



Request for Corporate Support of Contemporary Approaches to Adult Hip and Knee Reconstruction® CME Course

Presented by The Hip Society and The Knee Society

Friday – May 7, 2021

Fishers, IN | Charlotte, NC

Introduction

On behalf of the Boards of Directors and members of The Hip Society and The Knee Society, we are pleased to invite you to consider support and engagement opportunities at our co-branded Contemporary Approaches® course.

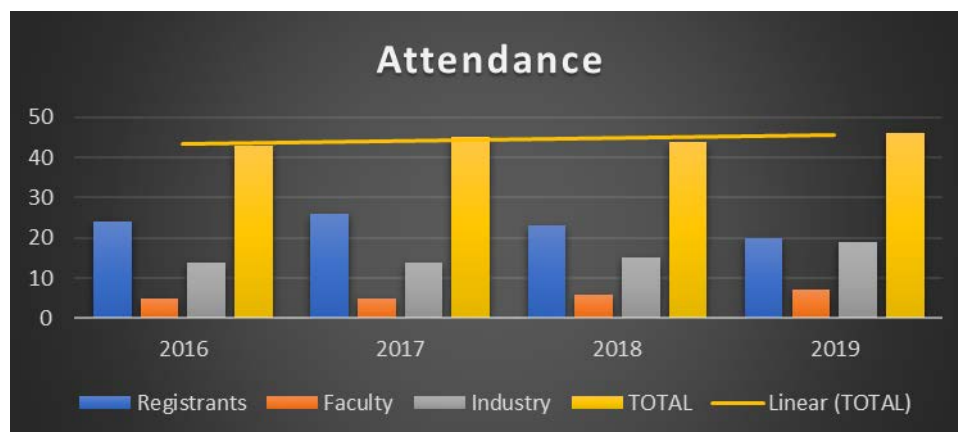
Contemporary Approaches® will be presented on May 7, 2021 for the fifth year (the course was cancelled in 2020 due to the pandemic). After offering Contemporary Approaches® in Fishers, IN (2016 through 2019), we are excited to be expanding this offering to Charlotte, NC.

Contemporary Approaches® is a dynamic, highly interactive, round-table educational experience designed to deliver relevant and timely updates to general orthopaedic surgeons in an intimate format and facilitated by world-class faculty of experts. Networking opportunities and ample discussion time make this program a not-to-be-missed regional event.

Course Objectives

- Obtain the knowledge and tools necessary to effectively evaluate and manage clinical situations involving hip and knee replacement.
- Develop working relationships with faculty and other participants for future professional networking.
- Improve hip and knee arthroplasty long-term outcomes and quality of patient care.

Attendance



The 2020 Contemporary Approaches was canceled due to pandemic.

What Our Participants Are Saying

“I just want to say that this meeting is (and was) one of the most useful to me in my practice. The informal format, small groups and level of EXPERTISE [contributed to] the perfect learning environment for me personally. I attended last year and will plan to attend next year.” – Terrance C. Devlin, MD (2016, 2017, and 2018 participant)

“Kudos to the organizers and faculty for a fabulous meeting! This is likely the most fun and informative hip-knee meeting I have ever attended.” – Dan Edwards, MD (2016 and 2017 participant)

Local Hosts and Faculty*

All faculty are members of The Hip Society and/or The Knee Society.

FISHERS, IN	CHARLOTTE, NC
R. Michael Meneghini, MD – Co-Director Scott M. Sporer, MD – Co-Director Matthew P. Abdel, MD Matthew S. Austin, MD Brett R. Levine, MD John B. Meding, MD	William L. Griffin, MD – Co-Director Bryan D. Springer, MD – Co-Director C. Lowry Barnes, MD Michael P. Bolognesi, MD Thomas K. Fehring, MD Joseph T. Moskal, MD

*Faculty is subject to change.



Opportunities for Industry Engagement

Exhibits

FISHERS, IN	CHARLOTTE, NC
Not available	(4) tabletops \$5,000 each

Exhibits must be set up outside of CME event area. Company signage, acknowledgement and distribution of marketing materials is permitted outside of CME area only.

Sponsorships

Non-CME Sponsorship Opportunities		
<p>Live surgery video feed: demonstration and discussion</p> <p>1 available</p> <p>(Fishers, IN only)</p>	<p>Sponsor a 55-min live surgery demonstration webcast, with commentary and teaching points by faculty, followed by questions and answers between participants, surgeon, and onsite faculty.</p> <p>Benefits to sponsor:</p> <ul style="list-style-type: none"> - Opportunity to distribute marketing literature during the session - Acknowledgement on The Hip Society and/or The Knee Society website(s) - Acknowledgement in emails sent to members/non-members pre- and post-meeting - Signage during demonstration (and as permitted by ACCME) - Acknowledgement in printed programs (as permitted by ACCME) - Acknowledgement from the podium by Course Directors 	<p>\$15,000 per location</p>
<p>Round-table networking session</p> <p>1 available</p> <p>(Fishers, IN only)</p>	<p>Networking opportunities between faculty and participants have always been the highlight of Contemporary Approaches®. Building strong professional relationships is one of the benefits of attending this course. Sponsor this dynamic 55-min session that generates enthusiasm and serves as a gateway to the course experience.</p>	<p>\$10,000 per location</p>

NOTE: Lunches and refreshments are provided, as a standard course offering by The Hip Society, The Knee Society, and through partial sponsorship by hosting institution. Cost of lunches is not part of this sponsorship opportunity.

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- Acknowledgement on The Hip Society and/or The Knee Society website(s)
- Acknowledgement in emails sent to members/non-members pre- and post-meeting
- Signage during demonstration (and as permitted by ACCME)
- Acknowledgement in printed programs (as permitted by ACCME)
- Acknowledgement from the podium by Course Directors



Sample Program Schedule

(Program and schedule may vary between locations. All times are US Eastern Time Zone)

9:00 am Registration (in lobby)

Non-CME Pre-Course Events

9:30 am – 10:55 am Live Surgery Demonstration and Discussion



Sponsored by COMPANY

YOUR LOGO HERE

(Fishers, IN only)

11:00 am – 11:55 pm Networking Session and Lunch



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(Fishers, IN only)

CME Program Begins

12:00 pm – 12:10 pm Opening Remarks, Introductions, Learning Objectives, Expectations

12:05 pm – 2:00 pm **PRIMARY HIP** Case Presentations

- Routine anatomy
- Dysplasia
- Avascular Necrosis
- Existing Hardware
- Painful Total Hip Arthroplasty Workup (Trunionosis, infection, etc)
- Perioperative Complications (dislocation, fracture, etc)

2:00 pm – 2:15 pm Refreshment Break

2:15 pm – 3:00 pm Panel Discussion on Perioperative Care Hip/Knee

- Medical Optimization
- DVT Prophylaxis
- Blood Management
- Multi-Modal Pain Control

3:00 pm – 3:15 pm **KEYNOTE SPEAKER**

3:15 pm – 5:00 pm

PRIMARY KNEE Case Presentations

- Isolated medial disease
- Isolated patellofemoral disease
- Severe Varus deformity
- Severe Valgus deformity
- Extra-articular deformity
- Painful Total Knee Workup (infection, Instability, metal allergy, etc)
- Perioperative complications (tendon avulsion, fracture, stiffness, etc)

5:00 pm – 5:30 pm

Open Discussion Forum – **All Participants and Faculty**

5:30 pm – 5:45 pm

Closing Remarks, Evaluations, Future Plans, Adjourn

Next Steps

- Identify the opportunity that best fits your company’s mission, marketing strategy, and budget.
- Contact The Hip Society / The Knee Society: **Olga Foley**, Executive Director, Email: foley@aaos.org; Mobile: (847) 420-5750.
- **Deadline to receive written sponsorship commitments is March 15, 2021.**
- The Hip Society / The Knee Society will review all sponsorship proposals after the deadline. Sponsorships will be awarded **by April 1, 2021**. (Sponsorships are payable in full **by April 15, 2020**.)

Important Announcement

WE ARE MOVING!
In our new "home" on April 1, 2021
**1515 East Woodfield Road, Suite 345
Schaumburg, IL 60173**
www.hipsoc.org
www.kneesociety.org

hip@hip-knee.org 847.698.1638
knee@hip-knee.org 847.698.1632