



2022
Corporate Member
Prospectus

NORM Annual Report

Oct 2020 – Oct 2021

NORM Was Represented at The Following Meetings:

- ACR Annual Conference – Virtual – November 2020
- ACR State-of-the-Art Clinical Symposium – Virtual – April 2021
- NICA National Conference – Virtual – June 2021
- Florida Society of Rheumatology Meeting – July 2021
- Clinical Congress of Rheumatology East – August 2021
- Rheumatology Nurses Society Meeting – August 2021
- West Virginia State Rheumatology Meeting – August 2021
- Healthcare Advocate National Conference – August 2021
- CSRO – State Society Advocacy Virtual Meeting – September 2021



NORM Membership

- Grew membership to over 585 members (over 15% growth during 2021)
- Mentoring new and current members continues through bootcamps, webinars and outreach

NORM Coronavirus Response/HHS Provider Relief Fund

- Up-to-the-minute information provided through the NORM member Community Forum.
- NORM hosted townhall meetings and webinars to address the emerging needs of our members during the pandemic.
- NORM hosted a webinar focused on HHS Provider Relief Fund Reporting Requirements
- NORM conducted on-line surveys of membership regarding practice response to the pandemic.
- NORM maintained a special COVID-19 response Resource Page on our public website 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

- Webinar/Townhall – MFN
- Biosimilar Webinar - Pfizer
- Trends with Biosimilars in Rheumatology - Cardinal Health
- Hart Health – Information Blocking and Open Notes – How They Could Impact Your Practices – Hart Health
- Town Hall – Introduction of CMS Changes for ASP #1
- Town Hall – Review of CMS Changes for ASP #2 – How to Prepare
- Lupus Nephritis: The Importance of Active Surveillance, Early Dx and Successful Treatment - Aurinia
- Population Management for Patients with RA - Myriad

NORM AAPC CEU Webinars

In 2021, 8 webinars were shared with NORM members as well as the Rheumatology Community at Large. Most 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 and DoctorsManagement. Almost 500 people have participated in the six (6) webinars completed by August 2021, and the webinars end in November 2021. Topics included:

- Coding and Medicare Update 2021
- How Medical Necessity Works Hand in Hand with 2021 E & M Changes
- A Look at Rheumatology Office Visit Documentation: How the new 2021 guidelines are impacting coding
- Split -Shared and Incident-to Services in 2021
- Incident-to-Rules to Live By
- Diagnosis Coding & Social Determination of Health: The impact on E/M MDM
- Injection and Infusion Documentation & Coding – September 2021
- Using 2021 Medicare Audit Trends to Prepare for 2022 – November 2021

NEC (NORM Education Committee) – Year of Compliance Series

The NORM Education Committee (NEC) provided AAPC CEUs to the NORM members participating in their webinars. In the first 8 webinars, over 310 people have participated.

- Compliance Overview – January
- MACRA vs MIPS and its Impact for 2021 – February
- Conducting Internal Audits on High-Target Rheumatology Services – March
- Human Resources & The Various Aspects of Office/Facility Compliance – April
- Comparative Billing Reports, CMS/OIG and Commercial Payers – May
- OSHA, CLIA & HIPAA – June
- Taking the Next Steps After Identifying Fraud & Abuse Concerns – July
- Self-Disclosure vs. Voluntary Disclosure - August
- E & M Services - September



NORM 2021 Annual Conference

In October 2021 NORM hosted the Annual Conference with over 236 NORM attendees face to face and approximately 93 Virtual. NORM received support from 18 corporate members, 21 exhibitors and sponsors. NORM had 6 non-profit guests.

Presentations at the 2021 Conference:

- Keynote: Lighting a Fire Under Your Leadership
- Rheumatology Pathways: Transforming Rheumatology Care to Value Based Payment Models
- Ancillary Services – What to Know Before You Jump
- De-escalation of Angry People
- Wrapping up our Year-of-Compliance
- Resisting Specialty Pharmacy Mandates: Driving Positive Change through Advocacy

- Involving Patients as Advocates
- Social Media and the Health Professional



NORM 2021 Annual Conference CRHC Coding Test

In 2021, NORM partnered with the Phoenix AAPC chapter to offer the CRHC coding test to our members and their staff. 23 people were able to take (5) five hours exam. 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. NORM hosted a (6) six-hour Review Course the day before the exam. Plans are to continue to support our members by providing the test, the study webinars, and review session in 2022.

NORM – Bootcamp for New Leaders

The coronavirus pandemic cancelled our 2020 plans for an in-person New Leaders in Rheumatology Bootcamp. In May of 2021 we hosted a Virtual Bootcamp for 25 attendees. Bootcamp graduates also participated in Virtual Cohort Meetings to continue learning opportunities. Due to the popular demand of NORM's in-person Bootcamp, we expanded capacity twice. The in-person Bootcamp was conducted at our annual conference with 35 attendees.

Topics covered in both preparatory seminars included: Time Management, Inventory Management, Basic Benchmarks for RCM, Dealing with Difficult Patients, Getting One Step Ahead of Prior Authorizations, TO NPP or NOT TO NP, How To Talk When You'd Rather Walk, and Motivating Workers On A Tight Budget.

NORM Services for Members

NORM hosts and 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, 54 forums, and 1967 threads and 9641 posts. This dynamic 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 weekly *Regulatory Review* by Hart Health Strategies, and our newest postings of Payer Issues by Insurance company and PBMs. With the assistance of our Corporate Members and Advocacy Partners, NORM provides our membership a Legislative Map, Know Your State web link, Grassroots for Advocacy PDF, MACRA/MIPS factsheets, and checklist. News on *Rheumatology Matters*, our endeavor with DoctorsManagement, continues to highlight advocacy and regulatory updates monthly in an electronic format for our members.

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 variety of services beyond just drug distribution, to help practices manage and maximize in-office medication administration services. NORM Ventures has also partnered with Transpfect and RxVantage to provide services for NORM members. These opportunities are posted on our new NORM Ventures website.

NORM has maintained its news blog that contains topics of interest to our members and followers. Since it began in 2014 NORM has provided 295 news blogs for our membership. Topics covered have included Six

Tips for Optimizing Patient Scheduling, How to Handle Patient Complaints, 8 Healthy Office Snacks To Keep you Energized and Productive, Four Ways to Improve Your Website Presence, and Healthy Manager: Five Office Ergonomic Tips to Help you Avoid Fatigue.

NORM also has a presence on Twitter (@NORMGrp), Facebook (@NORMGroup), and LinkedIn, NORM used Instagram for social media during the conference. NORM Caring Committee developed a Facebook members community group to further member engagement within the membership. 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 #2021NORM has been used to highlight conference activities and attendee interactions across all platforms.

NORM continues to update our industry spreadsheet highlighting co-pay assistance programs and other support programs with links to each program's website to provide up-to-date information for Rheumatology practices. NORM provided a consolidated reverification calendar to the members that showed each manufacturers deadline for this crucial process.

NORM has increased its support to the Alliance for Transparent & Affordable Prescriptions (ATAP) to the Principal Level for the 501c3 organization. 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 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 continues to support Autoimmune Association and is a member of the Let My Doctor's Decide Task force initiative. NORM's executive director participated in a virtual Congressional Briefing with Let My Doctor's Decide – July2021

NORM continues to host 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 issues impacting Rheumatology practices and patients.

The popular Open Enrollment and Medicare Open Enrollment pamphlets are examples of the partnership with Aimed Alliance. These documents were updated for 2021 and 2022 and provided for download from our membership portal. NORM is partnering with Aimed Alliance to create an Open Enrollment webinar for HR professionals.

Biologic Coordinator Forum

Biologic coordinator is an essential job function in a rheumatology practice. This forum is provided to enhance the communication of benefit investigation and prior authorization challenges. Clear communication and understanding of payer mandates and formulary changes is key in the world of biologics. Since beginning 2019 175 practice members have participated in the forum.



NORM Committees

Advocacy Committee updates and educates our members. The committee works closely with Hart Health Strategies (HHS) in virtual monthly meetings, and HHS shares their “Health on the Hill” Regulatory Supplement and Legislative Updates. NORM continues to empower practices to advocate and motivate our patients to have a voice to protect access to care for their rheumatologic treatments. Advocacy Committee held a Virtual Congressional Meeting in October 2021. A face-to-face Hill Visit is planned for 2022.

Caring Committee created in January 2021 a Facebook NORM Member’s Only Community. The mission is to be a place for NORM members to stay connected socially and encourage positivity. The focus is to promote kindness in our daily lives and sharing different ways to be the reason for someone’s smile. Resources for self-care and building meaningful connections are shared.

NORM Education Committee (NEC) has focused on the Year of Compliance with monthly webinars to assist managers in understanding the various types of compliance including OIG, CLIA, HIPAA, OSHA, and OIG Disclosures. At the conclusion of the Year of Compliance, NEC plans to host an in-person workshop which will allow practice managers to have uninterrupted time to complete their compliance manuals. The NEC revamped the Disease Workbook for practices to use in educating and onboarding new staff on rheumatologic diseases. The update included new therapies in the rheumatology space. In 2022 NEC plans to update the Workflow Tools education module.

Membership Committee continues to support the growth of the NORM membership. They are responsible for welcoming new members into the organization and for sharing the value that NORM has to offer.

Outreach Committee supported our members through communication and advertising of events, webinars, and tips on our community forum. Outreach monitors the activity of the community forum to ensure adherence to the community forum guidelines. This committee works with our marketing partners to review and approve blog content prior to posting. They work with our Membership Committee to increase member engagement.

Payer Committee is our newest committee. Payer committee is tracking payer issues and working with the advocacy partners in addressing practice and patient access issues. The committee held two (2) webinars educating members on the challenges presented by the CMS ASP change for Orenzia and Cimzia.

NORM PROFESSIONAL CERTIFICATION PROGRAMS

The complexities 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. NORM has offered two professional certification programs to our membership. To date 110 members have availed themselves of this opportunity.

Certified Medical Practice Manager (CMPM)

NORM worked closely with DoctorsManagement, a practice management consulting firm, to offer and administer their Certified Medical Practice Manager certification. The CMPM credential demonstrates you have gone the extra mile to pursue and master a broad body of knowledge to be a first-rate medical practice management professional.

Certified Rheumatology Medical Specialist (CRMS)

NORM developed and offered an educational pathway entitled GetNORMed that leads to the designation of Certified Rheumatology Medical Specialist (CRMS). This credential focused on the unique administrative, clinical, compliance and billing aspects of managing the biologic drug processes within a rheumatology practice management. To qualify to take the CRMS exam, you must have earned the CPM or other similar professional certifications and have a minimum of three years of rheumatology management experience.

NORM ADVOCACY LETTERS

- Feedback Letter to Administrator Verma regarding the CY2021 proposed CMS PFS – Oct 2020
- Co-signed Part B Coalition Letter Fighting Against Most Favored Nation Model – December 2020
- Letter to House leadership Sequestration Support HR 1868 - March 2021
- Letter to CIGNA (multiple signers) regarding cash incentive to switch medications – April 2021
- CIGNA Paying Patients to Gamble with their Health Dr. Feldman & Jay Salliotte – April 2021 (Op-Ed)
- BCBS NC – Sign-On Letter – Gout Coverage Policies – May 2021
- BCBS SC – Sign-On Letter – Gout Coverage Policies – May 2021
- MO HB834 and SB403 – Pharmacy Benefits Managers Reporting/Transparency – May 2021
- CMS LETTER (NORM, CSRO, NICA) Implementation of Section 405 of the Consolidated Appropriations Act, 2021 – June 2021
- NGS Local Coverage Article – Billing and Coding: Complex Drug Administration (A58620)
- Letter of NORM Introduction to Admin Brooks-LaSure - June 2021
- ATAP – Sign-On Letter – Advocates for State Regulations of PBM Industry - July 2021
- Comment Letter to Administrator Brooks-LaSure regarding concerns with the CY 2022 proposed CMS PFS – Sept 2021 (submitted online)

2022 Conference Policies

Logo

Logos are due to NORM no later than July 1, 2022. They must be in EPS format. (anyone inside your organization with graphic design experience will know how to convert your logo into the EPS format)

Sponsored Events Policies

Corporate Members, sponsors, and exhibitors *will not* plan any event that conflicts in any way with NORM sponsored events. Choosing to plan an event that conflicts with a NORM sponsored event will result in the organization not being invited to join us at our next event.

An event is any activity from dinner with one conference attendee to an event to which many attendees are invited.

Exhibit Hall Policies

Each corporate member, sponsor, and exhibitor will respect the exhibit set-up hours established by NORM. Exhibit set-up and shipping information will be shared with all sponsors/exhibitors by August 1, 2022. The sponsor/exhibitor will follow instructions regarding shipping items to the hotel. If instructions are not followed NORM is not responsible for missing exhibit items.

Exhibit space will be provided as indicated in the Prospectus. Corporate Members may request a smaller booth or to divide the booth. Request must be received by May 1, 2022.

Exhibits must be installed within the parameters of your exhibit space with no components extending beyond. Your installation may not block other exhibitors. If your organization will not need the tables provided, your space will be noted on the floor. You must notify NORM that you will not be using your table(s) no later than August 1, 2020. No banners, signs or other material may be nailed, taped, hung to any hotel property.

The NORM Board works hard to encourage attendees to visit corporate members, sponsors, and exhibitors during exhibiting times. Thus, everyone must have at least one representative at their booth when the exhibit hall is open (breakfast, lunch and breaks each day). No one will break down their booth early. The agenda will be shared and will be posted on the NORM website.

Each corporate member, sponsor, and exhibitor will receive the number of name badges appropriate for their level of support. Additional name badges may be purchased.

Distribution of literature/advertising materials may only occur in your exhibit space. No literature / advertising materials may be left on dining tables in the exhibit hall. Interviews, focus groups, etc are to occur within your exhibit space. If you wish to hold additional sessions, you must notify NORM's administrative director (the times and locations) and await approval before moving forward with plans.

Insuring Exhibits

While the exhibit hall will be monitored during the day and locked after our sessions end, all are encouraged to insure their exhibits, merchandise, and display materials against theft, fire, etc at their own expense. NORM is not responsible for any damage to or theft of the exhibits.

Attendance for Educational Sessions Policies

Corporate Members, Sponsors and Exhibitors are welcome to attend the general sessions unless they are for members' only and this is indicated on the conference brochure. Chairs will be set in the back of the general session space for their use. You may not sit with the membership. Please respect our attendees and speakers and do NOT carry on a conversation with your colleagues. If conversations become a problem the corporate member will be asked to leave the room.

If there is space, representatives may attend the breakout sessions. Corporate Members, Sponsors and Exhibitors are not to enter the breakout room until all attendees have entered.

The NORM Educational Committee (NEC) sessions and Circles of Knowledge are for NORM members only.

The NORM annual membership meeting is for NORM members only and corporate members, sponsors and exhibitors may not attend this session sessions.

Guest Rooms for Corporate Members, Sponsors and Exhibitors

Hotel rooms are the responsibility of the corporate members, sponsors, and exhibitors. We have negotiated a guestroom block at the host hotel. Detailed information regarding guestroom reservations available in Cvent, our registration system.

Indemnification

Corporate Members, Sponsors, and Exhibitors agree to abide by these terms, and any applicable provisions under NORM's agreement with the management of the Marriott Marquis Atlanta.

Corporate Members, Sponsors and Exhibitors assume full responsibility and liability for any loss, damage or claim arising out of injury or damage to sponsor and exhibitor's displays/materials.

Corporate Members, Sponsors, and Exhibitors agree to defend, indemnify, and hold harmless the Marriott Marquis Atlanta from and against all claims, actions, causes of actions, or liabilities, including reasonable attorney's fees arising out of or resulting from any act undertaken or committed by Corporate Member, Sponsor or Exhibitor or any contractors hired or engaged by the Exhibitor or Sponsor in connection with the conference. Corporate Members, Sponsors, and Exhibitors also agree to defend, indemnify, and hold harmless the Marriott Marquis Atlanta from any liability resulting from any claim, action or action, which may be asserted by third parties arising out of the performance of the Corporate Member, Sponsor or Exhibitor's obligations pursuant to this agreement, except those which are due to misconduct or negligence of the Marriott Marquis Atlanta.

Corporate Member, Sponsor, & Exhibitor Responsibility Clause

To the fullest extent permitted by law, the person/legal entity described as "Exhibitor" in this clause and in this exhibitor contract (regardless whether such person/legal entity is also described as "Exhibitor" in this contract) hereby assumes full responsibility and agrees to indemnify, defend and hold harmless the Marriott Marquis Atlanta ("Hotel"), managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), as well as National Organization of Rheumatology Managers ("Group"), from and against any and all claims or expenses arising out of Exhibitor's use of the Hotel's exhibition premises.

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 access privileges to Conference Attendee Hub as well as 14 complimentary conference magazines (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, 2022.
- Recognition of support at conference with Corporate Member lapel pin.
- 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 and/or name included on back of conference t-shirt.
- One company conference tote bag insert (8.5 X 11, 3 sheets max size) mailed to NORM at conference site.
- 40X10 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, 2022.
- 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, 2022. Previous corporate members at this level have first right of refusal.

This level includes the following item on the Conference Attendee Hub at the 2022 conference:

- Enhanced corporate profile on Conference Attendee Hub 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 the attendee hub.

This level includes the following items throughout the year:

- Company logo on NORM corporate member page from receipt of funds until December 31, 2022.
 - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host four (4) unbranded webinars with NORM membership on critical topics.
 - Topics and dates to be negotiated with NORM's Executive Director and scheduled at least six weeks 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 Executive Director on issues affecting rheumatology.

CORPORATE MEMBERSHIP OPPORTUNITIES

- Four 90-minute meetings, webinars or conference calls with NORM Board, or Board Representatives and Executive Director:
 - Six representatives to meet with the NORM Board the week before the 2022 conference in Atlanta, GA. The date and time negotiated by August 15, 2022 (face to face or virtual).
 - Six representatives to meet with NORM representatives before the NORM Board meeting in March (face to face or virtual).
 - Six representatives to meet with NORM representatives at Clinical Congress of Rheumatology in Destin, FL (face to face or virtual).
 - Six representatives to meet with NORM representatives before the NORM Board meeting in June (face to face or virtual).

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 access privileges to Conference Attendee Hub as well as 12 complimentary conference magazines (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, 2022
- Recognition of support at conference with Corporate Member lapel pin.
- 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 and/or name included on back of conference t-shirt.
- One company conference tote bag insert (8.5 X 11, 2 sheets max size) mailed to NORM at conference site.
- 30X10 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, 2022.
- 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, 2022. Previous corporate members at this level have first right of refusal.

This level includes the following items on the Conference Attendee Hub at the 2022 conference:

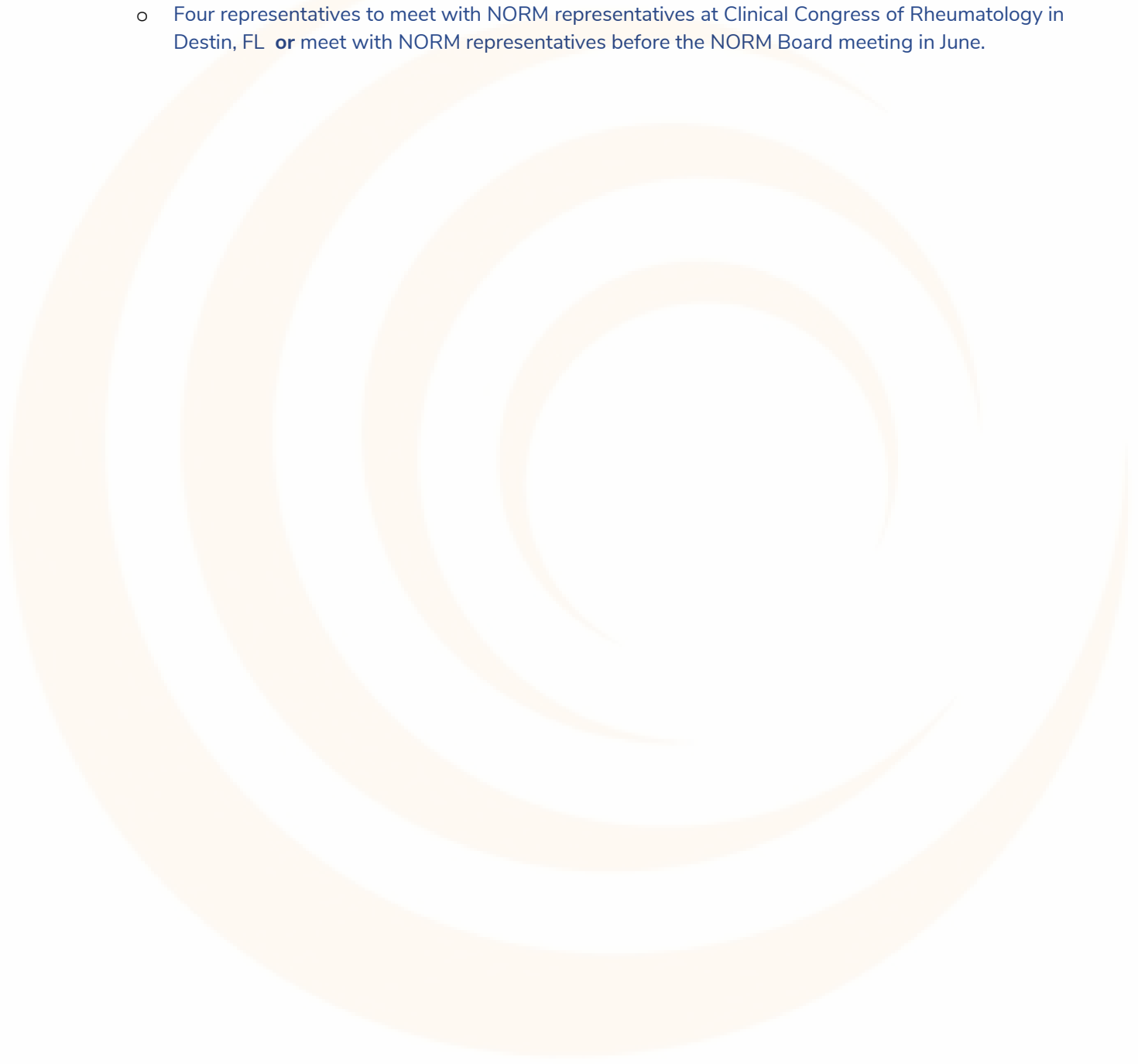
- Enhanced corporate profile on Conference Attendee Hub which will allow your representative to add your logo, corporate description, contact information, brochures/documents and links to corporate social media accounts. NORM will assign exhibit hall location link in attendee hub.

This level includes the following items throughout the year:

- Company logo on NORM corporate member page from receipt of funds until December 31, 2022.
 - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host three (3) unbranded webinars with NORM membership on critical topics.
 - Topics and dates to be negotiated with NORM's Executive Director and scheduled at least six weeks before the webinar to ensure time to advertise.
- Ability to submit an issue every other month 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.
- Six scheduled opportunities to share educational information with President or Executive Director on issues affecting rheumatology.

CORPORATE MEMBERSHIP OPPORTUNITIES

- Three 90-minute meetings or conference calls with NORM Board, or Board Representatives and Executive Director:
 - Four representatives to meet with NORM Board the week before the 2022 conference in Atlanta, GA. The date assigned and time assigned by August 15, 2022 (face to face or virtual).
 - Four representatives to meet with NORM representatives before the NORM Board meeting in March (face to face or virtual).
 - Four representatives to meet with NORM representatives at Clinical Congress of Rheumatology in Destin, FL **or** meet with NORM representatives before the NORM Board meeting in June.



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 access privileges to Conference Attendee Hub as well as 10 complimentary conference magazines (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, 2022.
- Recognition of support at conference with Corporate Member lapel pin.
- 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) mailed to NORM at conference site.
- Company logo and/or name 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, 2022.
- Sponsorship of Thursday Night Welcome Reception **or** Conference Journal **or** other suitable item negotiated between NORM and Corporate Member before July 1, 2022. Previous corporate members at this level have first right of refusal.

This level includes the following items on the Conference Attendee Hub at the 2022 conference:

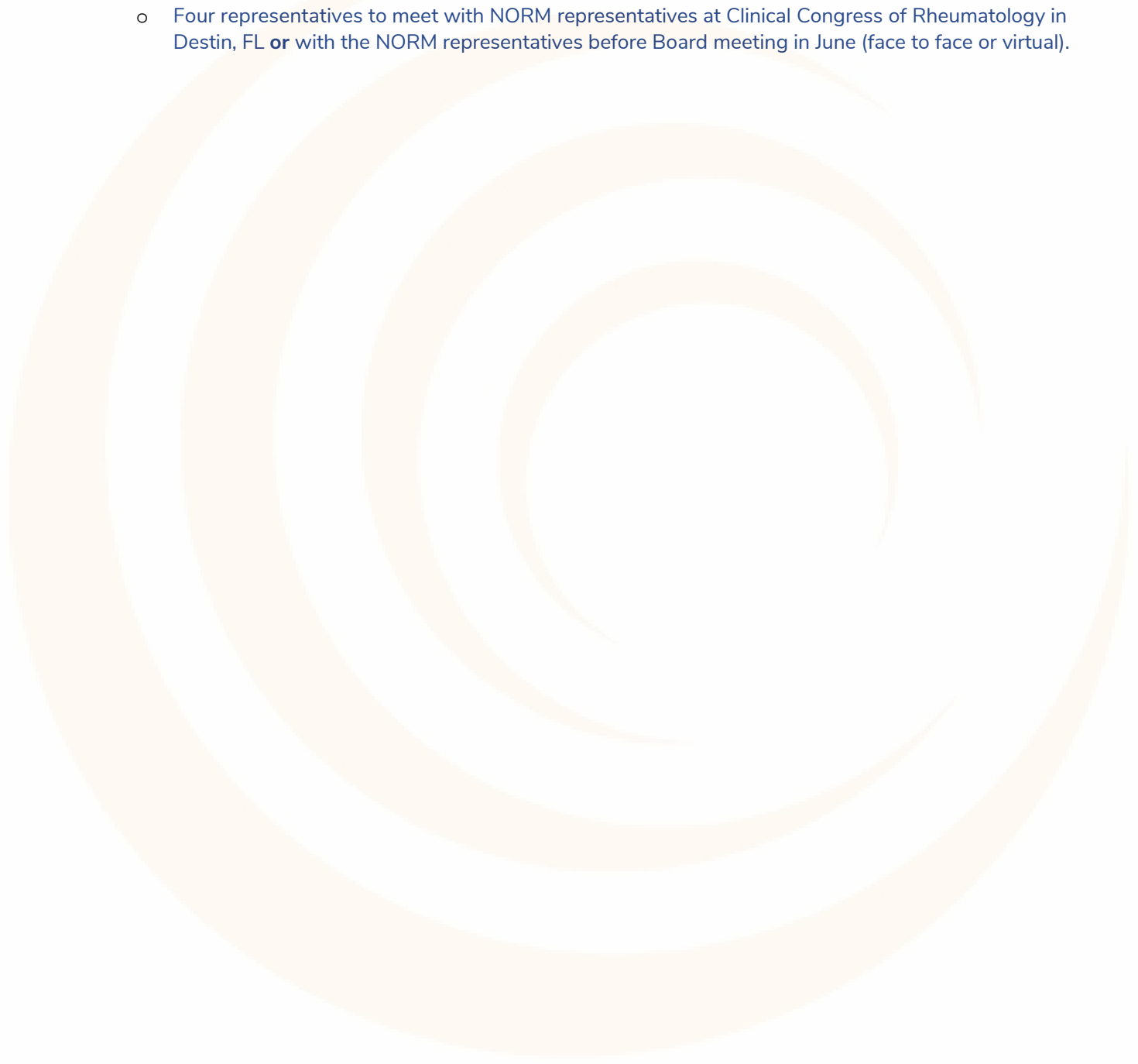
- Enhanced corporate profile on Conference Attendee Hub which will allow your representative to add your logo, corporate description, contact information, brochures/documents, and links to corporate social media accounts. NORM will assign exhibit hall location link in attendee hub.

This level includes the following items throughout the year:

- Company logo on NORM corporate member page from receipt of funds until December 31, 2022.
 - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host two (2) unbranded webinars with NORM membership on critical topics.
 - Topics and dates to be negotiated with NORM's Executive Director and scheduled at least six weeks 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,
 - 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.
- Four scheduled opportunities to share educational information with President or Executive Director on issues affecting rheumatology.

CORPORATE MEMBERSHIP OPPORTUNITIES

- Three 60-minute meetings or conference calls with NORM Board, or Board Representatives and Executive Director:
 - Four representatives to meet with NORM Board the week before the 2022 conference in Atlanta, GA. The date and time assigned by August 15, 2022 (face to face or virtual).
 - Four representatives to meet with NORM representatives before the NORM Board meeting on in March (face to face or virtual).
 - Four representatives to meet with NORM representatives at Clinical Congress of Rheumatology in Destin, FL **or** with the NORM representatives before Board meeting in June (face to face or virtual).



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 access privileges to Conference Attendee Hub as well as 8 complimentary conference magazines (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.
- Corporate Members will have first right of refusal on location in exhibit hall at annual meeting based on membership level.
- Company logo and/or name included on back of conference t-shirt.
- A 20X10 booth at annual conference and the booth includes 2 exhibit tables, 4 chairs, a waste basket, and electrical capabilities.

This level includes the following items on the Conference Attendee Hub at the 2022 conference:

- Enhanced corporate profile on Conference Attendee Hub 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 attendee hub.

This level includes the following items throughout the year:

- Company logo on NORM corporate member page from receipt of funds until December 31, 2022.
 - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host a unbranded webinar with NORM membership on critical topics.
 - Topic and date to be negotiated with NORM's Executive Director and scheduled at least six weeks 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 Executive Director on issues affecting rheumatology.
- Two 60-minute meetings with NORM Board, or Board Representatives and Executive Director:
 - Two representatives to meet with NORM Board for 60 minutes the week before the 2022 conference in Atlanta, GA. The date and time assigned by August 15, 2022 (face to face or virtual).
 - Two representatives to meet with NORM representatives at Clinical Congress of Rheumatology in Destin, FL (face to face or virtual).

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 access privileges to Conference Attendee Hub as well as 6 complimentary conference magazines (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.
- Corporate Members will have first right of refusal on location in exhibit hall at annual meeting based on membership level
- Company logo and/or name 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 Attendee Hub at the 2022 conference:

- Enhanced corporate profile on Conference Attendee Hub 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 attendee hub.

This level includes the following items throughout the year:

- Company logo on NORM corporate member page from receipt of funds until December 31, 2022.

CORPORATE MEMBERSHIP OPPORTUNITIES

Ala Cart Items

Survey NORM's Membership - \$5000

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
- Send the survey to corporate member to test the survey and confirm survey functions as desired
- Distribute to NORM's membership via NORM's membership portal contact center
- NORM will incentivize the membership to complete survey

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. Coordinate distribution process 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. NORM will not overload its members with more than one survey per month.

Personnel from NORM involved in the process:

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

Additional Webinar - \$2500

A corporate member may purchase an additional unbranded webinar.

Topics and dates to be negotiated with NORM's Executive Director and scheduled at least six weeks before the webinar to ensure time to advertise.



2022 Conference Opportunities

	Silver	Gold	Platinum	Sapphire	Diamond
	\$15,000	\$30,000	\$50,000	\$75,000	\$100,000
# 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, t-shirt	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	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			Welcome Reception OR Conference Journal OR Negotiated Item	Room Key OR Head Shot Booth OR Negotiated Item	Reception & Dinner OR Airport/Hotel Shuttle OR Negotiated Item
Conference 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 website			X	X	X

* if logo received by March 1, 2022



2022 Year Round Opportunities

	Silver	Gold	Platinum	Sapphire	Diamond
	\$15,000	\$30,000	\$50,000	\$75,000	\$100,000
Logo on website homepage and annual conference page	X	X	X	X	X
Webinars on topics critical to membership		1	2	3	4
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 with President and/or Executive Director		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