

2021 APG Sponsored Webinar Program

Sponsored Webinars are now available through APG. This is opportunity to reach an audience of APG members, partners and other senior leadership at healthcare organizations across the country to showcase your thought leadership, present case studies or client feedback, and communicate the impact of your product or service.

Popular topics include:

- Social Determinants of Health
- Population Health
- Provider Perspectives
- Value-Based Healthcare
- Data Quality, Improved Processes and Outcomes

You have up to 60 minutes to present an in-depth presentation of your chosen topic, interact with participants through live Q&A. You will be provided with a recording of the session for your own marketing purposes; you receive an attendee list with names, titles, and companies prior and after the webinar; and attendees receive an email with a link to the recording and any additional information you want included such as your contact information.

Content proposed must be reviewed and approved by APG staff. Content should be both informational and product specific. Products or services may be mentioned along with a description as to why they are superior to what is currently in the market, but best if explained in a way that shows how it is used to provide quality, meet regulatory requirements, improve patient satisfaction or other operational improvements.

APG will manage the webinar as well as advertise to our distribution list that includes members, partners and non-affiliated individuals. Sponsoring organization will provide preferred contact information, so attendees interested in reaching out may do so.

If content qualifies for CME, sponsoring organization must provide approved material and mechanism for attendees to get their credit.

Cost - \$7,500 partners; up to \$25,000 non-partners

APPLICATION SELECTION CRITERIA

- **Approval of Program** will be made based on order of application received, slot availability and content.
- **Clarity and completeness:** Applications should be written in a manner that clearly, concisely, and logically conveys the intended content. The description of the Program should provide enough information to enable reviewers to envision the content and flow of the presentation. Note that all information requested on the below Submission Checklist must be supplied.
- **Relevance and appeal:** Webinar Programs should be relevant to the interests, programs, initiatives, or practices of executives, physicians and other health care leaders working in managed care environments. Topics that are broad in appeal, applicable to managed care, and timely are likely to attract the largest attendance.
- **Originality of subject matter:** Webinar Programs should highlight real-world examples of innovations in managed care and/or include information of interest to physicians and executives.
- **Clinical Expertise:** Webinar Programs should present evidence-based, peer-reviewed medicine. If presenting clinical decision making and treatment options, the physician leaders should be familiar with the latest publications, be able to judge the quality of the data being presented (randomized, double-blind, placebo-controlled clinical trials, for example, hold more validity than case reports or expert opinion), and be able to balance the risks and potential benefits of various treatment options.

APPLICATION SUBMISSION CHECKLIST

- **Webinar Program title:** Title must reflect the actual content of the presentation
- **Program description:** A comprehensive summary of the content of the Program (maximum 350 words)
- **Learning objectives:** Include at least three specific, measurable learning objectives that define intended outcomes for the audience and complete the statement: "At the completion of this activity, participants should be able to...."
- **Target audience:** Please specify whether the Program is intended for physicians, administrators, pharmacists, etc.
- **Detailed Program agenda:** Agenda must include time allotments
- **List of confirmed and invited faculty:** Provide full name, academic degrees, job title, work affiliation/company, city and state for all proposed faculty. All faculty must be confirmed 6 weeks prior to the program.
- **Biographical sketch:** Include one paragraph summarizing the qualifications of each confirmed faculty member to be used in advertisement. Please do not submit complete CVs.

- Include ONLY if offering CME:
 - Name of CME-accredited provider that will award CME credit for the Educational Program
 - Contact hours of CME credit (or CEUs) to be awarded
 - Name of accredited providers of CME and CNE credit
 - Source(s) of commercial grant support (if applicable)
- Primary name, title, organization, email and phone number of program point person for APG
- Contact information to be given to attendees who request follow up (may be phone and/or email).

Webinar Logistics

We suggest webinars to be offered at 11 am Pacific Time to accommodate a national audience. They will also be held on dates that do not conflict with APG scheduled activities. Please propose dates preferred to schedule your program.

For additional information or questions, contact Lura Hawkins, MBA at 213-239-5046 or submit your proposal at Lhawkins@APG.org