

PARTNERS IN FAMILY MEDICINE

BUILDING RELATIONSHIPS WITH **IMPACT**

BE OUR PARTNER



LAFP's community and corporate engagement opportunities are designed to facilitate connections that focus on building long-term relationships through cutting-edge education and targeted communications. Recognizing those who are making a commitment to family medicine in Louisiana and patients across the state is paramount to the success of this multifaceted partnership opportunity.

**Partners in
FAMILY MEDICINE**

We want to be there for you by opening doors and building relationships so that when members find themselves in need of information, products or services, they only need to look as far as the Academy and our partners to support them.

Members only need to look as far as the Academy and our partners that exist to support them.

PHYSICIAN ENGAGEMENT OPPORTUNITIES

Enhance your visibility while supporting Louisiana's family physicians.

Become our Partner in FAMILY MEDICINE

Gain greater access and enhance your company's visibility among Louisiana's 1,900 family physicians, family medicine residents and medical student members. The LAFP offers many opportunities throughout the year for community and corporate partners to engage with our physician members. Let us customize a package that best suits your goals and needs.

Options for reaching our members include:

- Monthly Sponsored Resources e-mail blast
- Sponsorship of non-CME activities (offered statewide and regionally)
- Educational, quality improvement grants and contracts
- Sponsorship and Exhibiting Experiences at Member Events
- Advertising in LAFP's various communication vehicles



PARTNERS IN FAMILY MEDICINE

BENEFITS OF PARTNERSHIP

MONTHLY SPONSORED RESOURCES BLAST

Starting in 2020, community and corporate partners will have the unique opportunity to promote their educational content, videos, and links to websites on a custom designed email platform and have it delivered directly to the inboxes of 1,900 family physicians across Louisiana. This educational asset will be emailed to all LAFP members on a monthly basis.

PARTNERS IN FAMILY MEDICINE

New for 2020, this exciting program recognizes community and corporate supporters as "Partners in Family Medicine." Participants in this program will receive a web linked logo or ad/graphic recognition on the Partners in Family Medicine resources page linked on the LAFP home page for one calendar year. Additionally, your physician-focused educational content will be added and maintained on the Partners in Family Medicine resource page for an entire year.

LAFP Partners in Family Medicine receive

extra benefits throughout the year including:

- Recognition in LAFP's communication vehicles highlighting our partnership and driving physician attention to your online resources.
 - Advertising discounts in LAFP's weekly e-newsletter, *The Weekly Family Medicine Update*, which is delivered to more than 1,900 subscribers.
 - Annual subscription to LAFP's quarterly print and digital publication, *The Louisiana Family Doctor*, which has a circulation of 2,000 readers.
 - The LAFP will also follow your organization on Facebook and share your stories with fellow followers (posts are at the discretion of the LAFP.)
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SPONSORSHIP OF A NON-CONTINUING MEDICAL EDUCATION (CME) ACTIVITY

The LAFP provides regular opportunities for family physicians to gain educational knowledge, enhance their practice management skills, and to build closer relationships with their peers from across the state. Your organization can gain exposure during these high value member programs by sponsoring a non-CME activity at one of these member events. The sky is the limit and creativity abounds. Let us brainstorm with you to discover the right sponsorship opportunity for your organizational goals.

Examples of engagement include:

- Practice management sessions
 - Investment and financial planning seminars
 - Personal wellness or life coaching programs, just to name a few
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EDUCATIONAL, QUALITY IMPROVEMENT GRANTS AND CONTRACTS

One of the pillars of the LAFP is its educational outreach to its membership and we are always looking for partners to provide primary care focused, evidence-based content to Louisiana's family physicians. The LAFP has an award-winning track record of providing team-based, quality improvement training. Opportunities to reach Louisiana's family physicians on a statewide or regional level are available. The LAFP staff is eager to speak with you on how to bring your ideas to fruition.

SPONSORSHIP AND EXHIBITING EXPERIENCES AT MEMBER EVENTS

Showcase your products and services and connect with family medicine decision makers during LAFP's in-person meetings. Two of LAFP's most popular exhibiting and sponsorship opportunities take place annually at the Resident and Student Conference and Workshops and the LAFP Annual Assembly and Exhibition. Our staff can tell you more on how to participate in these high value events.

ADVERTISING IN LAFP'S VARIOUS COMMUNICATION VEHICLES

The LAFP offers a variety of advertising opportunities that you can use to deliver your organization's message including display and classified advertising in our quarterly magazine and website; sponsoring our weekly e-newsletter, and many more! A member of the LAFP staff is ready to discuss options and explain how we can maximize your organization's advertising dollar.

PARTNERS IN FAMILY MEDICINE



Partners in
FAMILY MEDICINE

Corporate Partnership Agreement

Company: _____
Contact Name: _____ Title: _____
Address: _____
City: _____ State: _____ Zip: _____
Office Phone: _____ Fax: _____
Email: _____
Company Website: _____
Partnership Year: _____



Partnership Opportunities

Custom LAFP Partner packages are available that include opportunities to present at regional networking socials, join LAFP at medical school and residency program visits, advertising and much, much more! Please contact the LAFP office for specific package options.

Yes! I would like to be an LAFP Partner at an annual commitment level of \$_____.

PLEASE READ: I hereby understand that by signing this agreement with the Louisiana Academy of Family Physicians (LAFP), **this application becomes a binding contract.** By signing below, I acknowledge that I have read and fully understand the details within, and that sponsorship can only be secured by submitting this signed, completed form. LAFP Fed Tax ID#58-1757802.

Print Name: _____ Date: _____

Signature: _____

Payment Method Check Visa MasterCard Discover

I authorize the amount of \$_____ to be charged to the card below.

Card Number: _____ Exp. Date: _____ 3 digit code: _____ Zip: _____

PARTNERS IN FAMILY MEDICINE

THE FINE PRINT...*A summary of expectations and policies that protects our partnership.*

POLICIES AND PROCEDURES

LAFP Policy on Partner Generated Educational Content

Sponsored information and partner generated content should not be considered an LAFP endorsement or recommendation of the sponsor's products, services, policies, or procedures. The information and opinions expressed in partner generated educational content are those of the paid sponsors and do not necessarily reflect the views of the LAFP. The LAFP is not responsible for the content of third-party websites that are linked from this page; moreover, any links to third party websites where goods or services are advertised are not endorsed or recommended by the LAFP.

Sponsor-developed resources are made available by the LAFP to provide convenient access to information from industry that may be of interest to LAFP members. The LAFP reserves the right to reject or cancel any sponsored resources deemed not to be of interest to the LAFP members, deemed controversial in nature, or in poor taste.

- No partner shall use or display the LAFP logo without the prior written approval of the LAFP.
- No partner shall directly or indirectly represent or otherwise hold itself out as being an agent, employee, legal representative, spokesperson, or preferred vendor of the LAFP. Any violation of these terms will result in the partner's termination of participation in the partner program.
- Partners must comply with industry guidelines (for example, CMSS, OIG, Sunshine Act, PhRMA Code) and operate with the principles of medical ethics and evidence-based medical practice.
- No portion of a partner's annual contribution is allocated for lobbying and/or legislative efforts.

LAFP Policy on Commercial Support

The LAFP adheres to both ACCME Standards of Commercial Support and AAFP Continuing Medical Education (CME) Policy on Industry Support in assessing educational grant opportunities. The LAFP appreciates the financial support provided by proprietary entities for its CME activities. Any funds for this purpose must be in the form of an unrestricted educational grant made payable to the LAFP. The LAFP affirms its responsibility to maintain control over the selection of content, faculty, education methods and materials in all of its CME activities, ensuring objectivity, balance, and scientific rigor and independence.

While all CME activities are carefully vetted by the pertinent LAFP CME planning committee, it should be noted that CME activities developed by AAFP constituent chapters with industry funding have already been fully vetted by the sponsoring chapter's CME planning committee who follow the same standards for CME and commercial support as the LAFP. Due to the rigor of peer evaluation and relevance to family medicine, chapter sponsored CME activities will be given priority.

LAFP Policy on Advertising, Exhibits, and Sponsorships

All contracts submitted for advertising, exhibits, and sponsorships must be deemed relevant and useful to the practice of medicine (meet the standards of generally accepted medical practice or relate to the

clinical practice of medicine), practice management (relevant to the socioeconomic practice of medicine or enabling physicians to run more efficient practices), or quality of life (lifestyle issues and opportunities).

Advertisements deemed controversial in nature or in poor taste will be evaluated by the publication's editor to determine if they are appropriate for publishing. Exhibits or sponsorships in question will be reviewed by the LAFP Executive Committee.

The initial acceptance of contract does not constitute a guarantee or endorsement of the product or service by the LAFP. Advertising, exhibits, or sponsorships that promote tobacco products, alcoholic beverages, firearms, or products/services that are illegal under state or federal statute are not permitted.

Products that require approval by the Food and Drug Administration (FDA) for marketing must receive such approval before they are accepted for a contract. It is the responsibility of the contractor to conform to FDA regulations and all legal requirements for the content of claims made about the product.

Products for nutritional supplements and vitamin preparations are not eligible for advertising, exhibiting, or sponsorship unless they are approved for marketing by FDA or their efficacy and safety are substantiated by clinical studies acceptable to the LAFP - generally, these are U.S. studies published in mainstream U.S. medical journals.

Only diet programs prescribed and controlled by physicians are eligible for advertising, exhibiting, or sponsorship.

Executive Committee will address and resolve any concerns about advertising, exhibiting, or sponsorships should complaints arise.

The LAFP reserves the right to reject or cancel any contract at any time and if that occurs, a full refund of the fee will be granted.

