

*the* AMERICAN ACADEMY *of* PAIN MEDICINE

*the* FUTURE *of* BETTER PAIN CARE



# CORPORATE RELATIONS COUNCIL

*Striving for Better Patient Care*

## AAPM IS THE FUTURE OF BETTER PAIN CARE

### NOT ALL PAIN ASSOCIATIONS ARE CREATED EQUAL

With the increasing number of patients experiencing chronic or intractable pain, the medical world is filled with start-up continuing medical education courses, new pain associations and patient education providers, and others who are trying to claim a portion of this emerging and expanding field of medicine. However, not all pain associations are the same.

Over 25 Years Collaborating on the Science  
and Clinical Practice of Pain Medicine

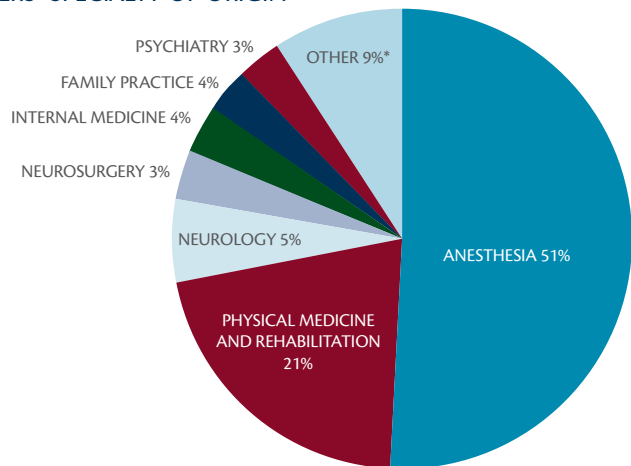
### AAPM IS THE FUTURE OF BETTER PAIN CARE

- Comprehensive Approach to Pain
- Greater Collaboration Among Specialists
- Broader Field of Knowledge

## WHY PAIN PHYSICIANS NEED A COMPREHENSIVE ORGANIZATION

The American Academy of Pain Medicine (AAPM) is the preeminent medical association of physicians who approach pain care with inclusive science and research that reaches across all the specialties that treat pain. For more than 25 years, our physician members have drawn from the knowledge in a diverse array of specialties (as shown in the Specialty of Origin graph below) to share results and collaborate on ways to help their patients. This collaboration has resulted in better patient care and greater depth of knowledge and has helped to define the scope of the "Specialty of Pain Medicine."

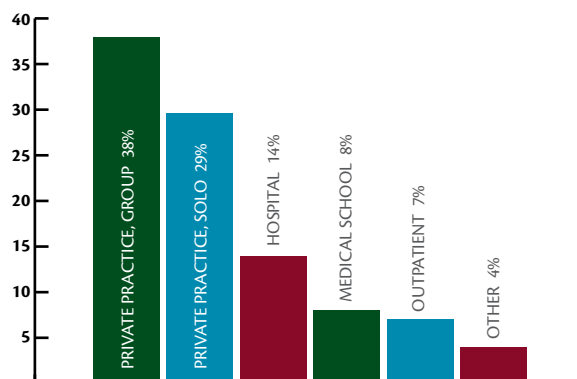
### MEMBERS' SPECIALTY OF ORIGIN



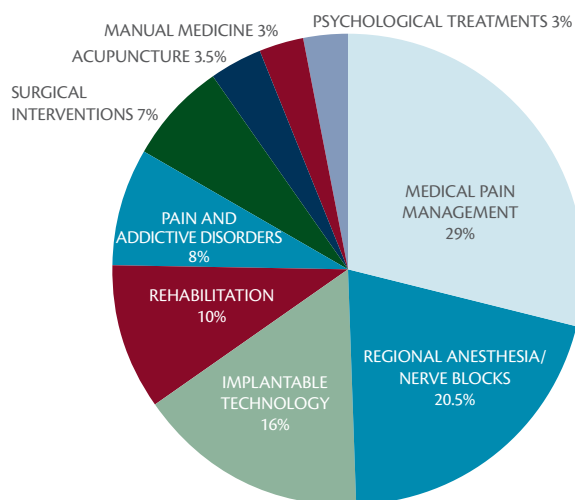
\*Other specialties with representation in AAPM include Emergency Medicine, Oncology, Orthopedics, Pediatrics, Radiology, Rheumatology, Nurse Practitioners, Occupational Medicine, Physician Assistants, Pharmacy, Psychology, and Registered Nurse.

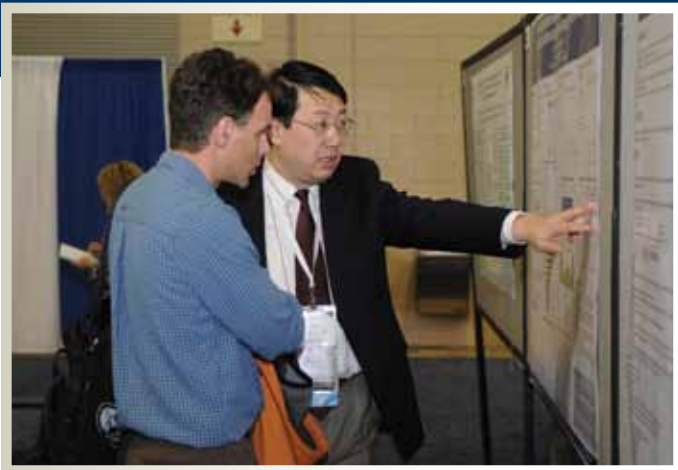
Note: The above is a graphic representation of the self-reported specialties of origin that comprise AAPM's membership mix. Not disclosed: 31%.

### MEMBERS' CURRENT PRACTICE SETTINGS



### MEMBERS' PRACTICE FOCUS





## REACH KEY PAIN TEAM DECISION MAKERS WHEN THEY ARE SEEKING INFORMATION

No matter what the future and healthcare reform hold, the best care for patients in pain will rest on the shoulders of knowledgeable physicians who can lead a multimodal, multidisciplinary team in the proper assessment and treatment of pain patients. These physician leaders will continue to seek out the latest developments in the science of pain and the newest products for the care of pain patients. They will network with other physicians to confirm their findings, and they will work with the patient, primary care physician, and allied staff to determine the type of treatment and follow-up care that is best for patients.



If you have products or services that a pain team can use to help a patient, a relationship with the AAPM provides a venue to communicate directly with pain team leaders when they are most open to receiving it.

## CONNECT WITH AAPM'S MEMBERS—THE LEADERS IN PAIN MEDICINE

As a major force in advancing the specialty of Pain Medicine in the United States, the AAPM works hard to remain relevant and vital to members. Your involvement with the Corporate Relations Council can make a significant difference for pain patients and for your organization as you gain:

- Access
- Connections
- Credibility
- Interaction
- Insights
- Understanding
- Visibility



## HOW OUR MEMBERS TREAT PAIN

A specialty-trained pain physician performs a careful evaluation that includes interpretation of historical data; review of previous laboratory, imaging, and electrodiagnostic studies; assessment of behavioral, social, occupational, and avocational issues; and examination and interview of the patient. The evaluation may require specialized diagnostic procedures, including central and peripheral neural blockade or monitored drug infusions. The special needs of the pediatric and geriatric populations along with patients' cultural contexts are considered when formulating a comprehensive treatment plan.

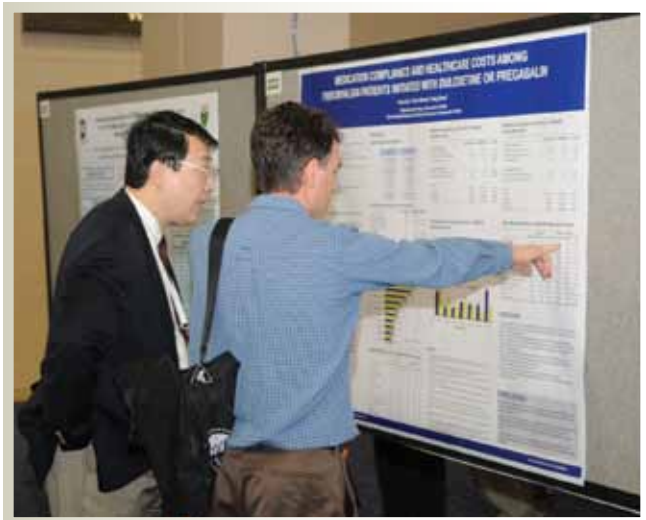




## THE FUTURE OF PAIN CARE

Collaboration is the future for health care, but for AAPM, collaboration has marked our past. No other pain organization is as prepared to serve pain patients of the future because no other organization has been sharing, collaborating, and exploring the entire scope of pain as AAPM has for more than 25 years.

- Collaboration with Primary Care
- Comprehensive Approach to Pain
- Greater Collaboration Among Specialists
- Broader Field of Knowledge



## OUR EDUCATION DEFINES OUR APPROACH

The Academy's educational content is the best representation of its focus on pain. Here is a sample of how our members have described AAPM's pain education at the Annual Meeting:

**“This is the most comprehensive meeting of all pain specialties in the world.”**

**Timothy Deer, MD**

**“This is one of the few meetings that presents how practitioners can combine interventions, medical management, physical therapy, and psychological care into their practice...provides a total sense of what it means to practice Pain Medicine.”**

**Ajay Wasan, MD MSc**

**“[AAPMedicine]... has evolved into a leading educational resource for advanced clinicians who together aim to practice the most current and broad-based care possible.”**

**Scott M. Fishman, MD**

**“...bringing together from around the world thought leaders in Pain Medicine who are conducting pioneering work in emerging areas of the field that span basic science, clinical practice, and social policy issues.”**

**Gagan Mahajan, MD**

# RESERVE YOUR SEAT ON AAPMEDICINE'S CORPORATE RELATIONS COUNCIL

## *Striving for Better Patient Care*

The Corporate Relations Council allows you to connect in a more significant way with AAPMedicine's physician leaders. Your level of involvement opens different opportunities for you to share the vision, intellect, and financial resources among physician leaders and members of the Academy.

### BENEFITS ACROSS LEVELS

#### **Corporate Relations Council Annual Meeting**

Meet with AAPM leaders to exchange ideas and knowledge. This meeting is designed to facilitate an ongoing dialogue between industry and the AAPM leaders about strategic goals and initiatives. A unique opportunity for open discussion on key topics and future trends in the field of pain, this meeting is a forum for exploring how both the association and industry can capitalize on each other's strengths to better the specialty of Pain Medicine and enhance patient care.

#### **President's Reception**

Receive invitation(s) to network with AAPM board members, committee chairs, and leaders at a private reception during the AAPM Annual Meeting.

#### **AAPM Communications**

Receive AAPM's member-wide communications and publications to keep informed. You will receive *Pain Medicine*, the AAPM's official, frequently cited journal with an increasing impact factor. The journal features clinical articles, research information, and articles covering relevant issues and news. AAPM *e-News* delivers relevant information every 2 weeks, providing the latest Pain Medicine updates on topics ranging from advocacy to research and education.

#### **Corporate Relations Council News**

Review a quarterly summary focused on the latest information about AAPM's activities and priorities in the field of Pain Medicine.

### PREMIER EXECUTIVE

An exclusive, high-level corporate affiliation with the Academy that is available to a limited group of industry supporters and offers benefits that will reinforce your company's industry leadership position and fulfill multiple marketing objectives.  
*Limited seats available.*

### ELITE ASSOCIATE

A mid-level corporate affiliation with the Academy with enhanced benefits that will provide additional opportunities for visibility and communication.

### ASSOCIATE

An entry-level corporate affiliation with the Academy that offers valuable points of connection with AAPM and a variety of benefits designed to fit the needs of your company.



## AAPM CORPORATE RELATIONS COUNCIL SUPPORT LEVELS

	Associate \$7,500	Elite Associate \$15,000	Premier Executive \$25,000
Complimentary registration(s) to the AAPM Annual Meeting	1	2	3
Delegate(s) from your company receive AAPM communications, including the <i>Pain Medicine</i> journal	1	2	3
Delegate(s) to attend Corporate Relations Council Annual Meeting for discussion of AAPM's strategic goals and initiatives	1	2	3
Invitation(s) to the President's Reception during the AAPM Annual Meeting	1	2	3
Post a link to a survey developed by your company in AAPM e-News			X
Eligibility to convene a focus group or advisory board meeting during the AAPM Annual Meeting			X
Eligibility to host a webcast or webinar at the AAPM Annual Meeting			X
Eligibility to convene a non-CME showcase in conjunction with the AAPM Annual Meeting		X	X
List of attendees prior to the AAPM Annual Meeting		X	X
AAPM mailing list per quarter at no charge		X	X
Recognition signage at the AAPM Annual Meeting	X	X	X
Corporate Relations Council plaque	X	X	X
Listing on the AAPM website with a 50-word description and link	X	X	X
Priority booth placement at the AAPM Annual Meeting	X	X	X
Receipt of a quarterly communiqué on AAPM initiatives	X	X	X
Networking opportunities with AAPM members and staff leadership	X	X	X
Advance notice of AAPM support opportunities	X	X	X
Recognition in an AAPM Newsletter listing	X	X	X
Access to select AAPM data	X	X	X

*Note.* The benefits listed here are current as of August 20, 2010. Check the AAPM website for any updates or additional benefits: [www.PainMed.org/MemberCenter](http://www.PainMed.org/MemberCenter).



Contact: Kathryn Checea, Director of Professional Relations  
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Chicago, IL 60631-2738  
**[www.PainMed.org](http://www.PainMed.org)**  
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# AAPM CORPORATE RELATIONS COUNCIL APPLICATION

## *Striving for Better Patient Care*

Companies applying must support the goals and mission of the AAPM. *Affiliation with the Council is annual, spanning a 12-month period from the date the application is accepted. Companies may designate 1–3 representatives, in accordance with its support level on the Council. Substitution of representatives must be submitted in writing.*

This application is also available online at [www.PainMed.org/MemberCenter](http://www.PainMed.org/MemberCenter).

Organization: \_\_\_\_\_

Designated representative\*: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Website address (URL): \_\_\_\_\_

Submitted by: \_\_\_\_\_ Date: \_\_\_\_\_

\*Please include an attachment that lists the names and contact information for additional representatives, if applicable.

**Description:** Please e-mail a corporate logo (.PDF and .EPS version) and a 50-word description about your organization to be used in AAPM's publications and on the website.

**Payment (in U.S. funds only):** Check payable to the American Academy of Pain Medicine

☐ \$25,000 — Premier Executive

☐ \$15,000 — Elite Associate

☐ \$7,500 — Associate

Membership dues are not deductible as a charitable contribution. Membership dues may be deductible as an ordinary and necessary business expense. Consult your tax adviser for information.

**Mail application and payment to:**  
American Academy of Pain Medicine  
Kathryn Checea, Director of Professional Relations  
8735 W Higgins Road, Suite 300  
Chicago, IL 60631-2738  
847.375.4765 Fax 847.374.7259  
[kchecea@painmed.org](mailto:kchecea@painmed.org)

.....  
☐ MasterCard ☐ Visa ☐ American Express ☐ Discover Account Number: \_\_\_\_\_

Signature: \_\_\_\_\_ Exp. Date: \_\_\_\_\_