



National Organization of
Rheumatology Managers

2016 Corporate Membership Levels

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Wilmington, NC 28405
910-520-0515



MISSION STATEMENT

To be a forum by which we promote and support education, expertise and advocacy for rheumatology practices and their patients.

OBJECTIVES

- Develop and maintain a forum for gathering, analysis and distribution of information pertaining to rheumatology practice administration.
- Promote cooperation, understanding and fellowship among its membership.
- Serve as a focus for the education of its members and the practices they serve.
- Be conscious of, and work toward, the resolution of problems confronting rheumatology medical practices.
- Serve as a conduit for communication with and through any organization providing rheumatologic care.
- Serve as a liaison between members who have special areas of expertise in rheumatology practice management, and those individuals/practices who are searching for this type of expertise.
- Through the education, support and mentoring activities of its manager members, enhance patient access to affordable, efficient rheumatologic care, and to enhance each member's ability to provide such care in his/her practice.
- Provide a forum for members to network with others whose knowledge base complements and/or enhances their own.



*Don't Let Your Practice be the Last to be First
NORM Keeps You Informed*

The VALUE of NORM to Your Practice

- Countless opportunities to network with experienced rheumatology managers across the U.S. through our ListServ and Annual Conferences.
- Contact Hours available for Conference attendance.
- Education, Mentoring and Support for Success through our website and Members' Only Educational Portal with educational training tools on Practice Workflow and Rheumatologic Diseases as well as a library of forms submitted by our membership.
- NORM GPO offerings as well as discounts for NORM members on services such as translation and transcription services and waste management to name just a few.
- Ask Questions – Get Answers *To All the Current Rheumatology Hot Topics* on the ListServ, Website and on Webinars. Here are a few Hot Topics which have been discussed:

Health Care Policy Updates
OSHA – HIPPA - Compliance Issues
ICD-10 & Documentation Support
Lab Interfaces
Billing and Coding Issues
Contracting
H.R. & Personnel Issues

State and Regional Issues
PQRS & Meaningful Use – EHR
E-Prescribe
Inventory Control
Co-Pay Assistance
Infusion Experiences and Protocols
Advocacy Issues for your Practice & Patients

NORM has VALUE to Managers and Physicians Alike

TESTIMONIALS

NORM has been a wonderful support organization for my office staff. The ListServ enables us to stay current on those issues that profoundly affect the practice of Rheumatology. In addition, the network of Office managers is an easy and fast way for us to get direct feedback on billing questions and Insurance policies that would otherwise slow down our practice. NORM has been a godsend for many of the offices in this area..... Michael Stevens MD, FACR

NORM, by far, surpasses the benefits of any other organization I have ever belonged to. Through the ListServ, NORM members willingly assist each other by providing solutions to everyday issues that arise while managing a rheum practice. We share experiences, ideas, protocols and procedures specific to a rheumatology practice. The annual NORM conference in Sept. is definitely the icing on the cake as we all come away with practical ideas and tools that we can implement..... Mary Jo Wideman, RN, BSN, Practice Manager

Additional Testimonials can be found on our website.

NORM NEEDS YOU!..... YOU NEED NORM!

Please go to our Website at: www.normgroup.org to join or find more information.



2015 ANNUAL REPORT

NORM Board Members attended the following meetings

- CSRO Fellows Conference
- CSRO State Advocacy Meeting
- ACR Annual Conference
- Clinical Congress of Rheumatology
- California Rheumatology Alliance Meeting
- New York State Rheumatology Society Meeting
- Florida State Rheumatology Meeting
- North Carolina Rheumatology Association Meeting
- Tennessee Rheumatology Society Meeting
- South Carolina Rheumatism
- Michigan Rheumatism Society
- West Virginia State Meeting
- Rheumatology Nursing Society Meeting
- American Women in Rheumatology

NORM Education Committee (NEC)

- Attended the New York State Society Meeting
- Attended American Women in Rheumatology
- NORM Education Portal updated
 - Rheumatology Disease Workbook
 - Practice Workflow Tool
 - Stop Correct Get Paid Tutorial

NORM Membership Committee

- Has grown membership to over 350 members
- Members in forty-seven states and Puerto Rico

NORM Board Members and NORM Members participated in the following WebEx Programs – Sponsored by AbbVie, Genentech, Janssen, and McKesson

- Managing Changes in Insurance
- Importance of Documentation
- ICD-10
- Meaningful Use
- Navigating Affordability
- EHR

- Increasing the Impact of Your Payer Communications
- PQRS and Value Based Modifiers
- Managing your Medicare Patients
- Helping Medicare Patients Access Rheumatology Products
- ICD-10 Check-list

NORM Hosted ICANDO10 Webinars Nationwide ~ 594 participants including Physicians, Managers, Support Staff, Industry, EHR, IT

- Ten Webinars in August with Dr. Tokayer (306 participants)
- Four Webinars in September with Dr. Tokayer (148 participants)
- Six Case Study Webinars in September with Dr. Tokayer (140 participants)
- Webinars posted to NORM Website

NORM 2015 Annual Conference

In September 2015 NORM hosted its annual meeting in Bellevue, WA. We had over 200 attendees at the conference representing forty-seven states. There were thirteen (13) corporate members and nine (9) sponsors represented in the exhibit hall. In addition there were eighteen (18) exhibitors. Conference Guests of NORM were NICA, Arthritis Foundation, RNS, and Global Healthy Living. This year NORM partnered with South East Area Health Education Center to provide 9.5 contact hours to our attendees for their participation in the conference.

NORM 2015 Annual Conference and CRHC and CPC Coding Test

In 2015 NORM partnered with AAPC to offer the CRHC and CPC coding test to our members and their staff. Twenty-five (25) people participated in the almost five hour test on Thursday, September 17th. To help the participants prepare NORM sponsored three CRHC study recorded webinars and two question and answer sessions as well as three CPC study recorded webinars and one question and answer session.

NORM Services for Members

NORM hosts an active listserv which allows members to provide mentoring and support to each other leading to enhanced efficiency of care for patients. NORM has developed a member's only page on its website that contains practice management resources for members and access to the educational portal. NORM is developing mentoring opportunities for new members.

NORM Ventures continues to partner with Metro Medical for our Cornerstone GPO for NORM members. NORM Ventures has also partnered with Cornerstone, MedPro Disposal, Transperfect, and RxVantage to provide services for NORM Members. These opportunities are posted on our members' only page.

NORM formed two committees to serve its members. First, NORM formed a Healthcare Policy Committee to educate and keep our members informed on issues facing their practice as well as patient's access to care. Second, NORM formed a Payer Relations Committee to educate members on National, Regional, State and MAC level which will affect patient's access to care. On the members' only Healthcare Policy page NORM shared several documents on topics ranging from information about PQRS, ICD-10, Grassroots Advocacy to QRUR reporting.

NORM 2016 Corporate Memberships



	Silver	Gold	Platinum	Sapphire	Diamond
	\$15,000	\$30,000	\$50,000	\$75,000	\$100,000
Conference Weekend					
# of Complimentary Representatives	6	8	10	12	14
# of additional representatives for purchase (\$500/rep)	2	4	4	4	4
Recognition through lapel pin, ribbon, conference magazine, signage, totebag	X	X	X	X	X
Logo on conference brochure			X	X	X
Complimentary tote bag insert			1 page	2 pages	3 pages
Exhibit size	1 10 X 10 booth	2 10X10 booths	2 10 X 10 booths	3 10X10 booth	4 10 X 10 booths
Exhibit hall space - 1st right of refusal based on level	5th choice	4th choice	3rd choice	2nd choice	1st choice
Sponsorship Opportunity			Thursday Welcome Reception OR Tech Kit	Saturday Network Session OR Airport Hospitality Area	Friday Reception & Dinner OR Airport/Hotel Shuttle
Conference Weekend APP					
# of Complimentary Access	6	8	10	12	14
Enhanced Profile	X	X	X	X	X
Shared Banner Advertisement	X	X			
Banner Advertisement w/ link to your APP site			X	X	X
# of Complimentary Lead Retrievals via App	3	4	5	6	7

NORM 2016 Corporate Memberships



	Silver	Gold	Platinum	Sapphire	Diamond
	\$15,000	\$30,000	\$50,000	\$75,000	\$100,000
Year Round Opportunities					
Logo on website homepage and annual conference page	X	X	X	X	X
Link to your website (annual conference corporate member page)		X	X	X	X
# of corporate announcements shared by NORM		2	4	6	12
# of items placed on members' only Healthcare Policy Page		2	4	6	12
# of items placed on Payer Issue Page		2	4	6	12
# of scheduled opportunities to share educational info w/ President		2	4	6	12
Meetings with NORM Board		2 ~ 60 min (2 hrs)	3 ~ 60 min (3 hrs)	3 ~ 90 min (4.5 hrs)	4 ~ 90 min (6 hrs)
Number of representatives at meeting with NORM board		2	4	4	6

CORPORATE MEMBERSHIP OPPORTUNITIES

Diamond Corporate Membership \$100,000

This level includes the following items in reference to the non-CME annual educational meeting:

- Attendance at NORM Annual Conference
 - Fourteen company representatives
 - Opportunity to bring four additional company representatives at \$500 per person
 - Fourteen complimentary conference magazines and fourteen complimentary access privileges to Conference Mobile APP
 - conference magazine includes list of attendees
- Recognition in conference magazine to acknowledge support; recognition includes
- Recognition through conference signage to acknowledge support
- Recognition on conference brochure if written commitment of funds received by March 1, 2016
- Recognition of support at conference with Corporate Member lapel pin and ribbon for all corporate representatives.
- Corporate Members will have first right of refusal on location based on sponsorship level.
- Company logo included in conference magazine where support is acknowledged.
- Company logo included on conference tote-bag
- One company conference tote bag insert (8.5 X 11, 3 pages max size)
- Four 10X10 booths side by side and corporate members will have first right of refusal on location based on sponsorship level
 - The booths include 3 six foot tables, 6 chairs and a waste basket
- Sponsorship of Friday Night Reception and Dinner
 - Logo on beverage napkin
- OR Sponsor of Shuttle between Airport and Hotel – signage opportunities to be negotiated in June

This level includes the following items on the Conference Mobile APP at the 2016 conference:

- Corporate Logo and link to your Mobile APP site on banner advertisement that appear every 5 to 6 seconds when attendee in Conference Mobile APP.
- Enhanced corporate profile on Conference Mobile APP which will allow assigned representative to add your logo, corporate description, contact information, brochures/documents and links to your social media accounts to your profile. NORM will provide location in exhibit hall.
- Ability to assign seven (7) representatives to lead retrieval system.

This level includes the following items throughout the year:

- Company logo on NORM website home page and annual conference page from receipt of funds until December 31, 2016.
 - Link to company website from corporate member page is supplied by corporate member
- Ability to submit twelve (12) issues to NORM for NORM to share with membership in each area
 - new company announcements shared with membership across all social media platforms utilized by NORM.
 - announcements to be posted on the opportunities page available to public.
 - announcements to be posted on payer issue page of the member's only website and announcement of this posting by NORM to the membership.
 - announcements to be posted on Healthcare Policy page of the member's only website and announcement of this posting by NORM to the membership.
- Twelve scheduled opportunities to share educational information with President and membership on issues affecting rheumatology.
- Four 90 minute meetings with NORM Board or Board Representatives
 - Six representatives to meet with NORM Board the Tuesday or Wednesday the week before the 2016 conference in Mobile, AL. The day and time to be announced by June 1, 2016.
 - Six representatives to meet with at least two members of the NORM board Thursday, March 10, 2016 in Scottsdale, AZ.
 - Six representatives to meet with at least two members of the NORM board May 12-14, 2016 at Clinical Congress of Rheumatology
 - Six representatives to meet with at least two members of the NORM board Thursday, June 23 in Charlotte, NC.

CORPORATE MEMBERSHIP OPPORTUNITIES

Sapphire Corporate Membership \$75,000

This level includes the following items in reference to the non-CME annual educational meeting:

- Attendance at NORM Annual Conference
 - Twelve company representatives
 - Opportunity to bring four additional company representatives at \$500 per person
 - Twelve complimentary conference magazines and twelve complimentary access privileges to Conference Mobile APP
 - conference magazine includes list of attendees
- Recognition through conference signage to acknowledge support
- Recognition on conference brochure if written commitment of funds received by March 1, 2016
- Recognition of support at conference with Corporate Member lapel pin and ribbon for all corporate representatives.
- Company logo included in conference magazine where support is acknowledged.
- Company logo included on conference tote-bag
- One company conference tote bag insert (8.5 X 11, 2 pages max size)
- Three 10X10 booths side by side and corporate members will have first right of refusal on location based on sponsorship level
 - The booths include 3 six foot tables, 6 chairs and a waste basket
- Sponsorship of Saturday Afternoon Networking Session
- OR Sponsorship of Airport Hospitality Area

This level includes the following items on the Conference Mobile APP at the 2016 conference:

- Corporate Logo and link to your Mobile APP site on banner advertisement that appears every 5 to 6 seconds when attendee in Conference Mobile APP.
- Enhanced corporate profile on Conference Mobile APP which will allow assigned representative to add your logo, corporate description, contact information, brochures/documents and links to your social media accounts to your profile. NORM will provide location in exhibit hall.
- Ability to assign six (6) representatives to lead retrieval system.

This level includes the following items throughout the year:

- Company logo on NORM website home page and annual conference page from receipt of funds until December 31, 2016.
 - Link to company website from corporate member page is supplied by corporate member
- Ability to submit six (6) issues to NORM for NORM to share with membership in each area
 - new company announcements shared with membership across all social media platforms utilized by NORM.
 - announcements to be posted on the opportunities page available to public.
 - announcements to be posted on payer issue page of the member's only website and announcement of this posting by NORM to the membership.
 - announcements to be posted on Healthcare Policy page of the member's only website and announcement of this posting by NORM to the membership.
- Six scheduled opportunities to share educational information with President and membership on issues affecting rheumatology.
- Three 90 minute meetings with NORM or Board Representatives
 - Four representatives to meet with NORM Board for 90 minutes the Tuesday or Wednesday the week before the 2016 conference in Mobile, AL. The day and time to be announced by June 1, 2016.
 - Four representatives to meet with at least two members of the NORM board Thursday, March 10, 2016 in Scottsdale, AZ.
 - Four representatives to meet with at least two members of the NORM board May 12-14, 2016 at Clinical Congress of Rheumatology or on Thursday, June 23 in Charlotte, NC.

CORPORATE MEMBERSHIP OPPORTUNITIES

Platinum Corporate Membership \$50,000

This level includes the following items in reference to the non-CME annual educational meeting:

- Attendance at NORM Annual Conference
 - Ten company representatives
 - Opportunity to bring four additional company representatives at \$500 per person
 - Ten complimentary conference magazines and ten complimentary access privileges to Conference MOBILE APP
 - conference magazine includes list of attendees
- Recognition through conference signage to acknowledge support
- Recognition on conference brochure if written commitment of funds received by March 1, 2016
- Recognition of support at conference with Corporate Member lapel pin and ribbon for all corporate representatives.
- Company logo included in conference magazine where support is acknowledged.
- One company conference tote bag insert (8.5 X 11, 1 page max size)
- Company logo included on conference tote-bag
- Two 10X10 booths side by side and corporate members will have first right of refusal on location based on sponsorship level
 - The booths include two six foot tables, 4 chairs and a waste basket
- Sponsorship of Thursday Night Welcome Reception
- OR Tech Kit (contact Tammy for additional information)

This level includes the following items on the Conference Mobile APP at the 2016 conference:

- Corporate Logo and link to your Mobile APP site on banner advertisement that appears every 5 to 6 seconds when attendee in conference Mobile APP.
- Enhanced corporate profile on Conference Mobile APP which will allow assigned representative to add your logo, corporate description, contact information, brochures/documents and links to your social media accounts to your profile. NORM will provide location in exhibit hall.
- Ability to assign five (5) representatives to lead retrieval system

This level includes the following items throughout the year:

- Company logo on NORM website home page and annual conference page from receipt of funds until December 31, 2016.
 - Link to company website from corporate member page is supplied by corporate member
- Ability to submit four (4) issues to NORM for NORM to share with membership in each area
 - new company announcements shared with membership across all social media platforms utilized by NORM.
 - announcements to be posted on the opportunities page available to public.
 - announcements to be posted on payer issue page of the member's only website and announcement of this posting by NORM to the membership.
 - announcements to be posted on Healthcare Policy page of the member's only website and announcement of this posting by NORM to the membership.
- Four scheduled opportunities to share educational information with President and membership on issues affecting rheumatology.
- Three 60 minute meetings with NORM Board or Board representatives as follows:
 - Four representatives to meet with NORM Board the Tuesday or Wednesday the week before the 2016 conference in Mobile, AL. The day and time to be announced by June 1, 2016.
 - Four representatives to meet with at least two members of the NORM board Thursday, March 10, 2016 in Scottsdale, AZ.
 - Four representatives to meet with at least two members of the NORM board May 12-14, 2016 at Clinical Congress of Rheumatology **or** on Thursday, June 23 in Charlotte, NC.

CORPORATE MEMBERSHIP OPPORTUNITIES

Gold Corporate Membership \$30,000

This level includes the following items in reference to the non-CME annual educational meeting:

- Attendance at NORM Annual Conference
 - Eight company representatives
 - Opportunity to bring four additional company representatives at \$500 per person
 - Eight complimentary conference magazines and eight complimentary access privileges to Conference MOBILE APP
 - conference magazine includes list of attendees
- Recognition through conference signage to acknowledge support
- Recognition of support at conference with Corporate Member lapel pin and ribbon for all corporate representatives.
- Company logo included in conference magazine where support is acknowledged.
- Company logo included on conference tote-bag
- Two 10X10 booths side by side and corporate members will have first right of refusal on location based on sponsorship level
 - The booths include 2 six foot tables, 4 chairs and a waste basket

In addition this level includes the following items on the Conference Mobile APP at the 2016 conference:

- Corporate name on banner advertisement that appears every 5 to 6 seconds when attendee in Conference Mobile APP.
- Enhanced corporate profile on Conference MOBILE APP which will allow assigned representative to add your logo, corporate description, contact information, brochures/documents and links to your social media accounts to your profile. NORM will provide location in exhibit hall.
- Ability to assign four (4) representatives to lead retrieval system

This level includes the following items throughout the year:

- Company logo on NORM website home page and annual conference page from receipt of funds until December 31, 2016.
 - Link to company website from corporate member page is supplied by corporate member
- Ability to submit two (2) issues to NORM for NORM to share with membership in each area
 - new company announcements shared with membership across all social media platforms utilized by NORM.
 - announcements to be posted on the opportunities page available to public.
 - announcements to be posted on payer issue page of the member's only website and announcement of this posting by NORM to the membership.
 - announcements to be posted on Healthcare Policy page of the member's only website and announcement of this posting by NORM to the membership.
- Two scheduled opportunities to share educational information with President and membership on issues affecting rheumatology.
- Two 60 meetings with NORM Board or Board representatives as follows:
 - Two representatives to meet with NORM Board for 60 minutes the Tuesday or Wednesday the week before the 2016 conference in Mobile, AL. The day and time to be announced by June 1, 2016.
 - Two representatives to meet with at least two members of the NORM board May 12-14, 2016 at Clinical Congress of Rheumatology.

CORPORATE MEMBERSHIP OPPORTUNITIES

Silver Corporate Membership \$15,000

This level includes the following items in reference to the non-CME annual educational meeting:

- Attendance at NORM Annual Conference
 - Six company representatives
 - Opportunity to bring two additional company representatives at \$500 per person
 - Six complimentary conference magazines and six complimentary access privileges to Conference MOBILE APP
 - conference magazine includes list of attendees
- Recognition through conference signage to acknowledge support
- Recognition of support at conference with Corporate Member lapel pin and ribbon for all corporate representatives.
- Company logo included in conference magazine where support is acknowledged.
- Company logo included on conference tote-bag
- A 10X10 booth and corporate members will have first right of refusal on location based on sponsorship level
 - The booth includes 1 six foot tables, 2 chairs and a waste basket

In addition this level includes the following items on the Conference Mobile APP at the 2016 conference:

- Corporate name on banner advertisement that appears every 5 to 6 seconds when attendee in Conference Mobile APP.
- Enhanced corporate profile on Conference MOBILE APP which will allow assigned representative to add your logo, corporate description, contact information, brochures/documents and links to your social media accounts to your profile. NORM will provide location in exhibit hall.
- Ability to assign three (3) representatives to lead retrieval system

This level includes the following items throughout the year:

- Company logo on NORM website home page and annual conference page from receipt of funds until December 31, 2016.