



ASSH | *Excellence in hand and upper extremity care since 1946.*



Promoting the Advancement of Upper Extremity Surgery through Physician and Industry Cooperation

Introduction/Background

In 2008, the American Society for Surgery of the Hand (ASSH) and American Foundation for Surgery of the Hand (AFSH) met with a small group of industry leaders along with members of ASSH Council to discuss current issues and trends. With the support of these participants we began to develop guidelines for how and why the ASSH/AFSH should partner with industry and what we hoped to accomplish. The success of these meetings led to the formal creation of the ASSH/AFSH Corporate Advisory Council (CAC) in 2011.

The ASSH believes collaborative relationships with industry are both necessary and beneficial for the future of medicine. Industry relies on physicians for their medical expertise and medical professionals rely on industry for product innovation to improve patient care. The CAC is uniquely positioned to bring members of leadership together with key figures from industry to find working solutions to real problems faced by the hand and upper extremity care community. The CAC membership fee helps support our Society's mission by directly contributing to educational and research initiatives sponsored by the ASSH and AFSH.

Who We Are:

- Founded in 1946, the ASSH is the oldest medical specialty society in the United States devoted to continuing medical education related to hand surgery.
- Membership exceeds 3,000 and is comprised of orthopaedic, plastic, and general surgeons specializing in hand and upper extremity related conditions
- Premier provider of Continuing Medical Education activities through products, small courses and our Annual Meeting
- A key leader in research and development; in 2011 the AFSH allocated \$240,000 to fund basic science and clinical research grants in hand and upper extremity

The Formation of the Corporate Advisory Council:

- Membership in the CAC provides an opportunity to exchange information, ideas, and resources with the hand and upper extremity surgery community in a cost-effective and productive manner. CAC resources will be used to support AFSH research, training programs, and ASSH CME activities.
- Be a part of something big! Already, informal meetings of the CAC have helped the ASSH form its "10 Commandments" –our official guidelines for physician and industry relationships, as well as launch a new market research initiative with our members.

- We invite you to invest in the future of hand and upper extremity medicine by becoming a member of the ASSH/AFSH Corporate Advisory Council.

Mission Statement

The mission of the Corporate Advisory Council is to promote the advancement of upper extremity surgery through cooperation between physicians and industry partners in a transparent and ethical fashion.

Vision Statement

The Corporate Advisory Council will combine preeminent surgeons and industry leaders in the field of upper extremity surgery to collaborate on all aspects of the field – medical, governmental, business, and public education. This collaboration will be used as thoughtful background for decisions regarding the direction of research and education in the field to continuously improve the quality of care for all patients.

Strategic Goals

- Promote transparent and ethical relationships between industry and upper extremity surgeons
- Collaborate on increasing public awareness of the field of upper extremity surgery
- Communicate goals and strategies for success at the ASSH Annual Meeting thereby structuring meetings to be mutually beneficial to the members of the Hand Society and the industry partners who support them.
- Share thoughts and ideas regarding the future of continuing medical education

Why Become a Member?

Your participation provides recognition within membership, creates the opportunity to build relationships with leadership and network with other industry professionals. Additionally, participation in the CAC provides your company with regular communication with what is happening at the ASSH and AFSH. Whether you're looking to boost your company's profile, showcase your support or network with VIP leaders, the CAC program provides a unique experience to give back to the specialty.

Membership Benefits

- Opportunity to collaborate on programs and projects that benefit physicians and the patients they serve
- Access to preeminent leading physicians in the field of upper extremity surgery
- Individual, one-on-one time with ASSH leadership and staff to help your company meet its goals
- Participation in two Corporate Leadership Summits (Winter/Spring)
- Opportunity to communicate company's position on important matters to leaders of the field
- Exclusive online forum to post candid questions to leadership and other industry members
- Access to market research results (focus groups, surveys, etc.) at a significant discount
- Acknowledgement on ASSH/AFSH website with a link to your corporate website
- Recognition throughout the year in AFSH reports and in ASSH meeting promotions
- Acknowledgement of support at the ASSH Annual Meeting Business Meeting
- Knowledge that your membership fee helps support the full range of programs the ASSH/AFSH offers –awards, grants, educational programs, and more!

Corporate Leadership Summit

An intimate forum comprising of C-level representatives from various companies servicing the hand and upper extremity field. Discuss what is working, what is not, and exchange strategies and ideas. Agenda items are developed by members and leadership based on mutual topics of interest. During these meetings you will discuss relevant challenges and issues while networking with other companies.

Topics may range from building public awareness, supporting advances in research, treatment and technology, how to provide meaningful corporate involvement in CME courses and meetings, and how to contribute to research and graduate medical education. Each Summit is different, providing a new learning opportunity. Content is driven by current events and pressing issues facing the Society and industry members.

The Corporate Leadership Summit provides an interactive discussion facilitated by ASSH/AFSH leadership. Ideas developed during these Summits will continue to be worked on throughout the year via our online forum and through regular conference calls.

Membership Requirements

CAC members are leaders, advocates and financial supporters who have invested to improve patient care through their support of research and education for hand and upper extremity surgery. Support pathways include:

- ❖ Major financial support of the ASSH Annual Meeting and Stand Alone Courses through unrestricted grants for CME programs and meeting activities
- ❖ ASSH Young Leader Development Program support
- ❖ Multi-year AFSH Research grants to support hand and wrist trauma, arthritis/arthroplasty, shoulder/elbow, biologics, nerve and soft tissue, and congenital problems
- ❖ Significant AFSH donation to support Military Investigators Program and/or the Young Surgeons Overseas Program
- ❖ Support of AFSH Graduate Medical Education

Guidelines:

- Membership is based on a yearly dues cycle, with 2011-2012 dues being billed in December 2011.
- Upon joining, companies are asked to identify primary, secondary and other contacts for CAC activities
- Companies are required to participate in Corporate Leadership Summit scheduled twice a year in Spring/Winter
- Access to the ASSH and AFSH activities is a privilege, not a right. The ASSH reserves the right to ask a member to leave an activity and/or forfeit their membership if behavior or company practices no longer align with ASSH policy.
- The ASSH/AFSH will not endorse any company or product but will recognize the contributions made by CAC members.
- CAC Member fee contributes towards overall Partnership Level with the Society
- Participation is limited to 15 corporate partners

Corporate Advisory Council Fee Structure

Fees are based on our Partnership Program which recognizes year-round support beginning and ending with the ASSH Annual Meeting each fall. For the 2011-2012 program the CAC will first meet at our Corporate Leadership Summit, on December 8, taking place in conjunction with the ASSH Council Meeting. Fees will be based on commitments pledged in for the 2011 Annual Meeting cycle (September 2010 – September 2011)

\$100K+ commitment

Automatic Seat at the CAC

\$50K+ commitment

\$5,000 Membership Fee

\$25K+ commitment

\$7,500 Membership Fee

Overall commitment includes but is not limited to: Participation as an exhibitor at small courses and the Annual Meeting, advertising, corporate support for CME activities and educational programs, AFSH support through grant or other contribution.

Our Corporate Advisory Program offers a unique experience to learn, collaborate and network and we hope you will join us for our 2011-2012 program. To apply, please contact the ASSH:

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We would like to thank the following companies and members of leadership for helping us form the CAC and for their continued support of ASSH and AFSH activities:

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Corporate Members:

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