

PQQA

---

2021

SPONSORSHIP  
PROSPECTUS

# SPONSORSHIP PROSPECTUS 2021

Market exposure, branding opportunities, and lead generation abound at PQA meetings and events. PQA's programs are the most concentrated gathering of influencers and decision makers across sectors in medication use quality. Through PQA, you will engage healthcare executives from health plans, PBMs, community pharmacy organizations, technology vendors, healthcare associations, government agencies, and researchers. There is no other place where these leaders gather to build business and pursue shared goals.

*Review the opportunities that best fit your organization's strategic business goals and take advantage of the benefits and access available through PQA.*

## TOP 3 BENEFITS OF CORPORATE SPONSORSHIP

- Position your organization as a national leader in quality
- Build strategic partnerships and generate business leads
- Gain insights on market trends and best practices



This prospectus includes opportunities to sponsor PQA meetings and education.



### PQA Meetings

- PQA Annual Meeting
- PQA Leadership Summit



### PQA Convening

- PQA Convenes
- Strategic Issues Portfolios



### PQA Education

- Medication Use Quality Certificate
- Grand Rounds
- Quality Forum Webinars
- Commercial Webinars
- Quality Connection Newsletter



PQA, the Pharmacy Quality Alliance, is a national quality organization dedicated to improving medication safety, adherence and appropriate use. A measure developer, researcher, educator and convener, PQA's quality initiatives support better medication use and high-quality care.

A non-profit, non-governmental organization, PQA represents the spectrum of health care leaders involved in prescription drug coverage, medication use, medication services and quality improvement. Our 250 member organizations include: pharmacies, health plans, health care providers, pharmacy benefit managers, biopharmaceutical companies, technology vendors, government agencies, associations, health information technology organizations, researchers, accrediting organizations, and academia. PQA's work is patient-centered and includes participation from individuals with relevant lived experience.

**PQA's membership represents:**

- More than 218 million patients covered by member health plans, pharmacy benefit managers, and healthcare payers
- Over 38,000 community pharmacies and more than 15 pharmacy chains throughout North America
- Forty-two percent of worldwide pharmaceutical sales from life sciences organizations including 8 of the top 10 global pharmaceutical manufacturers
- More than 50 innovative health technology developers and vendors delivering today's and cultivating tomorrow's healthcare solutions
- Over 6,500 student pharmacists and 2,000 faculty members at more than 50 academic institutions
- Countless pharmacists, physicians, healthcare providers, thought leaders, experts, decision makers, and quality stakeholders

PQA was established in 2006 as a public-private partnership with the Centers for Medicare and Medicaid Services (CMS) shortly after the implementation of the Medicare Part D Prescription Drug Benefit. PQA was created because prescription drug programs were a major area of health care where there was no organization or national program focused on quality improvement. PQA develops medication-focused performance measures through a consensus-based, multi-stakeholder process. Five PQA measures are included in the Medicare Part D Star Ratings program. Fifteen PQA measures are used across CMS' quality programs and more are used in state and regional quality programs.

**To explore these opportunities or develop custom sponsorship packages, contact Loren Kirk ([LKirk@PQAalliance.org](mailto:LKirk@PQAalliance.org) or [Sponsorship@PQAalliance.org](mailto:Sponsorship@PQAalliance.org)).**

## 2021 PQA ANNUAL MEETING

The **PQA Annual Meeting** attracts over 700 healthcare executives and quality professionals from across PQA's multi-stakeholder membership. PQA's collaborative approach makes its meetings a preferred destination for quality improvement professionals, who attend to learn, network, and engage fellow decision makers and influencers in healthcare quality.

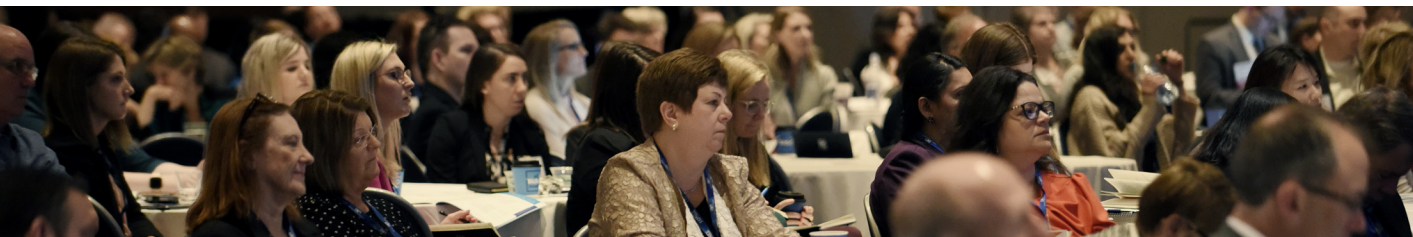
The three-day meeting features dozens of speakers and educational sessions addressing top issues and emerging trends in medication quality, measure development and implementation, care transformation and technology.

**Timing:** This meeting is held each May. The 2021 Annual Meeting is online May 11-13.

**Audience:** Chief Executive Officers; Medical Officers; Pharmacy Officers; Directors of: Medicine, Pharmacy, Policy, Quality Management, Quality Operations, Quality Networks, Medication Therapy Management, Patient Safety and Pharmacy Operations; Researchers of: Utilization Management, Compliance, Health Economics, Outcomes; Clinical Pharmacists; and Academicians, Fellows, Residents and Students

**Format:** An interactive online platform where attendees will be able to connect with PQA partners and participate in collaboration forums. Additionally they will learn from keynote presenters, focused breakout sessions, discussion panels and industry theaters.

**2020:** The 2020 PQA Annual Meeting was presented online. More than 750 PQA members and quality-focused professionals attended our general and educational sessions and innovation theaters. In addition to the meeting's three days, May 13-15, we hosted additional one-hour post-meeting sessions every Thursday from May 28-June 25 to provide our members additional content and our sponsors additional engagement opportunities.







**“A perfect balance of  
valuable relevant content  
and time to connect with  
colleagues and exhibitors.”**

The 2021 PQA Annual Meeting will be presented in an engaging, online format, May 11-13, 2021. Speakers, through general and focused sessions, will address top issues and emerging trends in medication use quality, measure development and implementation, care transformation, and technology. More than the 700 attendees will join us online for the live meeting.

The meeting will deliver an expanded audience and strong engagement with attendees along with data to measure your return on investment.

**The online meeting will increase your exposure and engagement by:**

- Attracting a high number of attendees, as there are no travel costs or requirements.
- Providing attendees 24/7 access to the online platform, so they can visit your profile at their convenience.
- Creating your organization's profile page to showcase what quality improvement executives most need to know. You can upload videos, brochures, white papers, and more.
- Facilitating meetings, as attendees can request meetings with sponsors and sponsors can request attendee meetings. These meetings will take place directly in the online platform, providing convenient and immediate ways to connect.
- Providing flexible options to communicate with attendees, including chat and video meetings.
- Sharing a complete picture of who visited your organization's profile and what they are interested in with comprehensive reporting that you can access directly.
- Extending engagement opportunities, as the meeting platform will be open to attendees for 60 days.

## PQA ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

Sponsor Benefit	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Partner \$5,000
Complimentary registrations to the Annual Meeting	6	4	2	1
Invitations to an exclusive PQA Board and Sponsors virtual event: <i>PQA Board Connect</i> where sponsors will have the opportunity to join a 60-minute virtual moderated discussion with select members of the PQA Board of Directors	2	2	1	
Business-to-business introductions made by PQA staff to support lead generation	3	2	1	
A 30-second prerecorded video commercial played at the beginning or end of a session (If a video commercial is unavailable, a 30-second company description will be read by PQA staff.)	★	★		
A 30-second company description read by PQA staff at the beginning or end of a session			★	
Opportunity to host an event online after hours and it will be listed on the program	★	★		
Opportunity to provide one marketing giveaway in pre-meeting box mailed to all attendees ( <i>tentative</i> )	★	★		
Sponsorship of one featured general session and the opportunity deliver two minutes of remarks during the session (three available sessions)	★			
Sponsorship of one in-line focused session with the opportunity deliver two minutes of remarks during the session (nine available sessions)		★		
Listed as a sponsor on the virtual platform's homepage	★	★		
Recognition and thank you throughout the virtual meeting	★	★	★	★
Company logo and URL link on PQA website	★	★	★	★

## PQA ANNUAL MEETING SPONSORSHIP OPPORTUNITIES (CONT.)

Sponsor Benefit	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Partner \$5,000
<p>Company recognition in marketing materials, attendee communications and social media including:</p> <ul style="list-style-type: none"> <li>• Company name and handle (if provided) in two pre-meeting Twitter and LinkedIn posts (with additional posts for Platinum and Gold sponsors)</li> <li>• Company name, handle (if provided) and logo in two Twitter and LinkedIn posts during the meeting (with additional posts for Platinum sponsors)</li> <li>• Company name in a minimum of four pre-meeting promotional emails (distributed to more than 4,000 PQA contacts); must commit to sponsorship by April 1st to ensure inclusion in all of these emails</li> <li>• Company logo in two emails to meeting attendees</li> </ul>	★	★	★	★
Opportunity to be a guest blogger on PQA's website and have the post promoted through PQA's Twitter and LinkedIn channels	★	★		
Registration list one week prior and one week after the meeting in PDF format	★	★	★	★
Your organization's virtual platform profile features will include:				
• Appointment scheduling with attendee directly in the platform	★	★	★	
• Hosting instant video calls with attendees	★	★	★	
• One video at the top of your profile	★	★	★	★
• Displaying sponsor representative's contact information with a direct link to the representative's profile	★	★	★	★
• Showcasing promotional materials and white papers on the profile	★	★	★	★
• Reporting on who visited the sponsor's page and their interests on the page	★	★	★	★



## PQA ANNUAL MEETING SPONSORSHIP OPPORTUNITIES (CONT.)

### **Innovation Theater presenter ..... \$5,500**

- Opportunity to deliver commercial content in 15-minute focused session during Day 1 of the meeting
- Session will be listed on the agenda of session for the entire meeting
- Scripted commercial pitch delivered by PQA to market the Innovation Theater sessions
- Commercial and promotional topic, content, and speakers selected, prepared, and delivered by sponsor
- Partner sponsor benefits
- Three available

### **Pre-program briefing sponsorship ..... \$15,000**

- Opportunity to deliver commercial content in a 30-minute session prior to Day 2 or Day 3 of the meeting program
- Session will be listed on the agenda for the entire meeting
- Scripted commercial pitch delivered by PQA to market the pre-programming sessions
- Commercial and promotional topic, content, and speakers selected, prepared, and delivered by sponsor
- Silver sponsor benefits
- Two available

### **Mid-program break sponsorship..... \$15,000**

- Exclusive opportunity for direct marketing give-away to attendees during meeting break (give-away item will be at cost, sponsorship does not include the cost of the give-away)
- Two minutes of commercial programming during the meeting break or company logo and 60-second video commercial delivered twice during the break
- Silver sponsor benefits

### **Session sponsorship**

- General and focused session sponsorship available to Platinum and Gold sponsors (refer to chart on pages 5-6)
- Other eligible sessions include: PQA Poster session, PQA Awards session
- Platinum or Gold sponsor benefits accordingly





## 2021 PQA LEADERSHIP SUMMIT

The **PQA Leadership Summit** convenes thought leaders, key decision makers, and quality stakeholders to interactively and collaboratively strategize on the development of medication use measures to address gaps in care, as well as discuss the many issues affecting quality measures. More than 200 attendees from PQA's diverse membership attend to help

shape the coming year's initiatives and collaborations to ensure the continued success and advancement of meaningful and actionable performance measures that can help improve patients' health. Thought leaders from PQA's stakeholder organizations cover a myriad of issues via interactive breakout sessions that provide attendees with valuable and actionable strategies.



The 2021 PQA Leadership Summit is a hands-on summit, where key executives from PQA's member organizations gather for a series of interactive discussions around the implementation, feasibility and completeness of Blueprint PQA 2025. Blueprint PQA 2025 is our future vision for excellence and will detail the goals, objectives and key initiatives where PQA should focus its time and resources to advance medication use quality.

**Timing:** This meeting is held each November. The 2021 Leadership Summit is November 10-11.

**Audience:** The PQA Leadership Summit is an invitation-only event for member organization leaders from the director level and above.

**Format:** Typically a “roll up your sleeves” meeting with keynotes, discussion panels, collaborative activities, networking opportunities, and receptions

**2020:** The 2020 PQA Leadership Summit was an online event focused on the social determinants of health. Summit attendees helped PQA determine the scope and focus of a SDOH resource guide that PQA will develop in 2021. The goal for the guide is to aggregate SDOH interventions that hold promise for improving the quality of medication use and where pharmacists are best positioned to provide screening, evaluation and services to address SDOH factors.

**“A first-class agenda delivering high-quality content and providing numerous opportunities to collaborate with other attendees.”**



## PQA LEADERSHIP SUMMIT SPONSORSHIP OPPORTUNITIES

Maximize your exposure with thought leaders, key decision makers, and quality stakeholders as they discuss collaborative strategies at the PQA 2021 Leadership Summit to address the day's leading healthcare and quality improvement issues. During this invitation-only meeting, November 10-11, more than 200 attendees from PQA's diverse membership will help shape the coming year's initiatives and collaborations to advance medication use quality. Thought leaders from PQA's stakeholder organizations cover a myriad of issues via interactive sessions that provide attendees with actionable insights and strategies.

Sponsor Benefit	Platinum \$15,000	Gold \$12,500	Silver \$7,500
Invitation/ticket to attend the PQA Board/Leadership and Sponsor Appreciation Dinner	3 tickets	2 tickets	1 ticket
Company logo and URL link on PQA website	★	★	★
Company recognition in marketing and attendee communications, including email and social media	★	★	★
Meeting attendee list provided in advance of meeting	★	★	★
Thank you signage in high-traffic areas throughout the meeting	★	★	★
Recognition during all General Sessions	★	★	★
Reserved seating in all General Sessions	★	★	
Opportunity to provide sponsor marketing materials in meeting registration tote bags	★		
Opportunity to introduce select speakers	★		



### SUMMIT SPONSORSHIP ENHANCEMENTS

Consider additional sponsorship enhancements to further amplify your Platinum, Gold or Silver support:

#### PQA Meeting app

(exclusive sponsorship).....+\$5,000

#### Wi-Fi sponsor

(exclusive sponsorship).....+\$3,500

#### Badge lanyards

(exclusive sponsorship).....+\$1,500

## PQA CONVENING

### SPONSORSHIP OPPORTUNITIES

As a multi-stakeholder, non-profit and non-governmental organization, PQA is a neutral and respected convener. We bring our 250 multi-stakeholder members and the spectrum of healthcare leaders together to advance medication use, medication services and quality improvement. PQA fosters diverse relationships across healthcare to advance shared goals. From small-group, invitation-only salons to large, public workshops and briefings, your organization can elevate its profile and help lead national discussions on key issues through PQA convened events.



### PREVIOUS PQA CONVENED EVENTS

#### Pharmacist-Provided Care

PQA convened 50 industry experts to discuss the best practices and opportunities in payer-pharmacy collaborations. Representatives from community pharmacy organizations, pharmacists, healthcare payers, and technology vendors used PQA's convening power to meet and discuss industry-wide practices and trends as they relate to pharmacist-provided care, medication synchronization, the appointment-based model, value-based pharmacy networks, pharmacy pay-for-performance, and pharmacy performance tracking. The event informed the creating of a ground-breaking action guide, *Strategies to Expand Value-Based Pharmacist-Provided Care*.

#### Virtual Summit: Forming Consensus on Measures that Demonstrate the Value of Community Pharmacy Practice

For this Community Pharmacy Foundation (CPF)-funded project, PQA is collaborating with CPF to convene an invitational, multi-stakeholder virtual Summit of thought leaders including providers,

pharmacy practitioners, payers, employers, technology vendors and patients, to discuss, share, and build consensus on measures that promote sustained innovation in community pharmacy services. The one-year project launched in September 2020 and will culminate with the presentation and dissemination of a list of prioritized measure concepts suitable for use in value-based payment arrangements and evaluation of care transformation initiatives. This list will further inform PQA's Pharmacy Measure Development Action Plan, providing the opportunity for full development of these measure concepts into performance measures in the future. Additional outputs will include recommendations on feasibility, best practice socialization, and dissemination of project findings.

### PQA CONVENES

PQA Convenes is a national platform for assembling national leaders in medication use quality to build consensus and develop plans of action to address major and timely opportunities for improving patient care and outcomes. A gathering of diverse thought leaders and decision makers, PQA Convenes is designed to:

- Explore how medication use quality and pharmacist-provided care can improve care delivery, patient and provider experiences, and patient outcomes.
- Clarify unmet market needs or gaps in information or interventions that can be addressed through research, education, and collaboration.
- Provide recommendations for actionable next steps, which can include:
  - White papers or consensus statements

- Follow up or expanded convenings
- Communications and engagement strategies to build broader consensus or awareness

A nimble platform, PQA Convenes can take place in online or in-person formats, in small or large groups, or in public or private settings. The format can be adjusted to meet the needs of PQA, its partners and the status of conversations or collaborations on any relevant topic.

Custom sponsorship packages and arrangements are designed in collaboration with the supporting organization to ensure PQA Convenes collects broader input and builds stronger consensus for your organization. (LKirk@PQAalliance.org or Sponsorship@PQAalliance.org) Sponsorship opportunities begin at \$15,000.

### STRATEGIC ISSUES PORTFOLIOS

PQA takes a multimodal and multichannel approach to addressing high-priority medication use quality and healthcare improvement issues. Through combinations of research, education, communications, meetings, events and publications, we elevate conversations, build awareness and make progress on strategic issues.

You can now sponsor Strategic Issues Portfolios on an annual or multi-year basis to position your organization as a national leader on specific topics, such as:

- social determinants of health
- immunization measurement
- vaccine confidence
- medication use quality in oncology
- specialty pharmaceuticals
- the value of pharmacist-provided care

As a sponsor of a Strategic Issues Portfolio, your organization will receive branded recognition across all PQA activities (e.g. research, education, communications, meetings, events and publications) related to the topic. Custom packages based on planned activities will be created for each Strategic Issues Portfolio sponsorship. Exclusive and shared sponsorships are available for some issue-based portfolios.

*An example of a PQA topic-focused sponsorship of PQA's work in Social Determinants of Health (SDOH)*

- PQA Annual Meeting (top sponsorship level with associated recognition, branding, etc.)
- PQA Convenes event (top sponsorship level with branding of event materials; opportunity to have a representative participate and make opening comments at an exclusive event for 10-20 issue experts from across health care)
- PQA SDOH Resource Guide (branded recognition on guide – PDF and web versions)
  - Press release (named recognition as initiative supporter)
  - Launch event (likely a PQA webinar; branded recognition)
  - PQA guest blog (sponsor perspective on why they support the issue and PQA's work on this initiative; final blog subject to PQA approval)
  - Social media recognition (recurring, tied to guide)

**Sponsorship opportunities begin at \$15,000.** Contact Loren to explore the opportunities in this unique sponsorship. (LKirk@PQAalliance.org or Sponsorship@PQAalliance.org)



## PQA EDUCATION

PQA provides professional education and training for all quality-interested health care leaders. PQA's programs expand knowledge, develop skills, and elevate the importance of medication use quality in a patient-centered, value-driven health care system. As a sponsor of PQA Education, your organization will position itself as a national leader in quality and support the professional growth of the current and future healthcare quality workforce.

### Medication Use Quality Continuing Education and Certificate Program

Medication Use Quality is an online PQA education training and certificate program for healthcare quality professionals, who are working to improve patient outcomes through safe and appropriate medication use. This program empowers professionals to understand and implement effective quality improvement programs across the healthcare industry. PQA is expanding the availability and content of this unique program. Support and sponsorship of the program will align the sponsoring program with the notoriety of PQA quality education and PQA's efforts to support healthcare professionals and quality improvement efforts nationwide. Options for sponsorship include:

- Volume-based purchasing arrangements for your entire team
- Program elective creation and expansion
- Revenue-sharing partnerships in marketing the program

### Grand Rounds .....\$10,000

The Grand Rounds program is a 4-hour workshop where PQA comes to the member virtually or in-person. This is a mixture of didactic, classroom-style learning with active participant engagement. The content is collaboratively developed with input from the hosting PQA member organization.

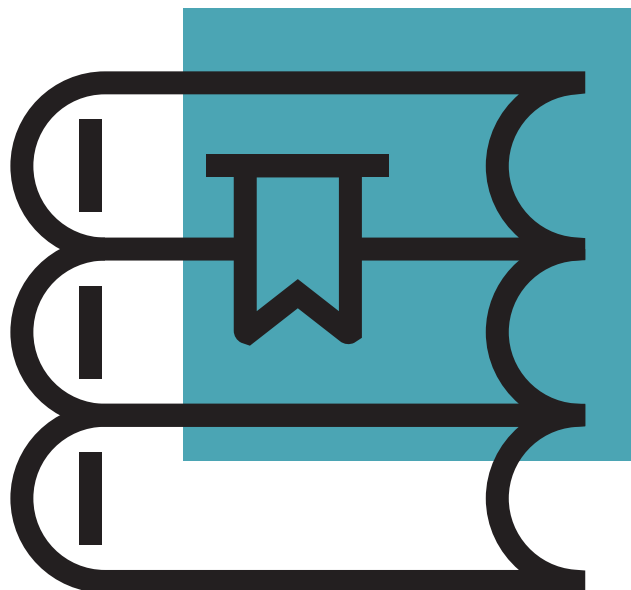
### Quality Forum webinar ..... \$7,500

The PQA Quality Forum is a monthly, one-hour webinar showcasing emerging trends and best practices in healthcare quality with a focus on medication use and medication services. The forum takes place every month except May, the month of PQA's Annual Meeting, and features presentations focused on real-world practice followed by audience Q&A. This content is non-branded.

- Topic, content, and speakers are selected in consultation with sponsor and content is approved by PQA.
- Forums are broadly promoted to PQA's members and an opt-in mailing list, collectively reaching more than 4,000 contacts.
- Additional promotions are provided through the PQA website Calendar of Events, Twitter, LinkedIn, and PQA's bimonthly Quality Connection newsletter.



- Sponsors receive branded recognition in the above-named promotions and during the live event through verbal recognition and a branded slide.
- Sponsors are permitted to invite their staff, clients or prospects to attend the forum.
- Forum recordings and slides are archived in the PQA Member Resources Library. Recordings are also posted on YouTube for public viewing.
- Quality Forums average 250 registrants per event.
- Attendee list is provided one week after the webinar.



### **PQA Commercial Webinar or Commercial Break**

PQA hosts an hour-long webinar that is commercially focused, promotional, sponsored and 'on brand.'

Alternatively, the commercial break is a 5-minute intro to a regularly scheduled Quality Forum. Programs similar to this debuted as part of the online 2020 Annual Meeting.

PQA is expanding the series in 2021.

- Commercial, promotional topic, content, and speakers are selected and prepared by sponsor.
- Webinar recordings and slides are archived in the PQA Member Resources Library. Recordings are also posted on YouTube for public viewing.
- Forums are sponsor-branded and broadly promoted to PQA's members and an opt-in mailing list, collectively reaching more than 4,000 contacts.
- Additional branded promotions are provided through the PQA website Calendar of Events, Twitter, LinkedIn, and PQA's bimonthly Quality Connection newsletter.
- Sponsors are permitted to invite their staff, clients or prospects to attend the forum.
- Attendee list is provided one week after the webinar.
- **\$5,000 (for a Commercial Break); \$15,000 (for a Commercial Webinar)**

### **Quality Connection Newsletter.....\$2,500/issue**

A bimonthly digest of PQA news with emphasis on upcoming events and opportunities for engagement through PQA meetings, educational offerings and participation in measure development.

- Sponsors receive branded promotion in the issue and in Twitter and LinkedIn posts.
- The newsletter is distributed to more than 4,000 PQA members and healthcare quality stakeholders.

Contact Loren to explore this type of education for your team members and organization.  
(LKirk@PQAalliance.org or Sponsorship@PQAalliance.org)



5911 KINGSTOWNE VILLAGE PWY. • SUITE 130 • ALEXANDRIA, VA 22315  
703.347.7963 • WWW.PQAALLIANCE.ORG