



National Organization *of*
Rheumatology Managers

2017 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.



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.
- Advocacy Issues for your Practice and Patients
- Ask Questions – Get Answers To All the Current Rheumatology Hot Topics on the ListServ, Website and on Webinars.

Here are a few Hot Topics discussed:

Health Care Policy Updates

OSHA-HIPPA – Compliance Issues

ICD-10 & Documentation Support

Lab Interfaces

Billing and Coding Issues

Co-Pay Assistance

Contracting

State & Regional Issues

PQRS & Meaningful Use – EHR

E-prescribing

Inventory Control Management

Inventory Experiences & Protocol

H.R. & Personnel Issues

On Boarding new Physicians & Mid-levels

NORM adds VALUE to Managers & Physicians

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

The information and resources thru NORM have contributed to the success of Ft Smith Rheumatology. It provides access to groups and education, I may not have been aware..... Karen Hart, Office Manager, Ft Smith Rheumatology

Go to normgroup.org to learn more.



2016 ANNUAL REPORT

NORM Board Members attended the following meetings

- CSRO Fellows Conference
- 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 Society Meeting
- Michigan Rheumatism Society Meeting
- West Virginia State Meeting
- Association of Women in Rheumatology Meeting – East Coast and West Coast Meetings

NORM Education Committee (NEC)

- Document Library of form exemplars for membership to adapt for their practice
- NORM Education Portal updated
 - Rheumatology Disease Workbook
 - Practice Workflow Tool
 - Stop Correct Get Paid Tutorial
 - To Do or Not To Do - Ancillary Services (presented at NORM 2016, added to NEC portal 1/1/17)
- At the conference the NEC presented What's Next-Prepare for the Future

NORM Membership Committee

- Has grown membership to over 390 members
- Developed welcome packet for new members

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

- Effects of Rising Healthcare Costs
- Rheumatology and the Medicare Patient Considerations for Access to Care
- Considerations for Coverage and Reimbursement
- Managing Changes of Insurance
- MACRA
- Payer Negotiations for Practice Success

- Managing your Medicare Patients
- Value Based Modifiers
- ICD-10

NORM AAPC CEU Webinars

In 2016, six webinars series were shared with NORM members as well as the Rheumatology Community at large. These webinars were presented in partnership with Crescendo Bioscience and developed and hosted by Acevedo Consulting. Over 300 people have participated in the five webinars series that have been held. The final webinar series is scheduled for December 2016.

Topics covered in the webinars included:

- March – 2016 CPT & Medicare Changes for Rheumatology
- April – 2016 PQRS for Rheumatology
- May – Chronic Care Management for Rheumatology
- July – Infusion Coding for Rheumatology How to Appropriately Document
- October – ICD-10 Documentation and Coding Tips for Rheumatology
- December – Sneak Peak into the 2017 Medicare Changes

NORM 2016 Annual Conference

In September 2016, NORM hosted its annual meeting in Mobile, AL. We had over 200 attendees at the conference. There were fourteen (14) corporate members and eight (8) sponsors represented in the exhibit hall. In addition, we grew from eighteen (18) to twenty-six (26) exhibitors. Conference Guests of NORM were NICA, RNS, and Creaky Joints/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 2016 Annual Conference CRHC Coding Test

In 2016, NORM partnered with AAPC to offer the CRHC coding test to our members and their staff as well as hosted local community AAPC members taking various coding exams. Between NORM members and community test takers fifty (50) participants completed the five (5) hour live exam on Thursday, September 16. To help the NORM participants prepare, NORM sponsored five (5) live Webinars as well as posted these on the NORM website along with other resources. NORM also prepared a resource guide and shared with our participants before the start of the webinars.

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 members' 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 MedPro Disposal, Transperfect, and Rx Vantage to provide services for NORM Members. These opportunities are posted on our members' only page.

NORM has developed, in coordination with Sage Island, a news blog that contains topics of interest to our members and followers. Topics covered have included tips for hiring a new physicians and mid-levels, ways to simplify the credentialing process, and how to respond to negative reviews. NORM also has a presence on twitter (@NORMGrp) and on Facebook. Our various social media platforms are used to quickly relay information to the public, advertise NORM board member activities, and publicize NORM events such as webinars and the annual conference.

At the 2016 Annual Conference, NORM began its *Take the First Steps to a Healthier NORM* campaign. NORM provided FitBit Charge HR to its members attending the conference. NORM has challenged its members to walk 1,000,000,000 steps by the 2017 conference. NORM will donate to non-profits that fight for rheumatology patients based on the number of steps walked by the members. On the third Tuesday of each month, NORM will promote the challenge via NORM's social media platforms and NORM's Listserv. In this post, NORM will also share information to aid in our goal of a healthier membership.

NORM continued to develop two of its newest committees, Healthcare Policy and Payer Relations. The Healthcare Policy committee is very active in developing position letters on topics including the Part B demonstration and MACRA legislation. Town Hall meetings round out our efforts to bring awareness to our membership on these topics and empowered practices to advocate and motivate our patients to have a voice to protect access to care for their rheumatologic treatments. Our Payer Relations committee educates members on National, Regional, State and MAC level initiatives such as the JW modifier. This committee has reached out to various insurance company to bring resolution to billing issues. NORM's members' only page highlights current healthcare policy issues facing our practices such as the nondiscrimination provision of the Affordable Care Act, Value Based Modifier, QRUR, and MACRA. Our newest section within the members' only page is education on Biosimilars.

NORM 2017 Corporate Memberships



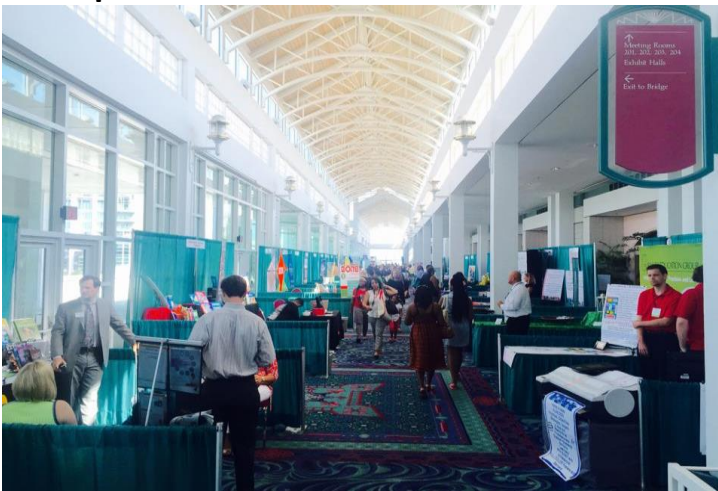
	Silver	Gold	Platinum	Sapphire	Diamond
	\$15,000	\$30,000	\$50,000	\$75,000	\$100,000
Conference Weekend					
# of Complimentary Representatives	6	8	10	12	14
# of additional representatives for purchase (\$500/rep)	2	4	4	4	4
Recognition through lapel pin, ribbon, conference magazine, signage, totebag	X	X	X	X	X
Logo on conference brochure			X	X	X
Complimentary tote bag insert			1 sheet	2 sheets	3 sheets
Exhibit size	10 X 10 booth	20 X 10 booth	20 X 10 booth	30 X 10 booth	40 X 10 booth
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 Negotiated Item	Saturday Network Session OR Room Key OR Negotiated Item	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 2017 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
Webinars on topics critical to membership		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 or Board Liaison		2	4	6	12
Meetings or conference calls 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

Example Booth



CORPORATE MEMBERSHIP OPPORTUNITIES

Diamond Corporate Membership \$100,000

The Diamond 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 through conference signage to acknowledge support.
- Recognition in conference brochure if written commitment of funds received by March 1, 2017.
- 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 in exhibit hall at annual meeting based on membership 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 sheets max size).
- 40X10 booth at annual conference and the booth includes 4 exhibit tables, 8 chairs, a waste basket, and electrical capabilities.
- Sponsorship of Friday Night Reception and Dinner **or** Sponsor of Shuttle between Airport and Hotel.

This level includes the following items on the Conference mobile APP at the 2017 conference:

- Corporate Logo and link to your mobile APP site on banner advertisement that appear every 5 to 6 seconds when attendee is in Conference mobile APP.
- Enhanced corporate profile on Conference mobile APP which will allow your representative to add your logo, corporate description, contact information, brochures/documents, and links to corporate social media accounts. NORM will assign exhibit hall location link in APP.
- 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, 2017.
 - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host unbranded webinars with NORM membership on critical topics.
- 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 *members' only* area on NORM website and announcement of this posting by NORM to the membership, and
 - announcements to be posted on Healthcare Policy page of the *members' only* area on NORM website and announcement of this posting by NORM to the membership.
- Twelve scheduled opportunities to share educational information with President or board liaison and membership on issues affecting rheumatology.
- Four 90 minute meetings or conference calls with NORM Board or Board Representatives:
 - Six representatives to meet with NORM Board Tuesday or Wednesday the week before the 2017 conference in Kansas City, MO. The date to be announced by June 1, 2017.
 - Six representatives to meet with at least two members of the NORM board before the NORM Board meeting Thursday, March 9, 2017 in Atlanta, GA.
 - Six representatives to meet with at least two members of the NORM board April 27-29, 2017 at Clinical Congress of Rheumatology in Destin, FL.
 - Six representatives to meet with at least two members of the NORM board the NORM Board meeting Thursday, June 22, 2017 in Raleigh, NC.

CORPORATE MEMBERSHIP OPPORTUNITIES

Sapphire Corporate Membership \$75,000

The Sapphire 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 in conference brochure if written commitment of funds received by March 1, 2017.
- 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 in exhibit hall at annual meeting based on membership 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, 2 sheets max size).
- 30X10 booth at annual conference and the booth includes 3 exhibit tables, 6 chairs, a waste basket, and electrical capabilities.
- Sponsorship of Saturday Afternoon Networking Session **or** Room Key Sponsorship (your logo on one room key for each guest room) **or** other suitable item negotiated between NORM and Corporate Member.

This level includes the following items on the Conference mobile APP at the 2017 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 your representative to add your logo, corporate description, contact information, brochures/documents and links to corporate social media accounts. NORM will assign exhibit hall location link in APP.
- 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, 2017.
 - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host unbranded webinars with NORM membership on critical topics.
- 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 *members' only* area on NORM website and announcement of this posting by NORM to the membership, and
 - announcements to be posted on Healthcare Policy page of the *members' only* area on NORM website and announcement of this posting by NORM to the membership.
- Six scheduled opportunities to share educational information with President or board liaison and membership on issues affecting rheumatology.
- Three 90 minute meetings or conference calls with NORM Board or Board Representatives:
 - Four representatives to meet with NORM Board for 90 minutes Tuesday or Wednesday the week before the 2017 conference in Kansas City, MO. The date to be announced by June 1, 2017.
 - Four representatives to meet with at least two members of the NORM board before the NORM Board meeting Thursday, March 9, 2017 in Atlanta, GA.
 - Four representatives to meet with at least two members of the NORM board April 27-29, 2017 at Clinical Congress of Rheumatology in Destin, FL **or** before the NORM Board meeting on Thursday, June 22, 2017 in Raleigh, NC.

CORPORATE MEMBERSHIP OPPORTUNITIES

Platinum Corporate Membership \$50,000

The Platinum 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 in conference brochure if written commitment of funds received by March 1, 2017.
- 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 in exhibit hall at annual meeting based on membership level.
- Company logo included in conference magazine where support is acknowledged.
- One company conference tote bag insert (8.5 X 11, 1 sheets max size).
- Company logo included on conference tote-bag.
- 20X10 booth at annual conference and the booth includes two exhibit tables, 4 chairs, a waste basket, and electrical capabilities.
- Sponsorship of Thursday Night Welcome Reception **or** other suitable item negotiated between NORM and Corporate Member.

This level includes the following items on the Conference mobile APP at the 2017 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 your representative to add your logo, corporate description, contact information, brochures/documents, and links to corporate social media accounts. NORM will assign exhibit hall location link in APP.
- 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, 2017.
 - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host unbranded webinars with NORM membership on critical topics.
- 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 *members' only* area on NORM website and announcement of this posting by NORM to the membership, and
 - announcements to be posted on Healthcare Policy page of the *members' only* area on NORM website and announcement of this posting by NORM to the membership.
- Four scheduled opportunities to share educational information with President or board liaison and membership on issues affecting rheumatology.
- Three 60 minute meetings or conference calls with NORM Board or Board representatives as follows:
 - Four representatives to meet with NORM Board Tuesday or Wednesday the week before the 2017 conference in Kansas City, MO. The date to be announced by June 1, 2017.
 - Four representatives to meet with at least two members of the NORM board before the NORM Board meeting on Thursday, March 9, 2017 in Atlanta, GA.
 - Four representatives to meet with at least two members of the NORM board April 27-29, 2017 at Clinical Congress of Rheumatology in Destin, FL **or** before the NORM Board meeting on Thursday, June 22, 2017 in Raleigh, NC.

CORPORATE MEMBERSHIP OPPORTUNITIES

Gold Corporate Membership \$30,000

The Gold 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.
- Corporate Members will have first right of refusal on location in exhibit hall at annual meeting based on membership level.
- Company logo included in conference magazine where support is acknowledged.
- Company logo included on conference tote-bag.
- A 10X10 booth at annual conference and the booth includes 1 exhibit table, 2 chairs, a waste basket, and electrical capabilities.

This level includes the following items on the Conference mobile APP at the 2017 conference:

- Corporate name on shared 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 your representative to add your logo, corporate description, contact information, brochures/documents, and links to corporate social media accounts. NORM will assign exhibit hall location link in APP.
- 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, 2017.
 - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host unbranded webinars with NORM membership on critical topics.
- 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 *members' only* area on NORM website and announcement of this posting by NORM to the membership, and
 - announcements to be posted on Healthcare Policy page of the *members' only* area on NORM website and announcement of this posting by NORM to the membership.
- Two scheduled opportunities to share educational information with President or board liaison and membership on issues affecting rheumatology.
- Two 60 minute meetings with NORM Board or Board representatives as follows:
 - Two representatives to meet with NORM Board for 60 minutes Tuesday or Wednesday the week before the 2017 conference in Kansas City, MO. The date to be announced by June 1, 2017.
 - Two representatives to meet with at least two members of the NORM board April 27-29, 2017 at Clinical Congress of Rheumatology in Destin, FL.

CORPORATE MEMBERSHIP OPPORTUNITIES

Silver Corporate Membership \$15,000

This Silver 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.
- Corporate Members will have first right of refusal on location in exhibit hall at annual meeting based on membership level.
- Company logo included in conference magazine where support is acknowledged.
- Company logo included on conference tote-bag.
- A 10X10 booth at annual conference and the booth includes 1 exhibit table, 2 chairs, a waste basket, and electrical capabilities.

This level includes the following items on the Conference mobile APP at the 2017 conference:

- Corporate name on shared 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 your representative to add your logo, corporate description, contact information, brochures/documents, and links to corporate social media accounts. NORM will assign exhibit hall location link in APP.
- 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, 2017.

MOVE RHEUMATOLOGY FORWARD WITH EVERY STEP!



The NORM group is planning a year-long challenge to promote a healthier you and help strengthen support for Rheumatology. We are launching a Fitbit Steps Challenge to benefit some of the non-profit organizations fighting for our patients.

Depending on how many steps we can walk as a group, between the 2016 and 2017 conference, NORM will make an equal donation to appropriate groups.

If the NORM Fitbit Group walks:

100,000,000 steps NORM will donate
\$2,500

(that's only 30-40 people walking 10,000 steps per day!)

500,000,000 steps NORM will donate
\$5,000

(just 150 to walk 10,000 steps per day!)

750,000,000 steps NORM will donate
\$7,500

(a little over 200 people walking 10,000 steps every day
will get us there!)

1,000,000,000 steps NORM will donate
\$10,000

(275 people walking 10,000 steps every day will really
move us forward!)



How to join the NORM 2016-2017 Group

1. Go to <https://www.fitbit.com/group/22Y95Y>
2. Log in using your FitBit log in
3. Click "Join Group" under the group name
4. Start walking!



National Organization of
Rheumatology Managers

2017 Conference



SAVE THE DATE

September 14-16, 2017

Kansas City Marriott Downtown
Kansas City, MO