



National Organization of
Rheumatology Management

**2021
Corporate
Member
Prospectus**

NORM Mission

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

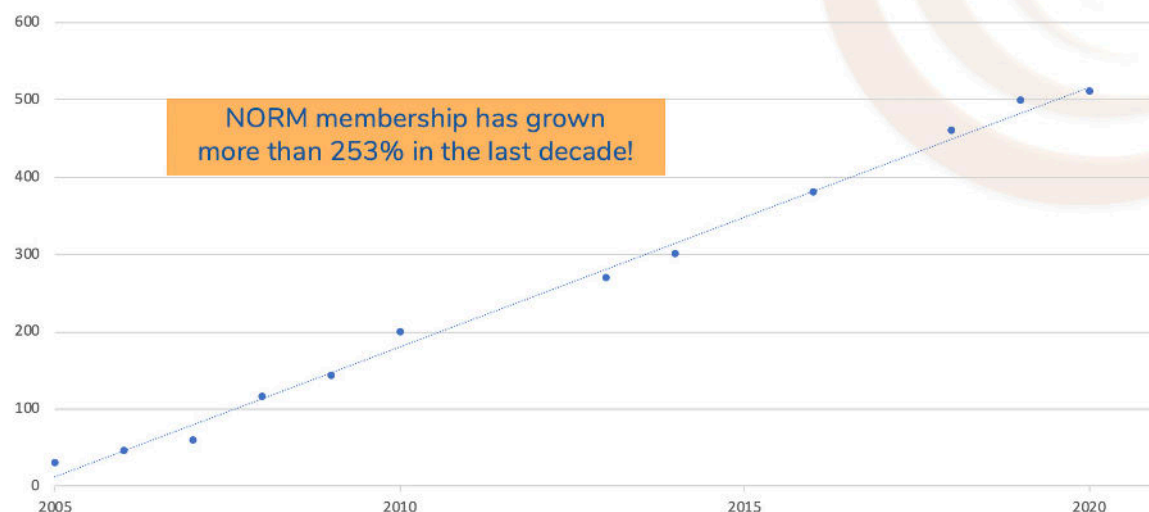
NORM Objectives

- 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.
- Enhance rheumatology advocacy efforts.

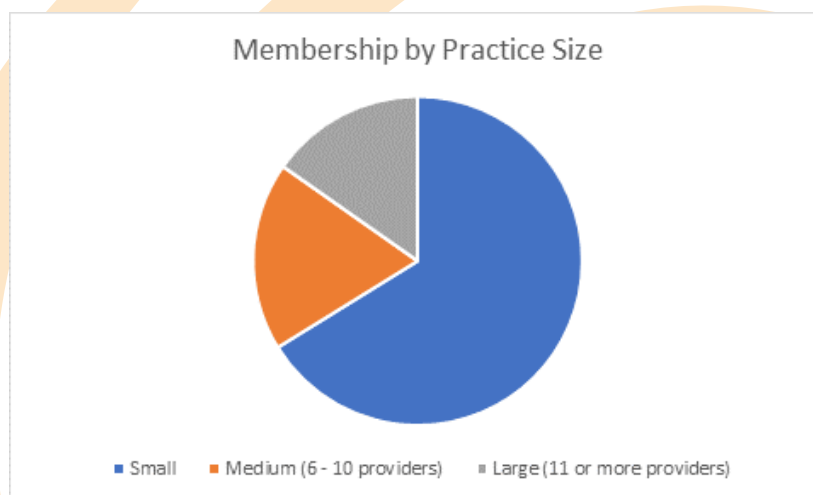
NORM Annual Conference Fun



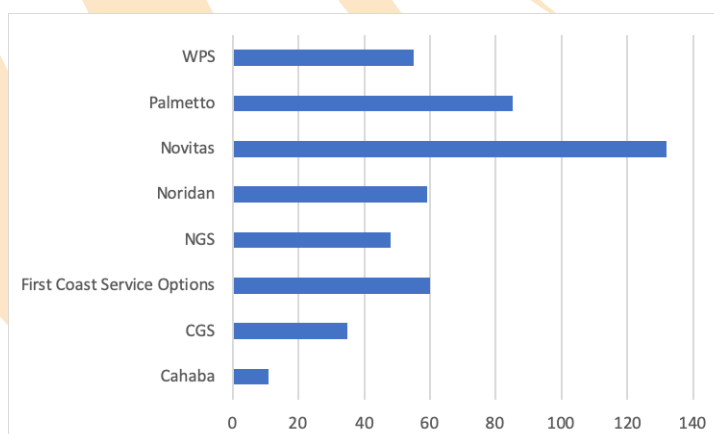
NORM's Growth



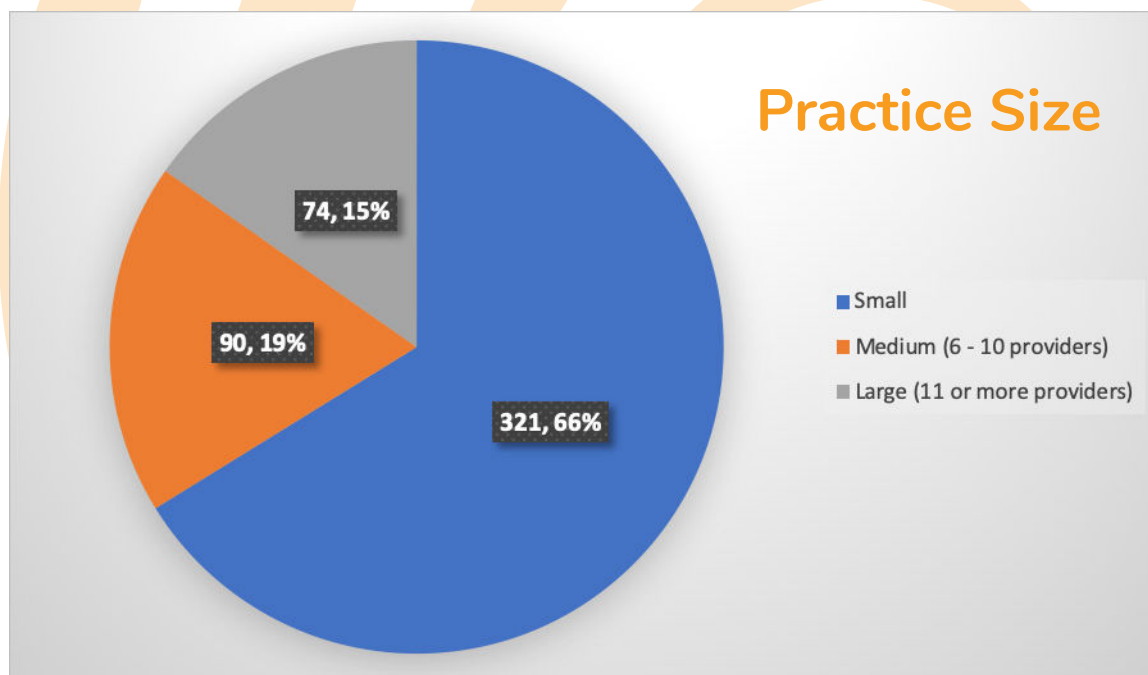
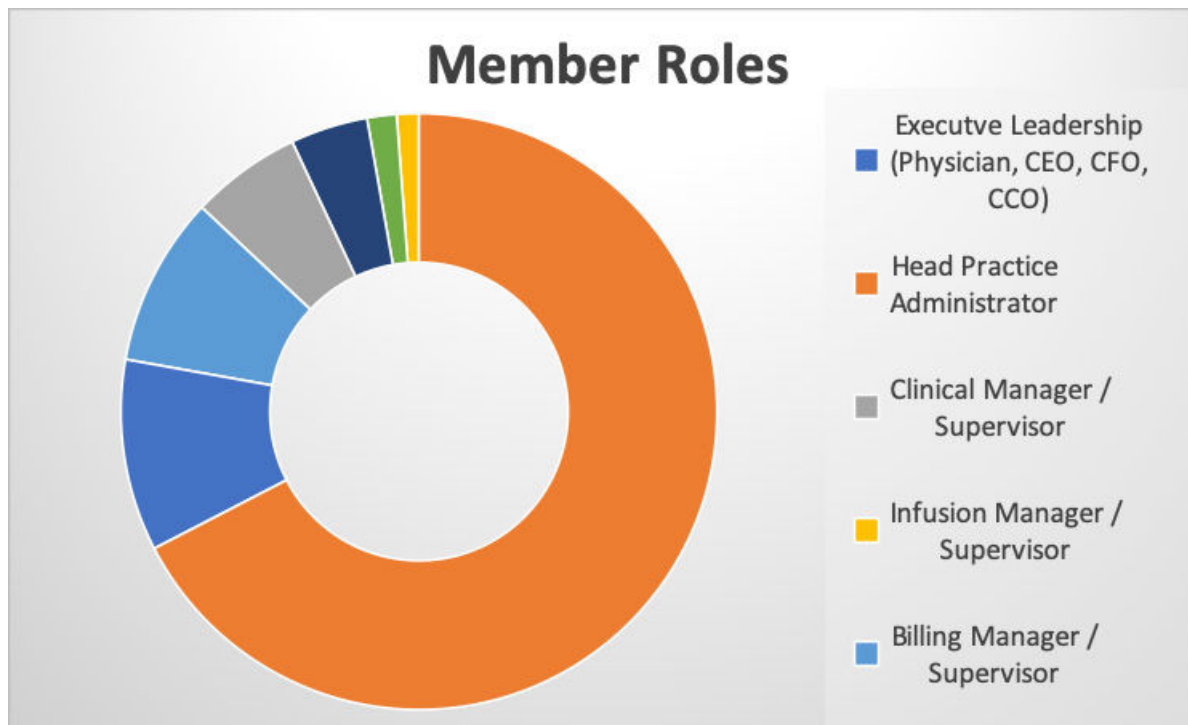
NORM's Members' Practice Sizes



NORM members with every MAC



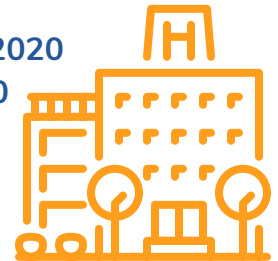
NORM members' practice roles and practice size



NORM Annual Report

NORM was represented at the following meetings:

- ACR Annual Conference – 2019
- State of Texas Association of Rheumatologists
- Michigan Rheumatism Society Virtual Meeting – May 2020
- Association of Women in Rheumatology Meeting Virtual Booth – August 2020
- Clinical Congress of Rheumatology East – Virtual Booth – September 2020
- Florida Society of Rheumatology Meeting – Virtual Booth – August 2020
- Rheumatology Nurses Society Meeting – Virtual Booth – August 2020



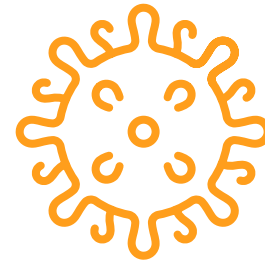
NORM Membership

- Grew membership to over 510 members
- Mentoring new and current members continues through webinars and outreach

NORM Coronavirus Response

In addition to up-to-minute updates in the Community Forum, NORM hosted the following Townhall meetings and Webinars to address the emerging needs of our members during the pandemic:

- 3/18/2020: Coronavirus Pandemic Townhall Hosted by NORM
- 4/1/2020: Family First Coronavirus Response Act with HR Consultant Scott Warrick
- 4/21/2020: The CARES Act and Other Financial Assistance for Your Practice with a panel from members of the National Society of Certified Healthcare Business Consultants
- 4/28/2020: Responding to COVID-19: Implications for Rheumatology Practices with Cardinal Health and Policy Experts from Crowell and Moring
- 6/25/2020: Tips for Top-Notch Documentation of Your PPP Loan and HHS Provider Relief Program with Experts from Doctors Management
- 6/30/2020: Ready...Set...Reopen! Redefining the New Normal with the NEC Committee
- 10/14/2020: Innovation Amid a Pandemic: Management Tips Helping Rheumatology Practices Succeed in a New Normal with RxVantage.



NORM conducted two surveys of membership regarding practice responses to the pandemic. The first survey, done in June 2020, focused on immediate needs and changes that practices were experiencing. The second done in September 2020, focused on continued shortages and gave insight into the changed practice patterns that the offices are experiencing. These surveys gave valuable insight to our industry partners as to areas of emerging needs, changing practice patterns, and areas where additional assistance was needed.

NORM created special COVID-19 Resources page on our public web page for members and others to access for information on pandemic related materials.



NORM Board Members and NORM Members participated in the following Webinar Programs – Sponsored by NORM, NORM Industry Partners, and NORM Ventures

- Overview of Key Legislative and Regulatory Issues (Hart Health Strategies)
- RxVantage Webinar
- Telemedicine Virtual Visits and Digital E/M Update
- Lilly Patient Access and Support Staff Information (LILLY)
- Leading Through Changing Times: How Rheumatologists are Responding to Biosimilars, Value Based Care, and Other Evolving Trends (Cardinal)



NORM AAPC CEU Webinars

In 2020, eight webinars were shared with NORM members as well as the Rheumatology Community at large. The webinars were hosted twice each time to ensure east coast and west coast members were able to participate. These webinars were presented in partnership with Acevedo Consulting. Almost 500 people have participated in the six webinars completed by October 2020 of the series. Topics include:

- 2020 Rheumatology Medicare Coding Update
- Appropriate Use (Advanced Imaging)
- Documenting Medical Necessity
- Continue to “See” your Patient without Increasing Health Risks
- Rheumatology Case Study from Auditors Perspectives
- Current Trends in Medicare Audits
- Interrupted Infusions, Infusion Reactions, Patient in Hospice: Are You Using the Correct Modifiers? (November 2020)
- Upcoming 2021 E/M Changes (December 2020) NORM will continue this series in 2021.



NORM 2020 15th Anniversary Annual Conference

In September 2020 NORM hosted its 15th Anniversary Annual Conference with 273 NORM attendees, and support from 16 corporate members, 11 exhibitors and sponsors, and 2 guests. After planning a face to face conference early in 2020, NORM determined in June 2020 our best option was to host a hybrid event. That plan changed in July 2020 due to pandemic travel restrictions. NORM is very proud of our choice of the ON24 platform for our virtual meeting, and commends the exceptional efforts of the behind the scenes team that learned, rebuilt, integrated, and produced our fully virtual event.



Popular topics from the 2020 15th Anniversary Annual Conference included:

- Keynote: Claiming Your Inner Action Hero
- A Nightmare in Rheumatology 2020/2021 “Escape and Evade”
- Evaluation and Management (E/M) Coding Changes for 2021
- Adaptive Leadership: Managing and Supporting Your Team During Uncertain Times

Overall, NORM was pleased to offer 12 CEU credits in partnership with AAPC.

NORM 2020 Annual Conference CRHC Coding Test

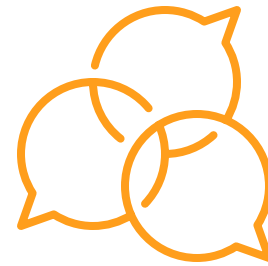
In 2020, NORM partnered with AAPC to offer the CRHC coding test to our members and their staff. Due to the coronavirus pandemic we were unable to host the over five (5) hour live exam, but arrangements were made for the eighteen (18) NORM participants to take a live test in their home communities. To help the NORM participants prepare, NORM sponsored over ten hours of 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.



Plans are to continue to support our members by providing the test, the study webinars, etc. in 2021.

NORM – Bootcamp For New Leaders

The coronavirus pandemic took a toll on our 2020 plans for the popular New Leaders in Rheumatology bootcamp. Plans are being explored for a possible virtual option in 2021 for this exceptional preparatory seminar with topics including: Time Management, Dealing with Difficult Patients, Communication Between Manager and Doctor, Prior Authorizations, Benchmarks for RCM, Drug Inventory Management, Strategies for Integrating Quality Measures, Motivating Workers and more.



NORM – Medical Management Bootcamp for Physicians

NORM hosted its first bootcamp for Physicians that were new to having their own, privately run office in 2019. Topics covered included: Foundations and Role Modeling, Office Checklists & Inventory Management, Future Trends in Rheumatology, Physician Extenders, Coding Changes are Coming – Will You Be Ready, Difficult Conversation, Medical Practice Compliance Checklist and Mastering Medical Necessity. Evaluations and feedback from the event supported the benefits of the concept, but also identified some needed changes from a scheduling standpoint. NORM will continue to explore the option of providing this unique educational opportunity for physicians in 2021.

NORM New Initiatives:

In early February 2020, NORM hosted a focus group of select members in Houston, TX to gain insight into the membership perception of NORM services and growth. From the qualitative information gathered from the focus group, NORM then created a quantitative survey to gather additional data from the membership. This data included information such as updating NORM's name based on current membership, looking at NORM's membership categories, and options for future conferences. The NORM Board of Directors decided to move forward with the name update to reflect the broader scope of our membership, but due to the impact on practices of COVID-19 decided to table other issues until a future date. It is our hope that 2021 will provide that opportunity.



In order to reflect the ever-changing dynamics of the rheumatology practice, NORM recognized that not all leaders are given the title of manager. Additionally, the complexity of the medical practice operation necessitates various types of management. In that spirit, the NORM Board of Directors announced at the 2020 15th Anniversary Annual Conference that the organization will henceforth be doing business as the National Organization of Rheumatology Management. While this wording change is small, it more accurately reflects the bigger picture of rheumatology practice management and the many roles that are involved for a successful practice.

In the spirit of the name change, The Board of Directors also decide to refresh our logo for our 15th anniversary. The new logo features the signature NORM nautilus but incorporates brighter bolder colors as well as the new organizational name.



NORM Services for Members

NORM hosts an active community forum which allows members to provide mentoring and support to each other leading to enhanced efficiency of care for patients. The community forum has 15 categories, 48 forums, and 1511 thread and 7607 Posts. This continually updated resource allows members to search for previous post on a topic. NORM has developed a members' only portal that contains practice management resources for members. This membership portal hosts our document library, access to webinars hosted and recorded since 2017, our healthcare policy and industry policy information, our Hart Health Regulatory weekly updates, and many other items. With the assistance of our Corporate Members NORM is able to provide our membership a Know Your State web link, Grassroots for Advocacy PDF, MACRA/MIPS Factsheet and Checklist, and many other helpful links to Payer Issues and Health Care Policy resources.



News On Rheumatology Matters, our endeavor with DoctorsManagement, continues to highlight advocacy and regulatory updates on a monthly basis in an electronic format for our members. Topics include Copay accumulator issues, E/M changes, COVID-19: Office Coronavirus response, and MIPS.

NORM Ventures continues to partner with Metro Medical, a Cardinal Health Company, for our Cornerstone Rheumatology GPO for NORM members. Cardinal Health and Cornerstone Rheumatology offer a whole host of services, beyond just drug distribution, to help practices manage and maximize in-office medication administration services. NORM Ventures has also partnered with Transperfect, RxVantage, Paychex, and Eagle Associates to provide services for NORM Members. These opportunities are posted on our members' only page.

NORM has maintained its news blog that contains topics of interest to our members and followers. Since it began in 2014 NORM has provided 254 news blogs for our membership. Topics covered have included 7 Ways to Motivate Employees in 2020, 6 Marketing Strategies for Medical Practices, How to Recruit New Rheumatologists, How to Use Technology to Engage with Patients, and Healthy Employees Equal a Healthy Rheumatology Practice.



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. The use of #2020NORM has been used to highlight conference activities and attendee interactions. NORM continues update our Industry Spreadsheet highlighting co-pay assistance programs and other support programs with links to each programs website to provide up-to-date information of Rheumatology practices. This year NORM provided a consolidated reverification calendar to the practices that showed each manufacturers deadline for this crucial process. 2020 NORM Increased its support of the Alliance for Transparent & Affordable Prescriptions (ATAP) to the Director level. ATAP is a coalition of patient and provider organizations functioning at both the state and national level who have joined together to address pharmacy benefit managers (PBMs) and their impact on prescription drug costs and patient access to affordable treatment. NORM also increased its support for AARDA and is a member of the Let My Doctor's Decide Task force initiative. NORM continues to be involved with the Voice of Rheumatology group that was established in 2019 and consists of many non-profit partners in the rheumatology space that work cooperatively on select issues. The popular Open Enrollment and Medicare Open Enrollment pamphlets are examples of the work with Aimed Alliance, a partner from this group. These documents were updated for 2020 and provided for download to membership.



NORM Committees

Advocacy Committee updates and education for our members provided through weekly Regulatory Reviews by Hart Health Strategies and posted on our member's only website. NORM continues to empower practices to advocate and motivate our patients to have a voice to protect access to care for their rheumatologic treatments. NORM continues to educate members on National, Regional, State and MAC level initiatives as well as coordinate advocacy efforts with industry partners such as NICA and CSRO. NORM's members' only community forum highlights current healthcare policy issues facing our practices such as biosimilars, non-medical switching, copay accumulator programs and MACRA. The Caring Committee has also been active this year. Several member practices have been affected by the various natural disasters (hurricane, fire) and the Caring Committee has organized Amazon Wish Lists to assist those that identified specific needs.

NORM Education Committee (NEC)

The NEC met in Tampa prior to pandemic travel restrictions and planned out their work for 2020. The major focus of this group's work has been in the area of compliance. After consulting with Shannon DeConda, a compliance expert, the team walked away with goals to develop a compliance plan for rheumatology practices which was previewed at the NORM Annual Conference. A series of three webinars are planned in 2021 to assist managers in understanding the various compliance measures needed, and a Compliance Manual Bootcamp is being explored in order to assist managers in creating their practice specific manuals.



In addition to helping keep membership current on resources for the pandemic response, the NEC revamped the disease workbook that has been posted on our members only website. This manual is used by many practices in onboarding staff and physicians and needed update due to changes in the therapeutics market.

The Membership Committee has been active this year, and can now boast 510 members!

Membership committee is responsible for welcoming new members into NORM and sharing all the value that NORM has to offer.

The Outreach Committee has been active this year. They have worked with the board to advertise events, request for survey completion, and they have been working with our marketing company to review blogs before they are posted. This committee has also been posting tips to our community forum.

NORM PROFESSIONAL CERTIFICATIONS IN 2020

The complexity of today's regulatory and business environment for healthcare organizations puts a premium on comprehensive, role-based, and specialty-specific training, which can be difficult to find. To meet this need, the National Organization of Rheumatology Managers (NORM) has been delighted to offer two new professional certification programs to the membership. In 2020, ninety-two (92) members have availed themselves of this opportunity.

Certified Medical Practice Manager

NORM has worked closely with Doctors Management, a premier practice management consulting firm, to help develop and administer their Certified Medical Practice Manager (CMPM) certification. The CMPM credential demonstrates that you have gone the extra mile to pursue and master a broad body of knowledge to be a first-rate medical practice management professional.

The CMPM program consists of 21 modules and a 2-hour 105 question exam at the completion. A score of 80% or higher is required to pass the CMPM exam. You may take the exam a maximum of two times within the 180 days from the first time you log into your account.



Certified Rheumatology Medical Specialist

NORM has worked diligently to develop an educational pathway entitled GetNORMed that leads to the designation of Certified Rheumatology Medical Specialist (CRMS). This credential focuses on the unique administrative, clinical, compliance and billing aspects of managing the biologic drug processes within a rheumatology practice management. In order to qualify to take the CRMS exam, you must have earned the CMPM or other similar professional certification from a recognized organization such as MGMA, PAHCOM, or AAPC, and have a minimum of three years of experience as a rheumatology practice manager.

The CRMS program consists of 10 modules and a 2-hour 100 question exam at the completion. A score of 80% or higher is required to pass the CRMS exam. You may take the exam a maximum of two times within the 180 days from the first day you log in to your account.



NORM Signed On to or Sent Numerous Letters

- Joint letter with NICA to Oppose Highmark's Specialty Pharmacy Mandate (January 2020)
- Letter to CMS to comment on "Transparency in Coverage" (CMS-9915-P) (January 2020)
- Letter to comment with ATAP on "Transparency in Coverage" (CMS-9915-P) (January 2020)
- Letter to support HR 5741 regarding Strengthening Innovation in Medicare and Medicaid Act. (March 2020)
- Joint letter with ATAP commenting on the Importation of Prescription Drugs (FDA-2019-N-5711) (March 2020)
- Sign-on to the ASP Coalition letter to HHS related to reducing prior authorization burden (April 2020)
- Sign-on to Aimerd Alliance to CMS to waive step therapy and prior authorization requirements in Medicare Advantage and Part D. (April 2020)
- Letter with Aimerd Alliance opposing changes to Medicare Coverage During Coronavirus Pandemic (April 2020)
- Joint letter with NICA & CSRO Opposing Changes to the SAD List during COVID-19 (April 2020)
- Letter to comment on Unintended Consequences of Proposed Rule Revising the Medicaid Drug Program (CMS-2842-P) (July 2020)
- Sign-on to Joint Letter with 104 Patient Advocacy Groups Opposing Changes Proposed in CMS 2482-P (July 2020)
- Letter to comment on Medicare CY 2021 Payment Policies Under the Physician Fee Schedule and Other Changes to Part B Payment Policies (CMS-1734-P) (October 2020)

NORM Annual Corporate Levels

Diamond Corporate Membership \$100,000

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

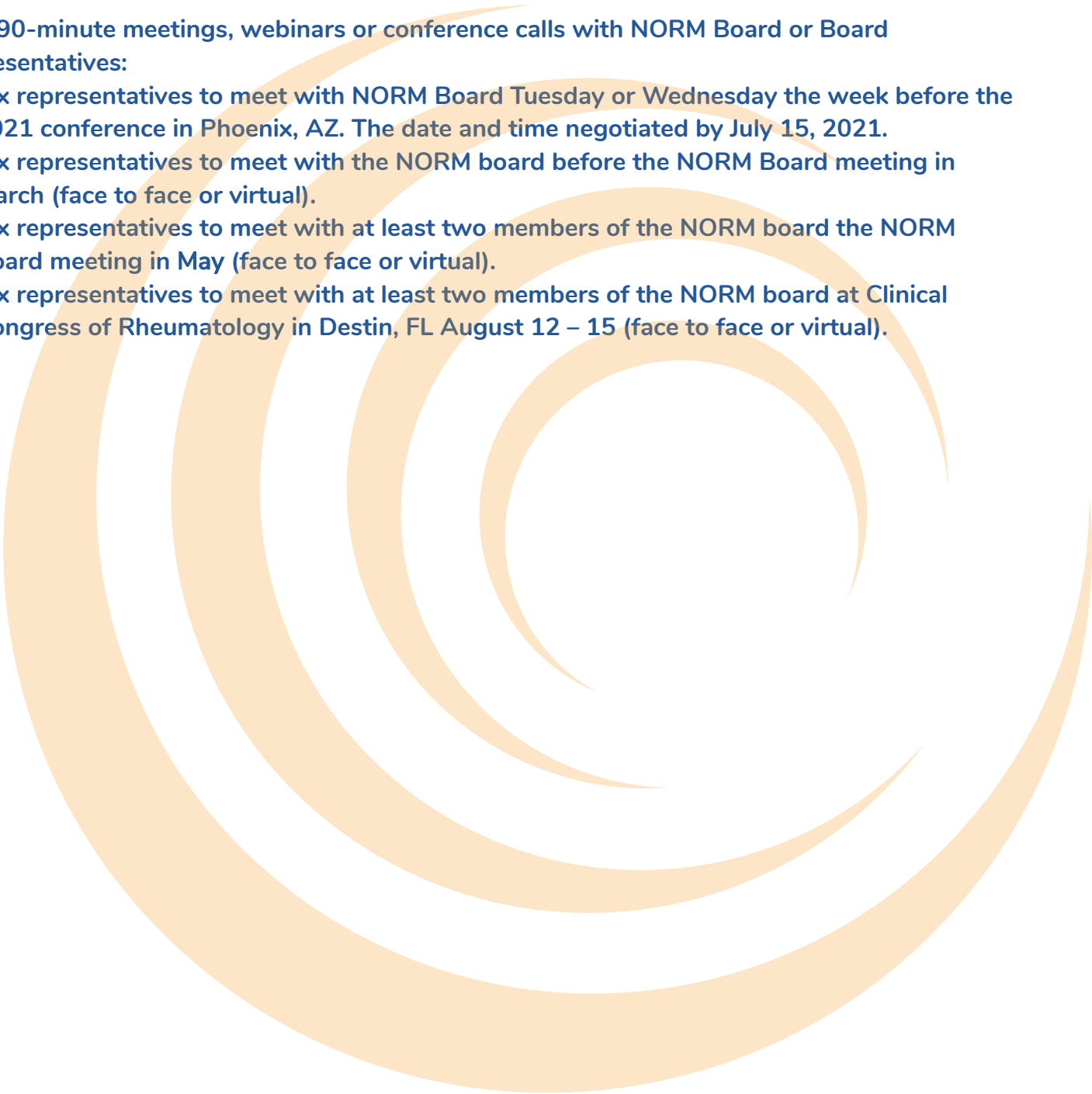
- Attendance at NORM Annual Conference:
 - Fourteen company representatives,
 - Opportunity to bring four additional company representatives at \$500 per person,
 - Fourteen complimentary conference magazines and fourteen complimentary access privileges to Conference mobile APP (conference magazine includes list of attendees).
- Recognition in conference magazine to acknowledge support. Company logo incorporated in recognition.
- Recognition through conference signage to acknowledge support.
- Recognition in conference brochure if written commitment of funds received by March 1, 2021.
- Recognition of support at conference with Corporate Member lapel pin and ribbon for all corporate representatives.
- Opportunity to introduce a speaker at live event following the script provided by NORM that will include corporate name.
- Corporate Members will have first right of refusal on location in exhibit hall at annual meeting based on membership level.
- Company logo included on back of conference t-shirt.
- One company conference tote bag insert (8.5 X 11, 3 sheets max size).
- *30X10 booth at annual conference and the booth includes 4 exhibit tables, 8 chairs, a waste basket, and electrical capabilities.
 - Corporate Member may request smaller booth or to divide the booth. Request must be received by May 1, 2021.
- Sponsorship of Friday Night Reception and Dinner or Sponsor of Shuttle between Airport and Hotel or other suitable item negotiated between NORM and Corporate Member before July 1, 2021.

This level includes the following items on the Conference mobile APP at the 2021 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.

This level includes the following items throughout the year:

- Company logo on NORM corporate member page from receipt of funds until December 31, 2021.
 - Link to company website from corporate member page if supplied by corporate member.

- Opportunity to host unbranded webinars with NORM membership on critical topics.
 - Topics and dates to be negotiated with NORM and scheduled at least one month before the webinar to ensure time to advertise.
 - Ability to submit a monthly issue to NORM for NORM to share with membership in each area:
 - New company announcements posted on the NORM News Blog – category News from our Industry Partners,
 - Announcements to be posted on payer issue page of the members' only portal 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 portal 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 on issues affecting rheumatology.
 - Four 90-minute meetings, webinars or conference calls with NORM Board or Board Representatives:
 - Six representatives to meet with NORM Board Tuesday or Wednesday the week before the 2021 conference in Phoenix, AZ. The date and time negotiated by July 15, 2021.
 - Six representatives to meet with the NORM board before the NORM Board meeting in March (face to face or virtual).
 - Six representatives to meet with at least two members of the NORM board the NORM Board meeting in May (face to face or virtual).
 - Six representatives to meet with at least two members of the NORM board at Clinical Congress of Rheumatology in Destin, FL August 12 – 15 (face to face or virtual).
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Sapphire Corporate Membership

\$75,000

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

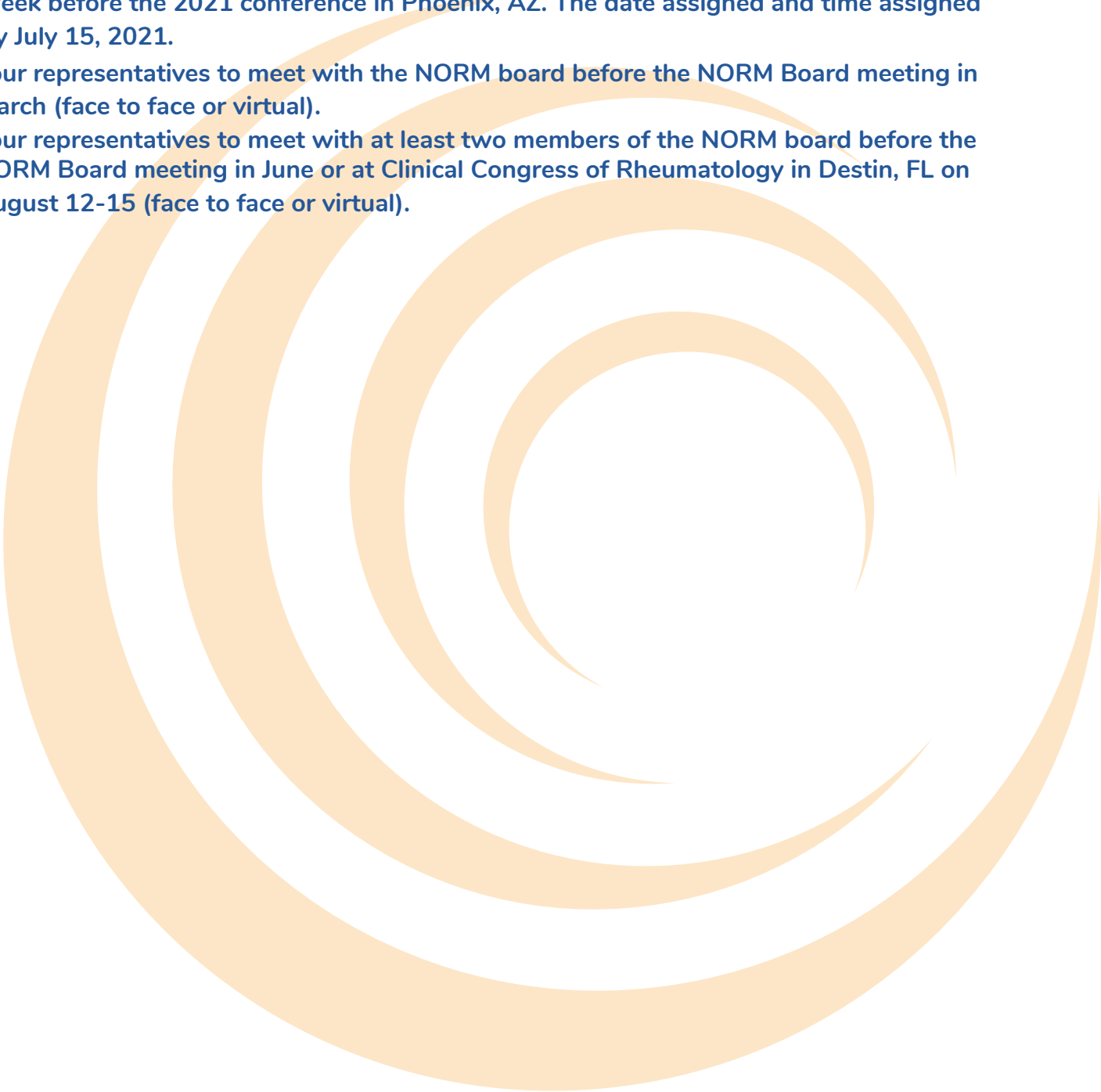
- Attendance at NORM Annual Conference:
 - Twelve company representatives,
 - Opportunity to bring four additional company representatives at \$500 per person
 - Twelve complimentary conference magazines and twelve complimentary access privileges to Conference mobile APP conference (magazine includes list of attendees).
- Recognition in conference magazine to acknowledge support. Company logo incorporated in recognition.
- Recognition through conference signage to acknowledge support.
- Recognition in conference brochure if written commitment of funds received by March 1, 2021
- Recognition of support at conference with Corporate Member lapel pin and ribbon for all corporate representatives.
- Opportunity to introduce one breakout speaker at live event following the script provided by NORM that will include corporate name.
- Corporate Members will have first right of refusal on location in exhibit hall at annual meeting based on membership level.
- Company logo included on back of conference t-shirt.
- One company conference tote bag insert (8.5 X 11, 2 sheets max size).
- *20X10 booth at annual conference and the booth includes 3 exhibit tables, 6 chairs, a waste basket, and electrical capabilities.
 - Corporate Member may request smaller booth or to divide the booth. Request must be received by May 1, 2021.
- Sponsorship of Room Key Sponsorship (your logo on room key for each guest room) or Head Shot Booth for member (signage at booth area) or other suitable item negotiated between NORM and Corporate Member before July 1, 2021.

This level includes the following items on the Conference mobile APP at the 2021 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.

This level includes the following items throughout the year:

- Company logo on NORM corporate member page from receipt of funds until December 31, 2021
 - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host unbranded webinars with NORM membership on critical topics.
 - Topics and dates to be negotiated with NORM and scheduled at least one month before the webinar to ensure time to advertise.
- Ability to submit a bi-monthly issue to NORM for NORM to share with membership in each area:

- o New company announcements posted on the NORM News Blog – category News from our Industry Partners and shared with membership across all social media platforms utilized by NORM,
 - o Announcements to be posted on payer issue page of the members' only portal on NORM website and announcement of this posting by NORM to the membership, and
 - o Announcements to be posted on Healthcare Policy page of the members' only portal 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 on issues affecting rheumatology.
 - Three 90-minute meetings or conference calls with NORM or Board Representatives:
 - o Four representatives to meet with NORM Board for 90 minutes Tuesday or Wednesday the week before the 2021 conference in Phoenix, AZ. The date assigned and time assigned by July 15, 2021.
 - o Four representatives to meet with the NORM board before the NORM Board meeting in March (face to face or virtual).
 - o Four representatives to meet with at least two members of the NORM board before the NORM Board meeting in June or at Clinical Congress of Rheumatology in Destin, FL on August 12-15 (face to face or virtual).
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- A large, decorative orange spiral graphic that originates from the bottom right and curves upwards and to the left, partially overlapping the text area.

***Diamond and Sapphire Level Corporate Members Booth Space**

In 2021 booth sizes will be temporarily reduced due to space restrictions in exhibit hall.

Diamond Level Corporate Members – Booth size reduced from 40X10 to 30X10

Sapphire Level Corporate Members – Booth size reduced from 30X10 to 20X10

Diamond Level Corporate Members – opportunity to survey NORM members two (2) times to replace booth space. Survey may contain no more than fifteen (15) questions, and this includes any questions that eliminate certain members' participation.

Sapphire Level Corporate Members – opportunity to survey NORM members one (1) time to replace booth space. Survey may contain no more than twenty (20) questions, and this includes any questions that eliminate certain members' participation.

Survey questions must be approved by NORM board.

Deliverables:

- Survey results will be deidentified before sharing with the corporate member and under no circumstances will NORM share identifying information
- The survey results may be used internally by the corporate member and any external use must be approved by the NORM board.
- NORM will not share or discuss the result of the survey with others outside the corporate members.

NORM will within two weeks of receiving the data as long as not within one month on either side of the annual conference:

- Build the survey in our Survey Monkey account
- Test the survey and confirm survey functions as desired
- Distribute to NORM's membership via NORM's membership portal contact center

At the conclusion of data collection, NORM will:

- Collate data
- Scrub data of identifying information
- Share result of survey with corporate member

One survey will be distributed per month. Coordinated distribution with NORM's administrative director (info@normgoup.org). Questions must be to NORM by the first of the month, for development, test and distribution by the middle of the month. It is not NORM's responsibility to remind corporate members of this opportunity, and NORM will not overload its members with more than one survey per month. If all wait until September it is impossible for surveys to be completed by the end of the year, and the corporate member forfeits this opportunity.

Personnel from NORM involved in the process:

- Jay Salliotte, President
- Nancy Ellis, Vice President
- Tammy Bulger, Administrative Director
- Ginny Inman, Communication Manager
- Austin Crouch, Communication & Social Media Manager
- Bryce Allen, Event and Logistics Coordinator

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 in conference magazine to acknowledge support. Company logo incorporated in recognition.
- Recognition through conference signage to acknowledge support.
- Recognition in conference brochure if written commitment of funds received by March 1, 2021.
- 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.
- One company conference tote bag insert (8.5 X 11, 1 sheets max size).
- Company logo included on back of conference t-shirt.
- 20X10 booth at annual conference and the booth includes two exhibit tables, 4 chairs, a waste basket, and electrical capabilities.
 - Corporate Member may request smaller booth or to divide the booth. Request must be received by May 1, 2021.
- Sponsorship of Thursday Night Welcome Reception or Conference Journal or other suitable item negotiated between NORM and Corporate Member before July 1, 2021.

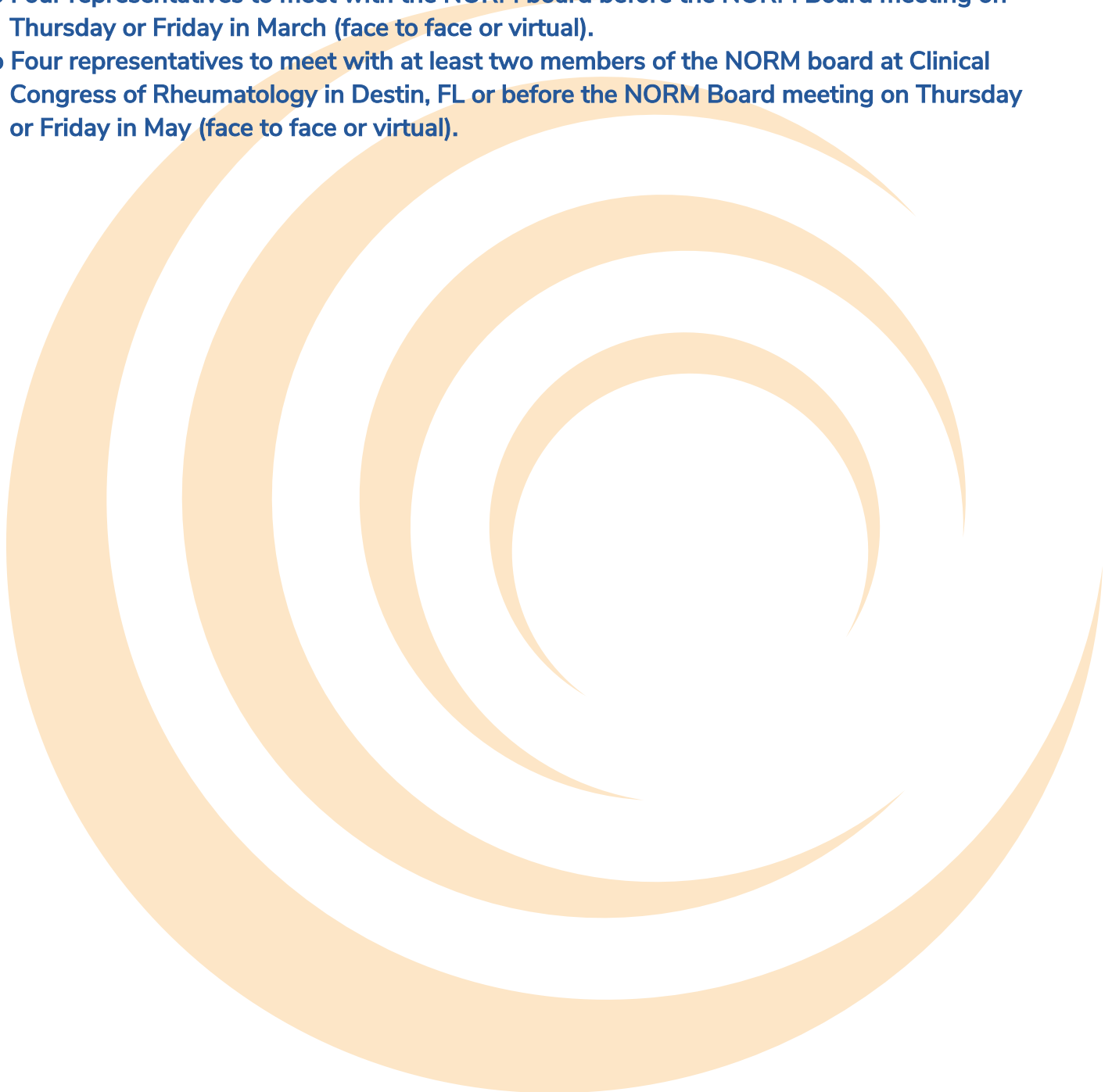
This level includes the following items on the Conference mobile APP at the 2021 conference:

- 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.

This level includes the following items throughout the year:

- Company logo on NORM corporate member page from receipt of funds until December 31, 2021.
 - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host unbranded webinars with NORM membership on critical topics.
 - Topics and dates to be negotiated with NORM and scheduled at least one month before the webinar to ensure time to advertise.
- Ability to submit a quarterly issue to NORM for NORM to share with membership in each area:
 - New company announcements posted on the NORM News Blog – category News from our Industry Partners and shared with membership across all social media platforms utilized by NORM,

- o Announcements to be posted on payer issue page of the members' only portal on NORM website and announcement of this posting by NORM to the membership, and
 - o Announcements to be posted on Healthcare Policy page of the members' only portal 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 on issues affecting rheumatology.
- Three 60-minute meetings or conference calls with NORM Board or Board representatives as follows:
 - o Four representatives to meet with NORM Board Monday or Tuesday the week before the 2021 conference in Phoenix, AZ. The date and time assigned by July 15, 2021 (face to face or virtual).
 - o Four representatives to meet with the NORM board before the NORM Board meeting on Thursday or Friday in March (face to face or virtual).
 - o Four representatives to meet with at least two members of the NORM board at Clinical Congress of Rheumatology in Destin, FL or before the NORM Board meeting on Thursday or Friday in May (face to face or virtual).



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 in conference magazine to acknowledge support. Company logo incorporated in recognition.
- 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 on back of conference t-shirt.
- 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 2021 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.

This level includes the following items throughout the year:

- Company logo on NORM corporate member page from receipt of funds until December 31, 2021.
 - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host unbranded webinars with NORM membership on critical topics.
 - Topics and dates to be negotiated with NORM and scheduled at least one month before the webinar to ensure time to advertise.
- Ability to submit one issue per six months to NORM for NORM to share with membership in each area:
 - New company announcements posted on the NORM News Blog – category News from our Industry Partners and shared with membership across all social media platforms utilized by NORM,
 - Announcements to be posted on payer issue page of the members' only portal 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 portal 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 on issues affecting rheumatology.
- Two 60-minute meetings with NORM Board or Board representatives as follows:
 - o Two representatives to meet with NORM Board for 60 minutes Monday or Tuesday the week before the 2021 conference in Phoenix, AZ. The date and time assigned by July 15, 2021.
 - o Two representatives to meet with at least two members of the NORM board at Clinical Congress of Rheumatology in Destin, FL August 12 – 15 (face to face or virtual).



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 in conference magazine to acknowledge support. Company logo incorporated in recognition.
- 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 on back of conference T-shirt.
- 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 2021 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.

This level includes the following items throughout the year:

- Company logo on NORM corporate member page from receipt of funds until December 31, 2021.

NORM 2021 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
Ability to introduce 1 general session speaker (Friday or Saturday)					X
Ability to introduce 1 breakout session speaker (Friday or Saturday)				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	20 X 10 booth	30 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 Conference Journal OR Negotiated Item	Room Key OR Head Shot Booth OR Negotiated Item	Friday Reception & Dinner OR Airport/Hotel Shuttle OR Negotiated Item
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

NORM 2021 Corporate Memberships



	Silver	Gold	Platinum	Sapphire	Diamond
	\$15,000	\$30,000	\$50,000	\$75,000	\$100,000
Year Round Opportunities					
Logo on corporate member 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 via NORM News Blog		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 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

