

OptumHealth Education's  
12<sup>th</sup> Annual  
Medical Director/  
Physician Leadership Forum

**June 13, 2018**

Bellagio 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 “12th Annual Medical Director/Physician Leadership Forum.” Attendance for satellite symposium is expected to be between 50 to 125 attendees, depending on the topic’s relevance to the audience.

## SYMPOSIUM DETAILS

**Date:** Wednesday, June 13, 2018

**Time:** Symposia will take place during the lunch break. Symposia can begin at 12:00 p.m. and last up to 60 minutes.

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

- Meeting space is available at Bellagio Las Vegas. Attendance restrictions may apply due to room size.
  - Standard set up will be classroom seating.
- Meeting space for each symposium will be assigned by OHE staff.
- Meeting space assignments will be confirmed in May 2018.
- Contact Bethany Severson at 952-205-3071 or via email at [bethany.severson@optumhealtheducation.com](mailto:bethany.severson@optumhealtheducation.com) for additional information.

## RULES AND REGULATIONS

Satellite Symposia are not part of the *12th Annual Medical Director/Physician Leadership Forum*, which is a CME activity developed and accredited by OptumHealth Education. OHE staff reserve the right to review all symposia applications and promotional materials and to reject topics, formats or materials deemed to be inappropriate for the audience.

### 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 *12th Annual Medical Director/Physician Leadership Forum*.

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. Within two weeks of acceptance, sponsor should finalize the invitation and registration process for OHE's review and approval prior to distribution.**
  - A preregistration 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 non-educational 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 May 2018.
  - 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 *12th 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 microphone.
  - Set does not include a laptop computer to operate a presentation.
- Should a sponsor want to enhance this set, equipment and labor for any reset of original equipment will be at the sponsor's expense.

### **Cancellation**

- If a symposium is cancelled after approval has been granted but before April 13, 2018, a 30 percent cancellation fee will be applied. No refunds will be provided for those companies that cancel their program after April 13, 2018.

## APPLICATION PROCESS

Applications are accepted on a rolling basis, until both symposia are filled. We recommend submitting your application as soon as possible for consideration.

To apply, go to [www.optumhealtheducation.com/mdf2018-satellite](http://www.optumhealtheducation.com/mdf2018-satellite)

### **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 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.