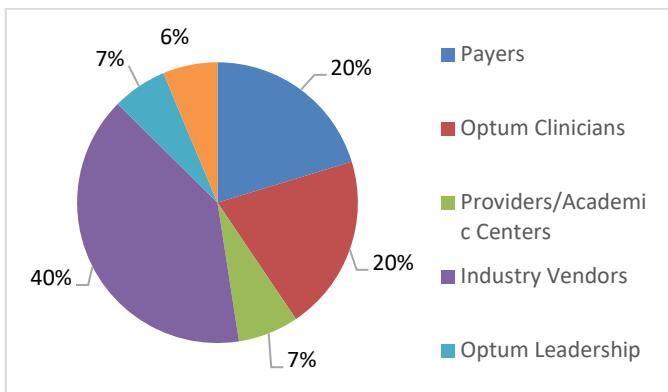
For over three decades, this conference brings together managed care payer and employer clinicians, medical directors, executives and product directors, as well as representatives from leading medical centers from across the U.S. to hear about the hottest topics and most important advances in the care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

Note: Schedule is subject to change.

Example Educational Activities in Review

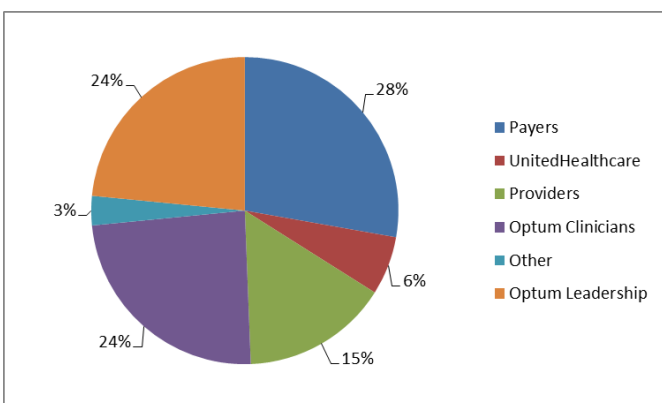
Essentials of Oncology, Solid Organ and Blood/Marrow Transplant Management for the Health Care Team (2022 in-person)

Attendance Demographics



Annual National Conference (in-person)

Attendance Demographics



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

- AccuRisk Solutions
- Acelis Connected Health
- ActiCare Health
- Advent Hospital Orlando
- 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 at Northside Hospital
- Blood & Marrow Transplant Group of GA
- Blue Cross Blue Shield Arizona
- Blue Cross Blue Shield of Kansas City
- Blue Cross Blue Shield of Michigan
- Blue Cross Blue Shield of Tennessee
- 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
- DBS Consulting
- Dean Health Plan
- Department of Transplant
- Emory Healthcare
- EPIC Management
- Excelsior Solutions
- FEP BCBSA
- Froedtert Health
- Gundersen Health System
- Health First Health Plans
- Health Management Partners
- HealthNet
- HealthPartners Health Plan
- HealthScope Benefits
- HMA
- HonorHealth
- Houston International Insurance Group
- Houston Methodist Hospital J.C. Walter Jr. Transplant Center
- Humana
- HUTCHMED USA
- 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
- MemorialCare Medical Foundation
- MercyCare Health Plans
- Meridian Health Plan
- Moda Health
- Molina Healthcare
- National Comprehensive Cancer Network
- National Marrow Donor Program
- naviHealth
- Nebraska Medicine
- Neugen Health
- NUATC - Northwestern University Affiliated Transplant Centers
- OmniLife
- OneBeacon
- Oscar Health
- Partner Re America Insurance Co.
- PARTNERS MGU
- PayerCompass
- Phoenix Children's Hospital
- Preferred One
- Presbyterian St. Luke (HCA)
- Prime Therapeutics
- Quantum Health
- Quartz
- Reliant Medical Group
- Restoring Hope Transplant House
- RGA
- Riley Children's Hospital
- 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
- University of Southern California
- Variant Insurance
- Via Christi
- Virgin Pulse
- Voya Financial
- Walgreens
- Western Southern Financial
- Wirt & Associates, LLC
- Wisconsin Dialysis Inc