



Association
of Women in
Rheumatology

2022



Sponsorship Prospectus

2022 Corporate Prospectus

AWIR is pleased to introduce the Corporate Membership opportunities for the year 2022. The organization's mission is to promote the science and practice of rheumatology, foster the advancement and education of women in rheumatology, and advocate access to the highest quality health-care and management of patients with rheumatic diseases. While AWIR endeavors to support women we welcome all to join and we are proud to be the only Rheumatology Association in the country with a select group of women as our leaders, with diverse backgrounds.

The need to support and grow the number of men and women Rheumatologists is not unique to the US. Over the past several years, acting on invitations from in country Rheumatologists, AWIR has expanded globally, and we now have a presence in 22 countries. In 2022, we will continue to grow our global chapters and partners. We thank those who have supported us before, as we acknowledge that we could not do this without the support of our corporate members. AWIR is a 501C3 organization.

Our mission focus is outlined below:

VISION: Educate and create networks within the Rheumatology community, develop leadership skills to increase the movement of women into positions of leadership in Rheumatology. This will include rheumatology practitioners: MDs, DOs, Fellows, PhDs, PharmDs, PAs, NPs, and advanced degree RNs.

STRUCTURE: Global organization creating a core curriculum of educational and organizational content

BUDGET (includes):

- Strategy, Marketing, Operations and Logistics team
- Website content development and maintenance
- Analytics and physician surveys
- Support for Global partner organizations & expansion into new markets
- Support for development of educational content

ELEMENTS: Advocacy (see separate Advocacy Request), Clinical Trials Education, Mentoring/ Networking, Practice/Business development, Leadership development, Professional development, Fellowship development (see separate Fellowship Development Request), Educational Programming to keep the Rheumatology community up to date on the latest science.

CLINICAL TRIALS:

- Education on how to increase engagement in clinical trials to be reflective of the patient population including clinical trial design for AWIR members

2022 Corporate Prospectus



MENTORING AND LEADERSHIP DEVELOPMENT:

- Networking events: AWIR Annual, Global, Regional and Local Chapter meetings, other Global, National and Regional Congresses
- Mentoring with individuals in Academia, the Rheumatology Fellows, Rheumatology community, the Pharmaceutical Industry, Allied specialties
- Private, web-facilitated mentoring network through AWIR's website and virtual meetings fostering personal and professional growth development

PRACTICE/BUSINESS DEVELOPMENT:

- Education and Implementation in - Business development and management to accommodate changing work environments, to include Telemedicine, contract negotiation
- Enhancing physician/patient encounters, physician quality metrics
- Incorporating Advanced Practice Providers in patient care
- Enhancing communication skills: to healthcare providers and patients
- Collaboration with Industry partners, Leadership development

EDUCATION:

- Creation of Educational content specific to Rheumatology
- Focus on Healthcare Disparities and the impact on both Providers and Patients
- CME and non-CME HCP education (in concert with partner organizations)
- Highlighting gender inequity and recommendations for change in the clinical community
- Content specific to the needs of Physician Assistants, Nurse Practitioners (includes updates to the QuickStart Guide – please see sponsorship requests)
- Partnership with other organizations to disseminate relevant content in small groups face-to-face, as digital content, and as web hosted material.

2022 Corporate Membership Levels

AMETHYST CORPORATE MEMBERSHIP BENEFITS (\$100,000) AND ABOVE INCLUDES:

- A Corporate meeting (Live or Virtual) with members of the Board at AWIR 2022
- Opportunity to host at additional costs a 2- or 4-hr Advisory Meeting with the AWIR Board at the Annual Conference**
- Opportunity to host at additional costs a 2-hr Advisory Board with our Local Chapter Leaders at AWIR**
- Access to the AWIR Speaker database of AWIR leaders and their areas of specialty at the Board and Local Chapter level in 2022
- Podium recognition at all conferences, annual meeting
- Company name and logo on brochure for annual meeting
- Company name and logo on the Organization's website
- Opportunity to sponsor a roundtable event at international Rheumatology meetings*
- First right of refusal on all additional sponsorships (e.g. AWIR 2022 Product Theaters, Summit Product Theaters, etc additional event sponsorship required)*

SAPPHIRE CORPORATE MEMBERSHIP BENEFITS (\$75,000) INCLUDES:

- A Corporate meeting (Live or Virtual) with the Board at AWIR 2022
- Opportunity to host at additional costs a 2 hr- or 4 - hr Advisory Meeting at the Annual Conference**
- Podium recognition at all conferences, annual meeting
- Company name and logo on brochure for annual meeting
- Company name and logo on the Organization's website
- Opportunity to sponsor a roundtable event at international Rheumatology meetings*
- Second right of refusal on additional sponsorships (e.g. AWIR 2022 Product Theaters, Summit Product Theaters, etc additional event sponsorship required)*

RUBY CORPORATE MEMBERSHIP BENEFITS (\$50,000) INCLUDES:

- A Corporate meeting (Live or Virtual) with the Board
- Podium recognition at all conferences, annual meetings
- Company name and logo on brochure for annual meetings
- Company name and logo on the Organization's website
- Opportunity to sponsor a reception at the annual meeting*

Emerald CORPORATE MEMBERSHIP BENEFITS (\$35,000) INCLUDES:

- Podium recognition at all conferences, annual meeting
- Company name and logo on brochure for annual meeting
- Company name and logo on the Organization's website



**Development costs and honorarium paid for separately

* Additional costs/separate fee; Corporate Membership required to sponsor Summits, Local Chapters, and Product Theaters at AWIR Annual Conference as per deadlines communicated in 2022.



Additional Opportunities for Amethyst & Sapphire Corporate Sponsors

AWIR NEWSLETTERS

- AWIR has a list serv of HCPs from both the US and globally with whom we routinely communicate about our educational initiatives, and strategic imperatives.
- The Newsletters go out to our entire membership of approximately 4,000 HCPs and globally via our Global Partners and Chapters with an additional 6,000 digital touchpoints.
- In 2022 we are requesting sponsorship of AWIR's Newsletters with embedded, clickable branded or unbranded banners.
- Final content of banners to be approved by AWIR Leadership as well as placement with appropriate newsletter content.
- \$20,000/sponsor and placement in four newsletters.

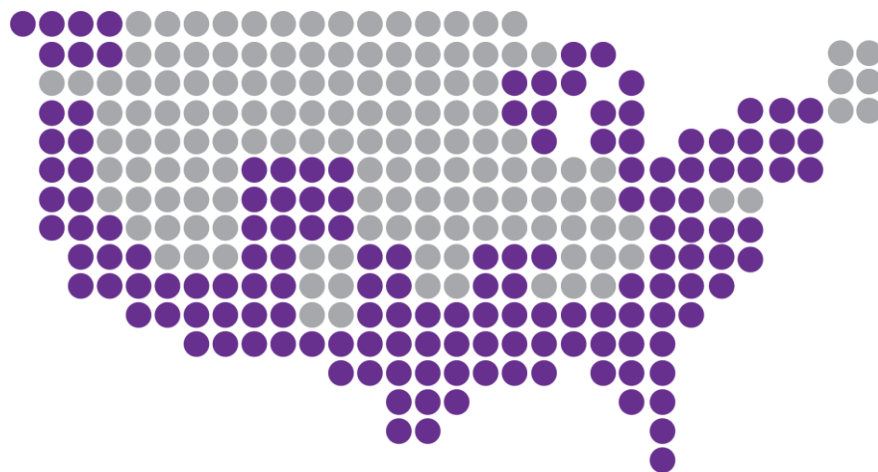
AWIR'S CLINICAL UPDATES SERIES

- AWIR seeks to create a landing page on our website that would contain up to date, relevant clinical data released by our industry sponsors and investigators.
- Our aim is to drive our readers and members to this page to learn about the latest science and available therapeutics in Rheumatology. Many AWIR members and community Rheumatologists are unable to go to medical conferences such as ACR or EULAR or missed data updates released in these settings and in peer reviewed journals.
- The content would be top line information and data such as you would find in an abstract or press release.
- Final content to be approved by AWIR Leadership. \$15,000/sponsor.

AWIR ADVOCACY SUMMIT

- To further advocacy efforts within AWIR and with our partners, AWIR requests support from our sponsors to hold a four-hour collaborative Summit to talk about Advocacy initiatives for our members and patients and hear from our partners about their own to identify synergies and areas of overlapping goals.
- Each sponsor will have the opportunity to have attendees present.
- Depending on the healthcare emergencies this meeting will be held live or virtual.
- Two levels of sponsorship offered Premier (2 attendees) \$20,000/sponsor or Supporting (1 attendee) \$10,000.

Corporate Sponsor: Local Chapters



AWIR's Local Chapters continue to expand throughout the US and offer opportunities for education and networking in smaller, intimate groups designed to facilitate communication.

In 2021, during the pandemic, AWIR successfully held more than 24 Local Chapter Meetings by Q2. By the end of 2021 we anticipate more than 40 Local Chapter meetings will have been implemented. We have also had more Local Chapter attendees than ever before.

Due to the increased demand and number of meetings we are increasing sponsorship in 2022. Corporate Membership is required to sponsor Local Chapters.

DATES: Throughout the calendar year

ATTENDEES: In 2021 we had 5 - 25 attendees, all Healthcare Practitioners within the Rheumatology Community (MD, DO, NP, PA, PharmD and Allied Professionals) from the local area

CONTENT: HCP centered education

COST: \$75,000 Sponsorship/year

BENEFITS:

- Local Chapter support will be recognized separately on AWIR's website
- Company personnel may be invited to attend and/or participate in the virtual and live meetings, in consultation with the Local Chapter Leader. Industry participation is at the discretion of the Local Chapter Leader.
- Sponsorship will include the ability to have an educational company-sponsored event where permissible, at the Chapter's request, on a topic mutually agreed on by the Local Chapter Leader and AWIR.

2022 Summit Sponsorship



At the Summits in 2021, with generous support from our sponsors, we held a 5-part CME series on Healthcare Disparities and its impact on patient outcomes at the Summits.

By the end of 2021 we will have offered HCPs more than 22 CEUs and the opportunity to attend 10+ product theaters or educational symposia via the Summits.

On average we had 100 HCPs attend the virtual programs in 2021.

We invite your support and participation in the upcoming 2022 AWIR Summits. We are planning on holding hybrid Summits next year, leveraging our AV-events partner proprietary platform used at both AWIR 2020 and 2021.

To hold a hybrid Summit AWIR will:

- Secure a physical space for on-site exhibits, a separate space for the meeting itself
- Build out a customized virtual platform
- AV support team to live stream the meeting, as well as AV support in meeting room

Opportunities to sponsor a Product Theater or medical symposia at a Summit are available to Corporate Sponsors and at the Magenta Summit sponsorship level only.

Partners and exhibits (disease state and/or product) are an essential part of our meetings success and benefit both our attendees and the many companies who participate. We anticipate quality interactions in the industry sponsors who are welcome to attend all sessions, virtual or hybrid.

Sponsorship has been requested from multiple companies.

The levels and benefits are noted separately.

2022 Summit Sponsorship

MAGENTA INDIVIDUAL SUMMIT: \$25,000

- 10 X 10-foot exhibit space or digital touch screen or virtual industry roundtable presentation*
- Virtual platform and technology support
- Pre-meeting 2-minute video presentation (final content approved by AWIR)
- 6 attendees
- Recognition of support at the event
- Ability to sponsor the Product Theater or medical symposia

LAVENDER INDIVIDUAL SUMMIT: \$15,000

- 8-foot table or digital touch screen or virtual industry roundtable presentation*
- Virtual platform and technology support
- 4 attendees
- Recognition of support at the event.

ORCHID INDIVIDUAL EVENT: \$10,000

- Table (6 ft) or Virtual Roundtable presentation*
- 2 attendees
- Recognition of support at the event

PRODUCT THEATER: \$15,000

- A 40-minute Scientific Podium presentation, either commercial or medical, presented by a credentialed Speaker (topic and Speaker to be approved by the Board (grace.wright@awirgroup.org))
- Virtual platform and technology support
- Inclusion of the Product Theatre in AWIR marketing and promotion (art file development by sponsor)
- Please discuss topic and Speaker prior to submission (grace.wright@awirgroup.org)

2022 Summit Sponsorship

SAMPLE AGENDA

- 12:00 -12:10 PM:** Welcome & Introductions
- 12:10 -14:10 PM:** Educational Presentation
- 14:10 -15:10 PM:** Educational Presentation
- 15:10 –15:20 PM:** Break
- 15:20 -16:00 PM:** Educational Symposium
- 16:00 -16:40 PM:** Educational Symposium
- 16:40 -17:10 PM:** Exhibitor Roundtable/Exhibits
- 17:10 –17:15 PM:** Closing remarks

PAYMENTS:

- Preferred method of payment is via our website at <https://awirgroup.org/sponsors>; please note that an initial one time only microdeposit for EFT/ACH payment is required for security reasons. Credit card payments to incur service fees dependent on the percentage of the total.
- Mailed check: 345 E37th Street, 303C NY NY 10016

Please submit sponsorship responses via email to katharine.channing@awirgroup.org.



AWIR Advocacy



Why Partner with AWIR?

The Association of Women in Rheumatology advocates for access to the highest quality health care and management of patients with Rheumatic diseases. We believe in creating a strong network of advocates that will support AWIR policy priorities at both the state and federal level.

Our advocates are working on the frontline of healthcare and have first-hand knowledge of the struggles our patients endure. To help provide support for our advocates we have crafted the tools and resources necessary to actively engage legislators and regulators around the country. Advocacy support is available to help with issues affecting health care, providers, and patients.

What does AWIR do in Advocacy?

As a means of support for our advocates, we have devised an advocacy campaign to provide clinicians with the resources necessary to actively engage with legislators and regulators at both the State and Federal level. Together, we can make a positive impact on your life and the lives of your patients.

State and Federal Advocacy

The challenging health care environment greatly affects the way rheumatologists manage their practices. It can interfere with patient access to care and force rheumatologists to make difficult decisions. State legislatures are considering an increasing amount of legislation of impact to the rheumatologic community. In response, rheumatologists must be engaged at both the state and federal levels to protect their patients and their livelihood. AWIR focuses on educating legislators, government officials and the corporate community on the impact that policy/procedural changes may have to the patient's quality of care and disease management options. AWIR also collaborates with patient organizations and other national societies to elevate awareness and provide a forum for an exchange of ideas, fostering a collaborative environment.

AWIR Advocacy

HIGHLIGHTS OF 2022 AWIR SUPPORTED ACTIVITY

The AWIR advocacy committee is proud to report that momentum has continued to evolve and produce new opportunities for advocacy. This year we created an advocacy committee that includes chapter leaders from around the country in helping spread awareness and increased participation in grassroots advocacy campaigns at the state and federal levels.

Even amid the pandemic, our arm of advocates were able to participate in a number of state based coalitions that supported patient access and affordability policies; such as step therapy, non-medical switching, copay accumulator programs, prior authorization, drug pricing reform, and other utilization management issues.

Specifically, AWIR advocates helped submit letters and support for the Arizonians for Step Therapy, Arkansas for Step Therapy Reform, Nebraska Step Therapy Coalition, New Jersey Arthritis Quality of Life Initiative, Illinois Reversal to Ban Copay Accumulators, Rhode Island Step Therapy Commission Final Report, California Step Therapy, and much more. Support for drug pricing reform issues were supported through the Alliance for Transparent and Affordable Prescriptions, where AWIR is a founding member.

Since our annual meeting in 2020, we have hosted two virtual Hill days with congressional leaders and have a fall day scheduled for October 2021. Our federal focus has been in support of the Paycheck Fairness Act, Increased Reimbursement and Access for DXA Testing, Health Equity, Step Therapy, Copay Accumulators, Pharmacy Benefit Manager (PBM) Reform, Prior Authorization, and other related rules and regulations released by CMS.

The most recent virtual Hill days allowed AWIR to meet with more than 50 congressional offices. AWIR also voiced its concern with the Centers for Medicare and Medicaid Services' (CMS) recently rescinded Most Favored Nation (MFN) rule. This fall, AWIR plans to submit comments on CMS' CY2022 Medicare Physician Fee Schedule (PFS) proposed rule.

We issued a letter of congratulations to all the women legislators elected to 117th Congress that offered our assistance and expert opinion for health-related policies. We spoke to the Arthritis Caucus Chairs, Doctors Caucus, Minority Health Equity Caucus, and other healthcare leaders to educate them on our priorities. One of the major focuses of 2021 is how to connect our health equity series with policy solutions.

Lastly, as we look to 2022 and beyond, the advocacy committee will continue to develop advocacy opportunities for our members to engage policymakers at both the state and federal levels.

AWIR Advocacy

2022 ADVOCACY PARTNERSHIP OPPORTUNITIES

PLATINUM LEVEL (\$90,000)

- Acknowledgement of support at Hill Day and AWIR's Annual Conference in our program materials and on conference signage.
- Receive access to monthly newsletter updates.
- Includes four (4) registrations for company employees to the Annual Conference
- Opportunity to meet with the advocacy committee at the Annual Meeting.
- Communications by phone with AWIR leadership to allow for important dialogue around mutual policy and advocacy issues at both the state and federal level.
- Receive AWIR public policy and position information.
- Opportunity to meet with AWIR advocacy committee at the Annual ACR meeting.
- Sponsorship of one (1) webinar a year on a mutual legislative, regulatory, or educational priority of which AWIR will promote to its membership (Board approval of topic necessary. Sponsor to cover all costs of the webinar).
- Includes two (2) attendees at the Annual AWIR Hill Day Breakfast.
- Receive AWIR letters to federal and/or state legislators or agencies.
- Company logo on AWIR website as recognition of Platinum Level Partnership.
- Opportunity to sponsor board lunch or dinner at ACR, AWIR Winter Meeting or AWIR Hill Day.
- Opportunity to meet with Advocacy Committee at the Annual AWIR Winter Board Meeting

GOLD LEVEL (\$70,000)

- Acknowledgement of support at Hill Day and Annual Meeting in our program materials and on conference signage.
- Receive access to monthly newsletter updates.
- Includes two (2) registrations for company employees to the Annual Meeting in August.
- Opportunity to meet with the advocacy committee at the Annual Meeting.
- Communications by phone with AWIR leadership to allow for important dialogue around mutual policy and advocacy issues at both the state and federal level.
- Receive AWIR public policy and position information.
- Opportunity to meet with AWIR advocacy committee at the Annual ACR meeting.
- Company logo on AWIR website as recognition of Gold Level Partnership.

SILVER LEVEL (\$50,000)

- Acknowledgement of support at Hill Day and Annual Meeting in our program materials and on conference signage.
- Receive access to monthly newsletter updates.
- Company logo on AWIR website as recognition of Silver Level Partnership

Fellowship Funding Program

More than 54 million people in the U.S. are affected by arthritis. The U.S. Rheumatology workforce is drastically declining, creating a disparity between patient access to specialized care for rheumatologic diseases and the availability of a diverse Rheumatology workforce. The American College of Rheumatology 2015 Workforce Study evaluated availability and projected the supply and demand for rheumatology care from 2015 through 2030. ¹

In the 2015 study there were 4,497 full time clinical Rheumatologists, but the demand for rheumatologists required 5,615 full time physicians, 36% more than available supply. By 2030, that number was projected to decline further by 31%. The study emphasized that even at a 100% position fill rate per year and no reductions in the number of fellow positions offered, the average number of clinical Rheumatologists would not meet demand.

Funding Rheumatology fellowship training programs is especially important in underserved areas of this country, where patients may not have access to lifesaving treatments that can prevent disability and decrease the risk of life-threatening comorbidities related to rheumatic diseases.

According to the National Resident Matching Program (NRMP) Match Data from 2018, there were 104 credentialed Adult Rheumatology fellow positions unfilled.² The main reason for unfilled Fellow positions was the lack of funding. AWIR's goal is to enhance the diversity in Rheumatology providers and in so doing enhance care to a diverse and underserved patient population.

A Rheumatology fellowship involves a 2-3-year training period and the costs of funding a fellow is \$100,000 per year on average. AWIR would like to provide funding to credentialed rheumatology training programs, who are unable to support Fellows and will create a process where credentialed 2-year Rheumatology Fellowship Academic programs with unfulfilled available slots would be invited to apply for this opportunity.

AWIR'S REQUEST FUNDING:

- AWIR is seeking to fund two-year Fellowship programs at accredited US medical institutions
- Funding levels are Platinum \$150,000, Gold \$100,000, Silver \$75,000 and Bronze \$50,000
- AWIR is requesting support from several corporate entities
- AWIR hopes to continue the program over the next 5 years

1. 2015 American College of Rheumatology Workforce Study: Supply and Demand Projections of Adult Rheumatology Workforce, 2015-2030. Battafarano DF, et al. Arthritis Care Res (Hoboken). 2018 Apr; 70(4): 617-626.

2. NRMP Results and Data Specialties Matching Service, 2018 Appointment Year Report. National Resident Matching Program, Washington, DC. 2018.