



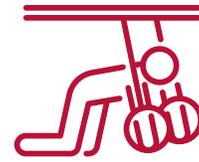
# WHY PARTNER WITH CAPM&R?

CAPM&R is Canada's national specialty society for healthcare professionals, students and decision-makers, with a focus on physical medicine and rehabilitation (PM&R).

PM&R physicians treat a wide variety of medical conditions affecting the brain, spinal cord, nerves, bones, joints, ligaments, muscles and tendons.

Sponsorship with the CAPM&R provides high-visibility support for evidence-informed health system improvement. All sponsors are acknowledged for their level of support on the CAPM&R website. This prospectus provides you with numerous marketing opportunities. Whether you are interested in introducing a new service/product; increasing your number of contacts; or reinforcing your position as an industry leader, one of our options will help you find a marketing solution.

Featuring high-profile keynote speakers, cutting-edge panels on current issues in physical medicine & rehabilitation, and a wealth of networking activities, the conference is the country's premier event for evidence-informed discussion and debate on health care.



The Canadian Association of Physical Medicine and Rehabilitation is a member service organization that represents Canadian physiatrists and promotes their pursuit of excellence in the field of physical medicine and rehabilitation.

The CAPM&R was founded in 1952 and has over 400 members today and is an Accredited Provider for the Maintenance of Certification Program of the Royal College of Physicians and Surgeons of Canada. The CAPM&R can approve MOC Section 1 and 3 educational activities (for physician organizations) or with co-development (with non-physician organizations). As of 2020, the American Journal of Physical Medicine & Rehabilitation (AJPM&R) is the CAPM&R's official medical journal.

## Connect with CAPM&R

Gain maximum exposure of your company and products by hitting over 3,000 contacts (450 CAPM&R members).

Sent out mid-monthly, the CAPM&R eNews averages an open rate of 41% among its readership. eNews is also posted to CAPM&R Twitter and Facebook pages for additional global exposure.

### Headline Banner Ad:

- Premium placement centered at the top of the CAPM&R eNews
- \$1,000 per issue

### Secondary Banner Ad

- Placement of ad within the body of the CAPM&R eNews
- \$900 per issue

### Ad Details & Requirements

**Availability:** First come, first serve

**Audience:** All contacts in CAPM&R Database & Membership

**Deadline:** First Friday of the month

**Tracking:** Email opens and banner clicks will be provided. Advertisers encouraged to add unique URLs that they can track on their own site

**Editable:** Advertisers purchasing multiple weeks can provide new ads month to month

\*Ad subject to CAPM&R approval:  
5-day turnaround

## OPPORTUNITIES & ENTITLEMENTS

We have created a variety of sponsorship options to fit the range of marketing objectives and level of investment of our corporate supporters.

**We are of course open to specifically designing a sponsorship package that fits your needs and may appropriately leverage other marketing initiatives you are undertaking this year.**

You will have the opportunity to introduce your company's products and services to 450+ key decision makers in physical medicine and rehabilitation.

Depending on the investment, recognition for the 2021 calendar year will be as follows:



**\$30,000 +**  
Lead Sponsor



**\$20,000 - \$29,999**  
Platinum Sponsor



**\$10,000 - \$19,999**  
Gold Sponsor



**\$5,000 - \$9,999**  
Silver Sponsor

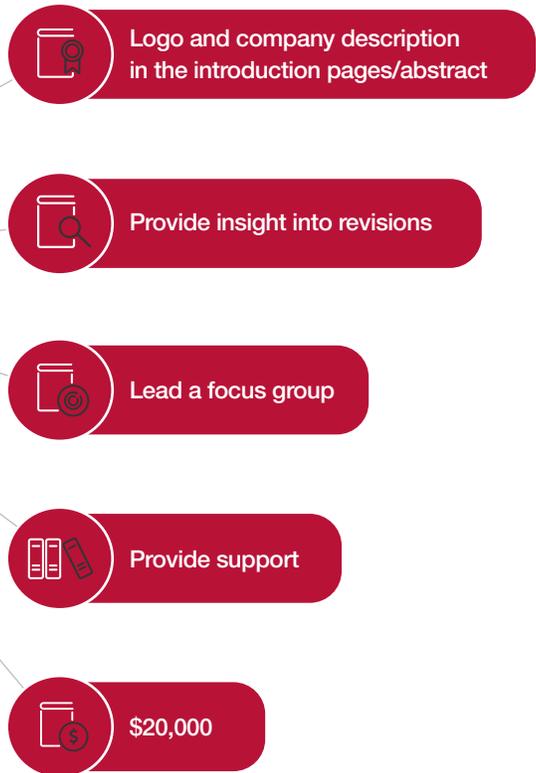


**Under \$5,000**  
Bronze Sponsor

## Research Needs Assessment

CAPM&R has significant data captured from 30 webinars that have occurred since April 2020. The data reveals recurring themes that can provide insight into both perceived and unperceived needs within the target audience.

Analyzing this data and reporting on recurring themes will benefit the Scientific Planning Committee as they develop future programming. This support will allow CAPM&R to contract a Resident or Medical Student for this project.



## Surveys

- CAPM&R will survey the membership on your behalf
- Take advantage of this opportunity to gain insight from our global or national contacts
- Your company will provide survey questions (subject to approval by CAPM&R). The survey should be developed to be completed in 15 to 20 minutes
- CAPM&R will send all aggregate responses to surveyor in electronic format
- **\$3,000; limited to two per month**

## Exclusive Marketing

- Reach all members in CAPM&R's membership database with a sponsored email blast
- E-Blasts will be sent the last Tuesday & Thursday of each month
- Ad subject to CAPM&R approval: 5-day turnaround
- **\$2,000 limited to two per month**

### BUILD YOUR BRAND

To build your company's recognition in the PM&R community, choose high visibility events attracting leaders in the PM&R profession.

### SHOW INDUSTRY LEADERSHIP

Show your leadership by being associated with cutting-edge professional development sessions and technology. Sponsor a CME session or bring in your own speaker for an interactive session, co-developed session.

## One Time Sponsorship for Accredited Activities

- List of participants is provided
- Logo on website, pre and post PowerPoint slide with logo
- Opportunity to speak at the close of the virtual education and address the participants and the panelists (1 min per \$1K of sponsorship). Synchronous tools are encouraged: screen share, polls, whiteboard, video, graphics, PowerPoint presentation, etc.
- **\$1,000 BRONZE, \$3,000 SILVER, \$5,000 GOLD;** limited to the specific activity



## CAPM&R National Board of Directors

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Professor and Chief of the division of Physical Medicine and Rehabilitation (PM&R) at the University of Toronto

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## Co-Developed Virtual Accredited Continuing Professional Development (CPD) for RCPSC MOC Section 1 or 3 Activities

Due to the postponement of the face-to-face conferences CAPM&R is offering online learning opportunities. Benefit from this exceptional opportunity to gain widespread exposure, to our entire CAPM&R membership, and bring education right to their workspace.

The online series sponsorship provides high-visibility support for evidence-informed health system improvement. Sponsors are acknowledged for support on the CAPM&R webinar webpage, all webinar communications, the online registration platform, during the webinar, and the follow up attendee email with the certificate of participation.

Virtually bringing together teams, from across Canada, will help us improve our ability to conduct research regarding the importance of this collaborative care and to enhance the professional camaraderie to help improve outcomes in the treatment of patients.

We have 3000+ contacts (450 CAPM&R members) in our database who are receiving our communications. The list continues to grow as there are no significant barriers to participants from joining (travel, time off and funding) yet there is an increase in need for education.

Our members are asking for learning opportunities. This is your invitation to fill this need and be a leader for our members.



- Activities are co-developed with CAPM&R and planned to achieve scientific integrity, objectivity and balance. Communication plan prepared by CAPM&R with input from the Industry partner
- Section 1 or 3 MOC credits
- Speaker honoraria included in cost of activity
- List of participants is provided
- Delivery platform (Zoom Client) can host up to 500 participants for a webinar or 3,000 for a video conference
- Logo on program, graphics and certificate of participation
- Needs assessments are provided at the close of each activity
- CPD Activity administrative support provided by CAPM&R
- **\$5,000 per activity (90 mins max)**

## Self Assessment Program or Modules: Section 3 Co-Developed Activity

Self-assessment programs (SAPs) are tools that enable physicians to assess aspects of their knowledge or practice and identify opportunities to enhance their competence with additional learning. SAPs are not tests — they are assessment strategies to help physicians develop an effective continuing professional development plan linked to their professional roles and responsibilities.

### Accredited self-assessment programs (SAPs) must:

- Be co-developed by CAPM&R as defined by the Royal College. CAPM&R is responsible to ensure that all accreditation standards are met and to submit the application to an accredited CPD provider
- Be planned to address the identified needs of the target audience with a specific subject area, topic or problem(s)
- Be based on a needs assessment of the target audience that must be performed to identify areas of knowledge, skills, performance and/or health outcomes that the CPD activity intends to address or improve. The needs assessments can identify either perceived or unperceived needs and should be used to inform:
  - ✓ The development of learning objectives
  - ✓ The identification of appropriate educational or delivery methods
  - ✓ The selection of relevant educational content
  - ✓ The development of evaluation strategies
- Provide participants with a process to record their answers to the assessment questions
- Provide participants with a strategy to assess their knowledge, skills, clinical judgment and/or attitudes in comparison to an established scientific evidence base (clinical practice guidelines, meta-analysis or systematic review, etc.)
- Use methods that enable participants to demonstrate these abilities across the key areas of the subject area, topic or problem(s). The selected format must also enable participants to review their current knowledge or skills in relation to current scientific evidence
- Provide detailed feedback to participants on their performance to enable the identification of any areas requiring improvement through the development of a future learning plan
- Provide specific feedback on correct and incorrect answers (with references) which enables specialists to determine if there are important aspects of their knowledge, skills, clinical judgment or attitudes that need to be addressed through engaging in further learning activities

Credits can only be claimed under Section 3 of the Maintenance of Certification (MOC) Program if the self-assessment program has been approved by a Royal College-accredited continuing professional development (CPD) provider.

- Accreditation is valid for 3 years
- CPD Activity administrative support provided by CAPM&R
- Activities are co-developed with CAPM&R and planned to achieve scientific integrity, objectivity and balance
- Communication plan prepared by the CAPM&R with input from the Industry partner
- Hosted on the CAPM&R website
- Speaker honoraria included in cost of development
- Needs assessments are provided at the close of each activity
- List of participants is provided
- Logo on website, graphics and certificate of participation
- Section 3 MOC credits
- **\$10,000 per SAP (maximum 5 modules)**