

PQA

2023

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. Nearly 250 diverse member organizations, including 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 100 million lives covered by member health plans, pharmacy benefit managers, and healthcare payers
- Tens of thousands of community pharmacies throughout North America
- Nearly 15 of the top global life science organizations
- Over 50 innovative health technology developers delivering today's and cultivating tomorrow's healthcare solutions
- Nearly 50 academic institutions representing a variety of healthcare professional programs
- 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 2023

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.



This prospectus includes opportunities to sponsor PQA meetings and educational offerings.



PQA Meetings

- PQA Annual Meeting
- PQA Leadership Summit



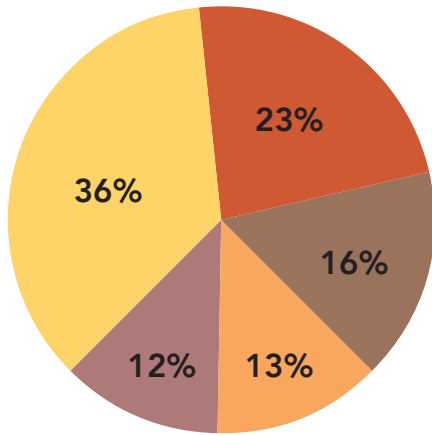
PQA Education

- Medication Use Quality Certificate
- Quality Forum Webinars
- Commercial Webinars
- Quality Workshop
- Quality Connection Newsletter
- SDOH Resource Guide
- Internships
- Scholarships

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

ATTENDEE OVERVIEW AT PQA MEETINGS



ATTENDEES BY JOB TITLE

- Vice President, Senior Director, or Director
- Associate, Assistant Director, or Manager
- Other stakeholders
- Clinical Pharmacist
- C-suite

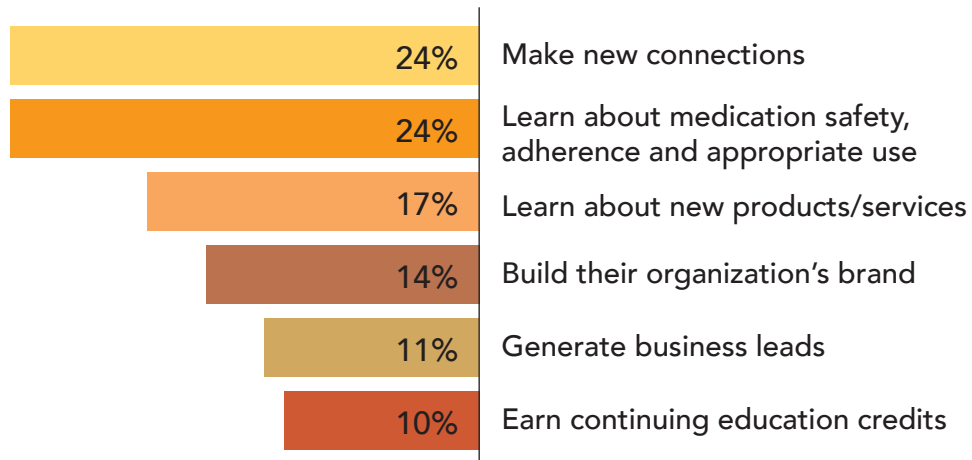
ATTENDEES' TOP PRIORITIES AND TOPICS OF FOCUS AT PQA MEETINGS

- Value based pharmacy and payment methods
- Social determinants of health and health equity
- Healthcare quality best practices: specialty pharmacy, opioids, MTM, mental and behavioral health, diabetes, HIV, Hepatitis C, immunizations, cardiovascular disease, oncology
- Big data trends in healthcare quality
- Multidisciplinary strategies to improve star ratings



56% OF ATTENDEES
are influencers and primary decision makers in purchasing decisions

ATTENDEES' TOP GOALS FOR PARTICIPATING THE PQA ANNUAL MEETING



2023 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 2023 PQA Annual Meeting is scheduled for Wednesday, May 10 – Friday, May 12, 2023, at the Omni Nashville Hotel in Nashville, Tenn.

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

2022: The 2022 PQA Annual Meeting took place May 3 – 5 in Baltimore, Md. Pharmacy quality professionals gathered to learn, network and engage with each other. Here are the highlights:

- The 4 General Sessions addressed: Expanding Access to Quality, What's New in CMS Quality Programs, Moving Towards Equity and Remote Care
- 15 General Sessions, 2 Innovation Theaters and 24 poster presentations addressed value-based care, health equity and pharmacist-provided care
- 2.5 contact hours (0.25 CEU) of continuing pharmacy education (CPE) credits were available
- PQA recognized 25 Medicare plan contracts with quality awards for high achievement or significant improvement in PQA medication quality measures



“One of the most valuable parts of the meeting was exploring the industry showcase to learn about sponsors and their products.”

– 2022 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>*Eligible only to committed platinum or gold sponsors; first come, first served</i> | ★ | ★ | | |
| Collaborative meeting room <i>*Eligible only to committed platinum sponsors; first come, first served; benefit tentative based on space availability</i> | Private room, entire meeting | | | |
| 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 | ★ | ★ | ★ | ★ |

SPONSORSHIP ALA CARTE OPPORTUNITIES

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

Industry Showcase Tabletop Display \$5,500

- One (1) complimentary registration to the Annual Meeting
- More than 8 hours of exhibit time available to connect with attendees
- Choice in tabletop location (first come, first served 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

- One (1) complimentary registration to the Annual Meeting
- 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
- Automatic Silver sponsor benefits

Sponsor Focus Group..... \$30,000

Host your own focus group during the PQA Annual Meeting. Tap into the perspectives and expertise of PQA's diverse stakeholder base including representatives from health plans, community pharmacies, and life sciences to inform program evaluation, product development, or qualitative research.

- In collaboration with the sponsor, PQA will make the initial invite to targeted Annual Meeting attendees.
- PQA will provide the following on site: conference room-style room/space for no more than 25 people, basic AV set (screen, projector, microphone)
- PQA will not select the group's participants, provide moderators, or partake in content or planning of the focus group
- Automatic Platinum sponsor benefits

**PQA is not responsible for the on-site attendance during the event*

Meeting Break (Coffee, Recharge) \$7,500

- Naming of the break as "Coffee Break sponsored by Organization"
- Recognition through signage during the break
- 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

Reception (Wednesday, Thursday) \$15,000

- Naming of the reception as "Reception sponsored by Organization"
- Recognition through signage during the reception
- Automatic Silver sponsor benefits

SPONSORSHIP ALA CARTE OPPORTUNITIES

Session Sponsorships

Poster Session \$15,000

Featuring quality improvement and research projects, the session provides an opportunity for authors to showcase their work and for attendees to engage in insightful dialogue about health care quality.

- Naming of the session as the “2023 PQA Annual Meeting Poster Session Sponsored by Organization”
- Recognition in marketing materials, attendee communications and social media
- Recognition through poster awards (Gold, Silver, Bronze, and Student)
- Automatic Silver sponsor benefits

Rapid Fire Research Session \$5,000

Up to four poster authors present their work in a rapid-fire format to complement their poster display during the PQA Poster session. All accepted abstract authors are invited to participate. A committee of PQA stakeholders will help select presenters.

- Naming of the session as the “2023 PQA Annual Meeting Rapid Fire Research Session Sponsored by Organization”
- Opportunity to deliver two minutes of introductory remarks during the session
- Company recognition in marketing materials, attendee communications and social media

First Timer Orientation Session \$2,500

Session to support attendees in meeting and greeting other first-time PQA Annual Meeting attendees, as well as PQA leadership, during this well attended and engaging session.

- Naming of the session as the “2023 PQA Annual Meeting First Timer Orientation Session Sponsored by Organization”
- Opportunity to deliver two minutes of introductory remarks during the session
- Company recognition in marketing materials, attendee communications and social media

Wi-Fi Sponsor.....\$20,000*

- Sponsor of complimentary wireless high-speed Internet throughout the conference spaces.
- Custom Wi-Fi network password
- Exclusive company recognition throughout the meeting

**Eligible only to committed platinum or gold sponsors; first come, first served*

Meeting Mobile App Sponsor.....\$20,000*

- Branded recognition of sponsor on the meeting app

**Eligible only to committed platinum or gold sponsors; first come, first served*



“The wide variety of people that we are able to network and connect with is why we love to sponsor PQA meetings.”

– 2022 Annual Meeting sponsor

2023 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 attends 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: The 2023 PQA Leadership Summit will be held November 2-3, 2023 at the Renaissance Arlington Capital View Hotel in Arlington, Va.

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 2023 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 invitations 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 | ★ | ★ | |
| Collaborative meeting room <i>*Eligible only to committed platinum sponsors; first come, first served; benefit tentative based on space availability</i> | Private room, entire meeting | Shared room, 4 hours | |
| Wi-Fi or badge lanyard sponsor <i>*Eligible only to committed platinum sponsors, first come; first served</i> | ★ | | |
| Opportunity to deliver two minutes of introductory remarks during one general session | ★ | | |
| Recognition as a sponsor of the preceding PQA Convenes | ★ | | |

PQA LEADERSHIP SUMMIT SPONSORSHIP OPPORTUNITIES

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

Keynote Speaker Sponsor \$20,000

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

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

- Opportunity to speak during a General Session
- Recognition through signage during the event
- Naming of the Breakfast (or Lunch) as “Breakfast (or Lunch) by Organization”
- Automatic Platinum sponsor benefits

Thursday Reception Sponsor (exclusive sponsorship)..... \$15,000

- Naming of the reception as “Reception sponsored by Organization”
- Recognition through signage during the reception
- Automatic Gold sponsor benefits

Collaborative Meeting Room \$6,500

Reserve a private or shared meeting room during the PQA Leadership Summit to connect with your collaborators and clients. The room will be supplied with basic snack and drink refreshments.

- Custom sponsorship packages are available based on size of space, length of reservation, and room requirements (i.e. audio/visual, refreshments)
- Availability is limited and space will be assigned on a first come, first served basis

Sponsor Focus Group..... \$30,000

Host your own focus group during the PQA Leadership Summit. Tap into the perspectives and expertise of PQA’s diverse stakeholder base including representatives from health plans, community pharmacies, and life sciences to inform program evaluation, product development, or qualitative research.

- In collaboration with the sponsor, PQA will make the initial invite to targeted Leadership Summit attendees
- PQA will provide the following on site: conference room-style room/space for no more than 25 people, basic AV set (screen, projector, microphone)
- PQA will not select the group’s participants, provide moderators, or partake in content or planning of the focus group
- Automatic Platinum sponsor benefits

**PQA is not responsible for the on-site attendance during the event*

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.

SDOH Resource Guide

The PQA SDOH Resource Guide profiles 32 real-world SDOH services that are promising for improving the quality and safety of medication use and serves as a centralized location of pharmacy and pharmacist involved SDOH initiatives.

The first edition of the guide had over 11,000 webpage views and 6,500 views on the supporting platform Issuu in the first month after release. There has been tremendous interest in the guide and it is one of the most popular reports PQA has ever published. Sponsors receive branded promotion in the resource guide, as well as during webinars, presentations, and blogs about the resource guide.

Sponsorship opportunities begin at \$50,000. Contact PQA for details of this unique sponsorship. (LKirk@PQAalliance.org)

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.

Currently, PQA is seeking funding to develop elective content regarding medication use quality in diabetes management, medication use quality improvement foundations, and several other topic areas.

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

Sponsorship opportunities begin at \$100,000. Custom sponsorship packages and arrangements are designed in collaboration with the supporting organization to ensure PQA Education programs reach broad audiences. Contact PQA for details of this sponsorship. (LKirk@PQAalliance.org)



PQA EDUCATION

Medication Use Quality Live: A PQA CE Event

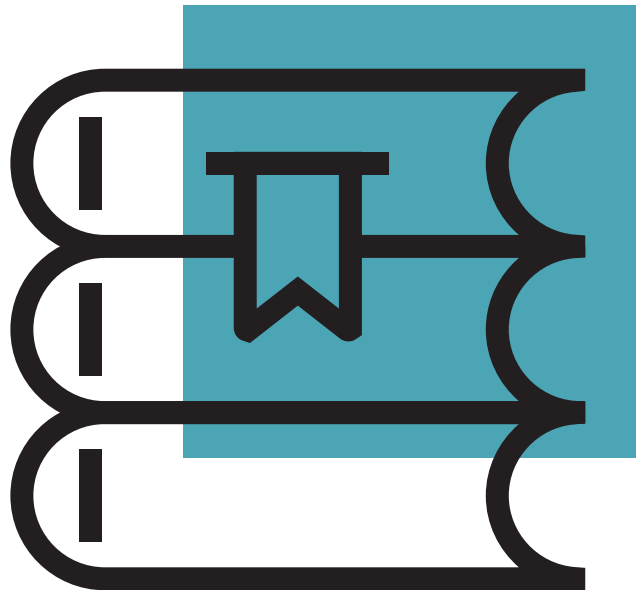
This event covers the first two modules of the Medication Use Quality Certificate program and confers 4 continuing education (CE) credit hours for pharmacists. Similar to the MUQC program, this live, interactive educational opportunity empowers professionals to understand and implement effective quality improvement programs across the healthcare industry. PQA will host the Medication Use Quality Live: A PQA CE Event the morning before the 2023 PQA Annual Meeting.

Sponsorship opportunities begin at \$20,000. Custom sponsorship packages and arrangements are designed in collaboration with the supporting organization to ensure PQA Education programs reach broad audiences and sponsors reap tangible benefits. Contact PQA for details of this sponsorship. (LKirk@PQAalliance.org)

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



Contact PQA for details of this sponsorship. (LKirk@PQAalliance.org)

PQA Commercial Webinar \$15,000

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

- 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

Contact PQA for details of this sponsorship. (LKirk@PQAalliance.org)

PQA EDUCATION

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. PQA's Quality Workshop guide lists topics that PQA includes in every workshop. The hosting PQA member organization is invited to select additional topics that best meet their needs. PQA will customize topics using specific examples and depth of information relevant to the organization.



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

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

A bimonthly digest of PQA news with an 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 any of the sponsorship opportunities or education offerings for your team members and organization. (LKirk@PQAalliance.org)