

PQQA

2022

SPONSORSHIP
PROSPECTUS



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 there were no organizations or national programs focused on quality improvement for prescription drug programs. 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 or Sponsorship@PQAalliance.org).

SPONSORSHIP PROSPECTUS 2022

Market exposure, branding opportunities, and lead generation abound at PQA convening programs and PQA 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.

TOP 3 BENEFITS OF 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
- Quality Forum Webinars
- Commercial Webinars
- Quality Workshop
- Quality Connection Newsletter

2022 PQA ANNUAL MEETING

The **PQA Annual Meeting** attracts more than 450 healthcare executives and quality professionals from across PQA's multistakeholder 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 2022 PQA Annual Meeting is scheduled for Tuesday, May 3–Thursday, May 5, 2022, at the Hilton Baltimore Inner Harbor in Baltimore, Maryland.

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

2021: The 2021 PQA Annual Meeting was presented online. More than 450 PQA members and quality focused professionals attended to network and engage with sponsors and stakeholders. Attendees who participated in the meeting spent three days engaging in general and educational sessions and innovation theaters addressing topics like equity in medication use quality, COVID-19's impact on quality, and value-based care.



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

– 2021 Annual Meeting attendee

PQA ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

Sponsor Benefit	Platinum \$30,000+	Gold \$20,000	Silver \$15,000	Partner \$10,000
Complimentary registrations to the Annual Meeting	6	4	2	1
Invitations to attend the PQA Board and Sponsor Appreciation Dinner	4	3	2	1
Showcase tabletop display	Preferred Location	★	★	★
Recognition throughout the meeting, during all General Sessions, and on signage in high-traffic areas	★	★	★	★
Company logo and URL link on PQA website	★	★	★	★
Registration list one week prior and attendee list one week after the meeting in PDF format	★	★	★	★
Opportunity to be a guest blogger on PQA's website and have the post promoted through PQA's Twitter and LinkedIn channels	★	★		
Opportunity to play a 30-second video commercial during a general session	★	★		
Meeting app, Wi-Fi, or badge lanyard sponsor <i>*Must be one of the initial three committed platinum or gold sponsors</i>	★	★		
Sponsorship of one featured general session and the opportunity to deliver two minutes of introductory remarks during the session	★			
Opportunity to provide sponsor marketing materials distributed at meeting registration	★			
Company recognition in marketing materials, attendee communications and social media including: <ul style="list-style-type: none"> Company name and handle (if provided) in two pre-meeting Twitter and LinkedIn posts Company name, handle (if provided) and logo in two Twitter and LinkedIn posts during the meeting Company logo 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 	★	★	★	★

PQA ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

Consider special sponsorship opportunities to **further amplify** your support and brand exposure:

Showcase Tabletop Display..... \$5,500

- More than 8 hours of exhibit time available to connect with attendees
- Choice in tabletop location (first come, first serve after platinum sponsors)
- Registration list one week prior and attendee list one week after the meeting in PDF format
- Recognition throughout the meeting, during all General Sessions and on signage in high-traffic areas; company logo and URL link on website

Innovation Theater presenter \$8,500

- Opportunity to deliver a 15-minute presentation
- Presentation will be listed on the agenda
- The presentation content can be a commercial/promotional topic that is presented by the sponsor's speaker of choice
- Registration list one week prior and attendee list one week after the meeting in PDF format
- Recognition throughout the meeting, during all General Sessions and on signage in high-traffic areas; company logo and URL link on website

Briefing Session \$15,000

- Opportunity to deliver a 30-minute presentation
- Session will be listed on the agenda
- The presentation content can be a commercial/promotional topic that is presented by the sponsor's speaker of choice
- Silver sponsor benefits

Coffee Break..... \$15,000

- Recognition, sponsor branded napkins, and signage
- Silver sponsor benefits

Awards Luncheon..... \$15,000

- Opportunity to deliver two minutes of introductory remarks during the session
- Silver sponsor benefits




2022 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.

Timing: This meeting is held each November.

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



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

– Leadership Summit attendee

PQA LEADERSHIP SUMMIT SPONSORSHIP OPPORTUNITIES

Maximize your exposure with thought leaders, key decision makers and quality stakeholders as they discuss collaborative strategies at the 2022 PQA Leadership Summit to address the day's leading healthcare and quality improvement issues.

Sponsor Benefit	Platinum \$20,000	Gold \$15,000	Silver \$10,000
Additional registrations to the Leadership Summit	2	2	1
Invitations to attend the PQA Board and Sponsor Appreciation Dinner	3	2	1
Recognition throughout the meeting, during all general sessions, and on signage in high-traffic areas	★	★	★
Company logo and URL link on PQA website	★	★	★
Company recognition in marketing materials, attendee communications and social media	★	★	★
Registration list one week prior and attendee list one week after the meeting in PDF format	★	★	★
Sponsor Tabletop: high-top cocktail table with power to support conversation and collaboration with attendees	★	★	
Wi-Fi or badge lanyard sponsor <i>*Must be one of the initial two committed platinum sponsors</i>	★		
Opportunity to provide sponsor marketing materials distributed at meeting registration	★		
Opportunity to deliver two minutes of introductory remarks during one general session	★		

SUMMIT SPONSORSHIP ENHANCEMENTS

Consider special sponsorship opportunities and enhancements to **further amplify** your support and brand exposure:

Keynote Speaker Sponsor: \$20,000

- Opportunity to introduce the keynote speaker
- Platinum sponsor benefits

Thursday Breakfast or Lunch Sponsor (*exclusive sponsorship*) \$20,000

- Opportunity to speak during a General Session
- Recognition, sponsor branded napkins, and signage
- Platinum sponsor benefits

Reception Sponsor (*exclusive sponsorship*) \$15,000

- Recognition, sponsor branded napkins, and signage
- Gold sponsor benefits

PQA CONVENING

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.

PQA Convenes

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

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, and 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.



Sponsorship opportunities begin at \$20,000. 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. Contact PQA for details of this unique sponsorship. (LKirk@PQAalliance.org)

PREVIOUS PQA-CONVENED EVENT

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

For this Community Pharmacy Foundation (CPF)-funded project, PQA collaborated with CPF to convene an invitational, multi-stakeholder virtual Summit of thought leaders including providers, pharmacy practitioners, payers, employers, technology vendors and patients. Stakeholders discussed, shared and worked towards consensus on measures that promote sustained innovation in community pharmacy services. The one-year project culminated with the presentation and dissemination of prioritized measure concepts suitable for use in value-based payment arrangements and evaluation of care transformation initiatives. This list of concepts 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.

Strategic Issues Portfolios

PQA takes a multimodal and multichannel approach to address high-priority medication use quality and healthcare improvement issues. Through 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
- medication use quality in oncology
- immunization-related quality measurement
- 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.

Sponsorship opportunities begin at \$30,000. 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. Contact PQA for details of this unique sponsorship. (LKirk@PQAalliance.org)

SDOH STRATEGIC ISSUE PORTFOLIO EXAMPLE

Strategic Issue: Social Determinants of Health (SDOH)

Sponsorship supports and includes:

- 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)
- 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 Annual Meeting (top sponsorship level with associated recognition, branding, etc.)

PQA EDUCATION

PQA provides professional education for 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 education training and certificate program for healthcare quality professionals working to improve patient outcomes through safe and appropriate medication use. This PQA program empowers professionals to understand and implement effective quality improvement programs across the healthcare industry.

Support and sponsorship of the program will align the sponsoring organization 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

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 features presentations focused on real world practice followed by audience Q&A. This content is non-branded.

- PQA will select the topic and speakers in collaboration with sponsor, but content must be independent of commercial interests.
- 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.



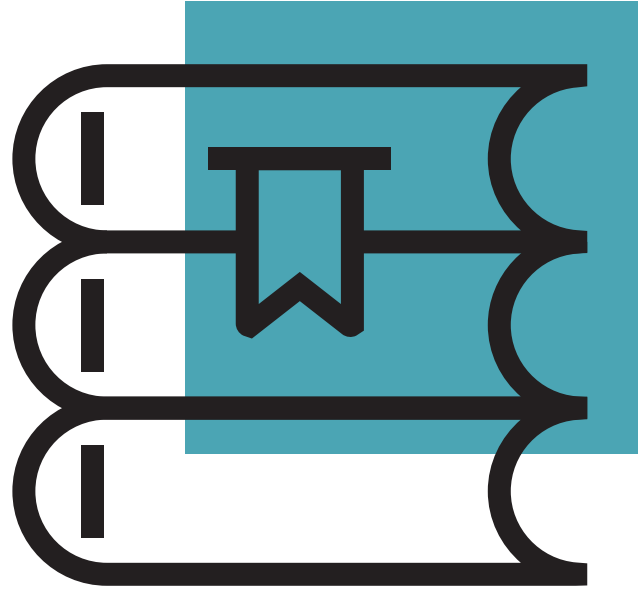
PQA EDUCATION

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.

- 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.
- **\$10,000 for a Commercial Break; \$15,000 for a Commercial Webinar**



Quality Workshop \$10,000

The Workshop program is a 4-hour program where PQA comes to your organization virtually or in-person. This is a mixture of didactic, classroom-style learning with active participant engagement. The content is developed in collaboration and with input from the hosting PQA member organization. Previous programs have included topics such as quality improvement implementation, the Medicare Part D Star Ratings program, and medication use quality measurement in value based contracting.

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 as well as 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)

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