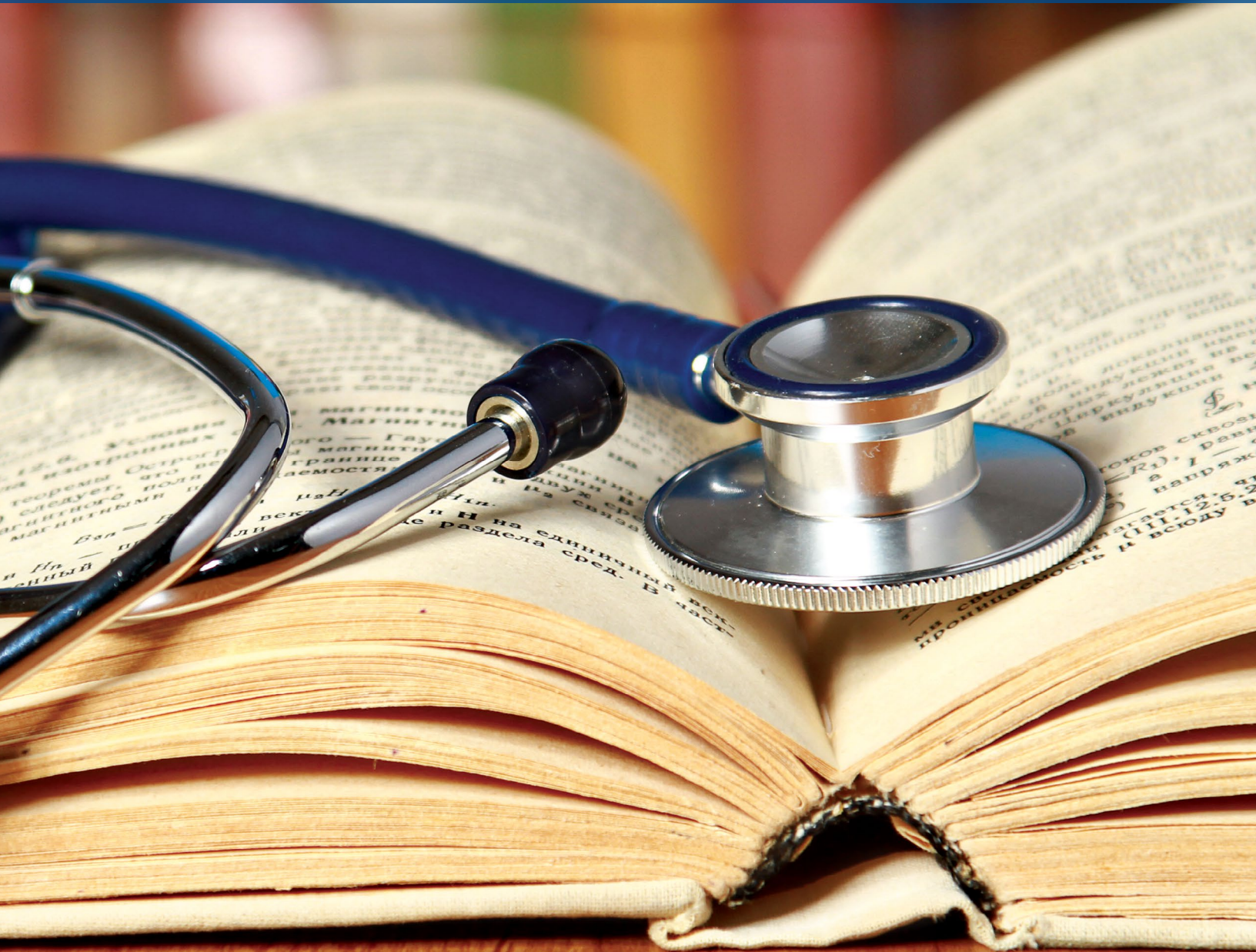


# What's Next?

PROGRAM PLANNING INFORMATION



INOVA<sup>®</sup>



Continuing  
Medical  
Education

# Welcome!

The Office of Continuing Medical Education (CME) is excited for the opportunity to work together planning and producing a high-quality educational event for healthcare professionals. The Office of CME staff offers a variety of services to ensure that your program is a success. We partner with you to determine your individual needs and assist in creating a plan to produce a one-of-a-kind educational experience. This coordination and teamwork is integral to the success of both the planning process and day-of event accomplishments.

This package will serve as a guide on the roles and responsibilities for each team member on the planning committee. It also includes samples to create an interactive program agenda and captivating marketing pieces. After reviewing this information, our team will schedule a meeting to begin the planning process. If there are remaining questions, please email the Office of CME ([CME@inova.org](mailto:CME@inova.org)) and we are happy to assist.

Sincerely,

The Office of CME





# Program Director Role & Responsibilities:

## ✓ Identify a planning committee

- This may include co-program directors, nursing, pharmacy, or additional multidisciplinary team members
- Please note you must have a nurse on the planning committee for nursing CE

## ✓ Partner with CME to complete CME application via [ICMES.inova.org](https://www.icmes.inova.org)

- Develop SMART (Specific, Measurable, Achievable, Realistic, and Timely) learning objectives
- Identify any additional credit types that may be applicable (BOC, CEU, RRT, etc.)

## ✓ Identify preferred date(s) and time

- Fridays are preferred due to historically increased attendance
- Full day programs typically run from 7 a.m. to 5 p.m.
- Half day programs typically run from 7 a.m. to 1 p.m.

## ✓ Identify and invite event speakers based upon specialty and topics

- Provide CME with speakers' email addresses for further contact and management

## ✓ Partner with CME to create agenda, compiled of speakers' full names, credentials, and presentation titles

- Reference the example agendas within the package
- Simulations, demos, hands-on experiences and breakouts are encouraged

## ✓ Confirm cost center for expenses

- We strive to achieve a surplus however, if there is a deficit the supporting cost center is charged; surplus funds are split between supporting cost center and Office of CME
- Revenue is generated by registration fees, exhibitor support, and educational grants

## ✓ Provide CME names and contacts of medical supply and equipment vendors

- This is typically the largest source of revenue for the event — a robust list and participation helps to generate a revenue neutral event
- A completed program agenda is required by vendors prior to soliciting their sponsorship of events

# Office of CME

## Roles & Responsibilities:

- ✓ **Schedule a call or in-person meeting with the Program Director(s) and/or planning committee to complete and submit the CME application**
  - Ensure learning objectives are SMART (Specific, Measurable, Achievable, Realistic, and Timely)
  - Review agenda timing for accuracy
- ✓ **Review submitted CME application and submit for final approval by sponsoring department chair**
- ✓ **Confirm program adheres to the ACCME policies and commercial support standards**
- ✓ **Create event budget based off previous year or if new event using current rates for similar events**
  - Update and distribute event budget including current revenue, expenses and projected profits/losses (see budget sample)
- ✓ **Create a request for proposal and distribute to potential venues**
  - Negotiate contracts with internal and external venues
- ✓ **Develop and confirm event concept with Program Director(s) and/or planning committee**
  - CME Office collaborates with a graphic designer to create event branding
- ✓ **Identify marketing targets to purchase mailing list (i.e. physicians, PCP, NP, RN, applicable specialties, etc.)**
- ✓ **Manage speakers' event details, travel policies, reimbursement, disclosures, and required presentation following CME rules and regulations**
  - Process speaker travel reimbursements by collecting speakers W9 and receipts
- ✓ **Establish planning and marketing timeline and deadlines, send out bi-weekly emails with status updates**
- ✓ **Develop and distribute all marketing materials (see marketing samples)**
  - Save the date or informational postcard
  - Poster
  - Digital screen image for all physician lounges and hospital digital signage, 5 in 5, physician's briefs, Inovonet, and ICMES site
  - Customize an event brochure with all event details
  - Exhibitor prospectus including sponsorship packages
  - Constant Contact email blast templates and designs
  - Online event banners
  - Customized website for event (i.e. registration, event details, location time, speakers' photos, bios, agenda, exhibitor information, hotel accommodations, etc.)
- ✓ **Contact all potential exhibitors with an invitation to participate as event sponsor**
  - Manage confirmed exhibitors by collecting registration forms, payments, and providing onsite assistance
- ✓ **Oversee sold sponsorships**
- ✓ **Provide onsite support during event, including room setup, registration, audio visual, catering, and exhibit coordination**
- ✓ **Schedule final debrief once all expenses have been reconciled and event evaluations complete (average 90 days post event)**

# Marketing Samples:

## Save the Dates

### Inova Sports Medicine Summit 2020

Friday, May 1, 2020 | 6:45 a.m. – 5 p.m.

Inova Center for Personalized Health Conference Center  
8100 Innovation Park Drive, Fairfax, VA 22031

The management and complexity of sports injuries can be difficult for athletic trainers, physical therapists, and sports medicine physicians and surgeons. This one-day summit will concentrate on new and emerging techniques in sports medicine from surgical indications, diagnosis, and efficient and effective treatment options to current evidence-based guidelines. The summit will feature expert lectures and challenge case demonstrations that clinicians can use to address the varying needs of both athletes and active individuals. Hear from regionally and nationally acclaimed sports medicine specialists from top NFL, MLB, NHL, NBA, university and U.S. Olympic team.

#### Are you a Resident or Fellow?

Submit an abstract and be chosen to present during the summit.

#### Audience:

- Physical Therapists
- Physical Therapy Assistants
- Athletic Trainers
- Orthopaedic Surgeons
- Primary Care Sports Medicine Physicians
- Sports Medicine Physician Assistants
- Other Healthcare Professionals That Treat Athletes

#### Program Directors:



**Robin V. West, MD**  
• Chairman, Inova Sports Medicine  
• Lead Team Physician, Washington Nationals  
• Head Team Physician, Washington Redskins  
• Associate Professor, Georgetown University Medical Center  
• Associate Professor, Virginia Commonwealth University School of Medicine



**Edward S. Chang, MD**  
• Orthopaedic Surgeon, Inova Health System  
• Assistant Professor of Surgery in Clinical Orthopaedics, Virginia Commonwealth University School of Medicine

Visit [www.inova.org/SportsMedCME](http://www.inova.org/SportsMedCME)

Questions? Contact Christina Fontana: [Christina.Fontana@inova.org](mailto:Christina.Fontana@inova.org)

**Save the Date:  
Inova Sports Medicine  
Summit 2020**

Friday, May 1, 2020  
Inova Center for  
Personalized Health  
Conference Center  
Fairfax, VA

**INOVA** Continuing  
Medical  
Education

[www.inova.org/SportsMedCME](http://www.inova.org/SportsMedCME)

Inova Sports Medicine is the official Sports Medicine Partner of the Washington Nationals and the Washington Redskins

### 2020 Innovations in Wound Management

Saturday, March 28, 2020

Inova Loudoun Hospital Conference Center

Chronic wound care is an important subject that affects many different medical fields. Physicians, mid-level providers and nurses need to understand the basics of wound healing in order to provide the best care to their patients. This one-day conference will allow health care providers to learn current practices in wound care as well as background information on what causes a wound to become a chronic, non-healing wound, and what steps to take to facilitate wound healing. Presenters will provide both lectures and hands-on sessions.

#### Target Audience:

- Primary Care Physicians
- Podiatrists
- Critical Care Physicians
- Surgeons
- Physical Therapists
- Nurse Practitioners & Nurses
- Physician Assistants

#### Program Director:

**Timothy Lapham, MD**  
Medical Director,  
Inova Loudoun  
Wound Healing Center

[www.inova.org/WoundHealingCME](http://www.inova.org/WoundHealingCME)

Questions? Contact Brittany Gallagher, Senior Meeting Planner:  
[Brittany.Gallagher@inova.org](mailto:Brittany.Gallagher@inova.org)

**2020 Innovations in  
Wound Management**

Save the Date:  
Saturday, March 28, 2020

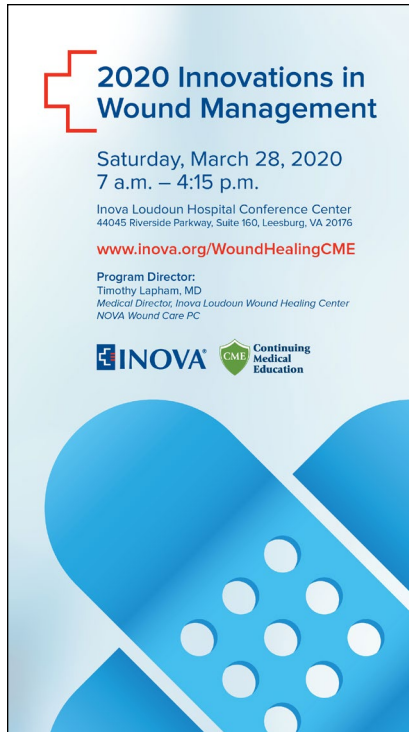
Inova Loudoun Hospital Conference Center  
44045 Riverside Parkway, Suite 160  
Leesburg, VA 20176

[www.inova.org/WoundHealingCME](http://www.inova.org/WoundHealingCME)

**INOVA** Continuing  
Medical  
Education

# Marketing Samples:

## Brochures



**2020 Innovations in Wound Management**

Saturday, March 28, 2020  
7 a.m. – 4:15 p.m.

Inova Loudoun Hospital Conference Center  
44045 Riverside Parkway, Suite 160, Leesburg, VA 20176

[www.inova.org/WoundHealingCME](http://www.inova.org/WoundHealingCME)

**Program Director:**  
Timothy Lapham, MD  
Medical Director, Inova Loudoun Wound Healing Center  
NOVA Wound Care PC

**INOVA** **CME** Continuing Medical Education

**2020 Innovations in Wound Management**

**Conference Information**

**Location**  
Inova Loudoun Hospital Conference Center  
44045 Riverside Parkway, Suite 160, Leesburg, VA 20176

**Parking**  
Inova Loudoun Hospital offers free and ample parking on our campuses for patients, visitors, staff and physicians. Park near the south lobby entrance.

**Course Syllabus**  
The course syllabus will be available online the day of the conference and for 30 days following. You can access the 2020 Innovations in Wound Management website here: [www.inova.org/WoundHealingCME](http://www.inova.org/WoundHealingCME)

**Special Needs or Requests**  
Inova CME complies with the Americans with Disabilities Act. If you require special services, facilities or dietary considerations (outside of vegetarian) to support your participation in this CME program, please contact Christina Fontana at [Christina.Fontana@inova.org](mailto:Christina.Fontana@inova.org) at least 14 days prior to the conference date.


**Registration**  
[www.inova.org/WoundHealingCME](http://www.inova.org/WoundHealingCME)

Inova/IMG Physician	\$150
General Physician	\$165
Advanced Practice Providers and Other Allied Health Professional	\$100
Resident/Fellow/Student	Complimentary

Registration cancellation is only accepted prior to March, 13, 2020. The registration fee is non-refundable after the cancellation date.

**For More Information**  
For more information or to register, please visit:  
[www.inova.org/WoundHealingCME](http://www.inova.org/WoundHealingCME)

**Questions?**  
Contact Christina Fontana, Senior Meeting Planner at [Christina.Fontana@inova.org](mailto:Christina.Fontana@inova.org).



**Program Description**  
**2020 Innovations in Wound Management**  
Chronic wound care is an important subject that affects many different medical fields. Physicians, mid-level providers and nurses need to understand the basics of wound healing in order to provide the best care to their patients. This one-day conference will allow health care providers to learn current practices in wound care as well as background information on what causes a wound to become a chronic, non-healing wound, and what steps to take to facilitate wound healing. Presenters will provide both lectures and hands-on sessions.

**Who Should Attend**  
This symposium is intended the following medical specialties:

- Primary Care Physicians
- Podiatrists
- Critical Care Physicians
- Surgeons
- Physical Therapists
- Advanced Practice Providers
- Physician Assistants

**Learning Objectives**

1. List at least three appropriate specialists who may be brought in on a non-healing wound case and identify the impact specialists would have on care provided to the patient.
2. Identify at least three comorbidities that impact wound healing.
3. Examine the advanced modalities available in advanced wound healing centers so clinicians know when and why to incorporate advanced wound healing experts in to the care team.

**Accreditation Statement**  
The Inova Office of Continuing Medical Education is accredited by the Medical Society of Virginia to provide continuing medical education for physicians.

**Credit Designation**  
The Inova Office of Continuing Medical Education designates this live educational activity for a maximum of **7 AMA PRA Category 1 Credits™**. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Physicians may claim up to **7 credits in Type 1 CME** on the Virginia Board of Medicine's Continued Competency and Assessment Form required for renewal of an active medical license in Virginia.

**Program Schedule**

7:00 – 7:30 a.m.	Registration, Breakfast, & Exhibitors
7:30 – 7:45 a.m.	Introduction and Opening Remarks <i>Timothy Lapham, MD</i>
7:45 – 8:15 a.m.	<b>Surgical Intervention: Part 1</b> Anatomical Structure that Leads to Wounds and Surgical Intervention <i>Cameron Phipps, DPM, AACFAS</i>
8:15 – 8:35 a.m.	Local Flap Options for Non-Healing Wounds <i>Kapil Verma, MD</i>
8:35 – 9:05 a.m.	<b>Special Populations: Part 1</b> Antibiotic Updates for Wound Care <i>Stephen Weinroth, MD, FIDSA</i>
9:05 – 9:20 a.m.	Break & Exhibitors
9:20 – 9:40 a.m.	Wound Care for the PCP <i>Genevieve Petraglia, FNP-C, GNP-C, CWS</i>
9:40 – 9:55 a.m.	<b>Case Study #1</b> Case Studies <i>Timothy Lapham, MD</i>
9:55 – 10:25 a.m.	<b>Vascular</b> Management of Venous Disease <i>Reagan Quan, MD</i>
10:25 – 10:35 a.m.	Break & Exhibitors
10:35 – 10:55 a.m.	Lymphedema: The Nuts and Bolts <i>Kathy Nadal, MPT, CLT-LANA</i>
10:55 – 11:15 a.m.	<b>Surgical Intervention: Part 2</b> Surgical Wound Closure <i>Sandra Fearrington, MD</i>
11:15 – 11:45 a.m.	<b>Nutrition and Wound Healing</b> Valuing Nutrition: Achieving Your Recipe For Success <i>Pamela Durosseau, MPH, RDN</i>
11:45 a.m. – Noon	<b>Case Study #2</b> Case Studies <i>Timothy Lapham, MD</i>
Noon – 1 p.m.	Lunch & Exhibitors



**Program Schedule (continued)**


1 – 1:20 p.m.	<b>Special Populations: Part 2</b> Under Pressure – Prevention! <i>Monika Stolze, PT, DPT, ATR, NCS</i>
1:20 – 1:40 p.m.	Special Considerations for the Nursing Home Population <i>Lauren Villarreal, ANP, AGPCNP, CWS</i>
1:40 – 2:05 p.m.	<b>Case Study #3</b> Case Studies <i>Timothy Lapham, MD</i>
2:05 – 3:15 p.m.	<b>Breakout Session</b> Breakout Session & Exhibitors
3:15 – 3:40 p.m.	<b>Specialty Modalities/Supplies</b> A Bridge to Healing: Use of Skin Substitutes as Primary and Adjunct Therapy <i>Timothy Lapham, MD</i>
3:40 – 4 p.m.	Intro to Photobiomodulation <i>Cara Radonich, RN, CWCA</i>
4 – 4:15 p.m.	Closing Remarks

**Program Director**  
**Timothy Lapham, MD**  
Medical Director, Inova Loudoun Wound Healing Center  
NOVA Wound Care PC

**Course Faculty**

<b>Pamela Durosseau, MPH, RDN</b> Clinical Nutrition Manager, Inova Loudoun Hospital	<b>Monika Stolze, PT, DPT, ATR, NCS</b> Physical Therapist and Program Manager, Outpatient Specialty Rehab Center, Inova Loudoun Hospital
<b>Sandra Fearrington, MD</b> Plastic and Reconstructive Surgery Inova Wound Healing Centers NOVA Wound Care PC	<b>Kapil Verma, MD</b> Plastic and Reconstructive Surgery Inova Wound Healing Centers NOVA Wound Care PC
<b>Kathy Nadal, MPT, CLT-LANA</b> Physical Therapist Outpatient Specialty Rehabilitation Center, Inova Loudoun Hospital	<b>Lauren Villarreal, ANP, AGPCNP, CWS</b> Adult Nurse Practitioner, Wound Care Wound Healing Center, Inova Loudoun Hospital
<b>Genevieve Petraglia, FNP-C, GNP-C, CWS</b> Nurse Practitioner Wound Healing Center, Inova Loudoun Hospital	<b>Stephen Weinroth, MD, FIDSA</b> Infectious Disease Specialist, Wound Healing Center, Inova Loudoun Hospital
<b>Cameron Phipps, DPM, AACFAS</b> Foot and Ankle Physician/ Podiatrist, Loudoun Medical Group	<b>Reagan Quan, MD</b> Director Vascular and Endovascular Surgery, Inova Loudoun Hospital
<b>Reagan Quan, MD</b> Director Vascular and Endovascular Surgery, Inova Loudoun Hospital	<b>Cara Radonich, RN, CWCA</b> Registered Nurse, Wound Healing Center, Inova Loudoun Hospital

[www.inova.org/WoundHealingCME](http://www.inova.org/WoundHealingCME)





# Marketing Samples:

## Brochures



**Inova Sports Medicine Summit 2019**  
**Friday, May 17, 2019**  
 Inova.org/SportsMedCME

ICPH Conference Center  
 800 Innovation Park Drive  
 Fairfax, VA 22031

Agenda		KEYNOTE SPEAKER and RESEARCH PR	
6:30 - 7:25 a.m.	Registration and Breakfast with Exhibitors	12:20 - 12:45 p.m.	Resident Research Pr
7:25 - 7:30 a.m.	Welcome/Opening Remarks *Kevin West, MD & Edward Chang, MD	12:45 - 1:00 p.m.	Questions
<b>SESSION 1: KNEE</b> Moderator: Brandon Bryant, MD		1:00 - 1:30 p.m.	Keynote Speaker: Dr. B Sports Medicine Abaq Freddie H. Fu, MD, DSc
7:30 - 7:50 a.m.	ACL Reconstruction: Principles of Surgery Freddie H. Fu, MD, DSc (Hon), DPs (Hon)	<b>SESSION 3: PELVIS and HIP</b> Moderator: Robert Najarian, MD	
7:50 - 8:10 a.m.	ACL Repair: Something New or Are We Repeating History? Lyle Cain, MD	1:30 - 1:50 p.m.	Hip Exam Talk Cristin Poppe, MD
8:10 - 8:30 a.m.	ACL Prevention Update Anita Mirra, DO	1:50 - 2:10 p.m.	Engaging Hip Jeff Thomas Byrd, MD
8:30 - 8:50 a.m.	Postoperative Knee Rehabilitation to Optimal Stimulation for Tissue Repair Ashish Kocher, PT, MOMT, FAACSMPT	2:10 - 2:25 p.m.	Hip Arthroscopy: Intra Jeff Thomas Byrd, MD
8:50 - 9:10 a.m.	Patellar Instability: Should We Stabilize First-line Distally? Kevin West, MD	2:25 - 2:40 p.m.	Endoscopic Abductor Jeffrey Giuliani, MD
9:10 - 9:20 a.m.	Questions	2:40 - 3:00 p.m.	Femoroacetabular Im Jeff Thomas Byrd, MD
9:20 - 9:50 a.m.	Break with Exhibitors	3:00 - 3:10 p.m.	Questions
<b>SESSION 2: SHOULDER and ELBOW</b> Moderator: Edward Chang, MD		3:10 - 3:30 p.m.	Break with Exhibitors
9:50 - 10:10 a.m.	Injury Prevention and Arm Care in Overhead Athletes Scott Blevins, PT, DPT, CFMT, CSCS	<b>SESSION 4: FOOT and ANKLE</b> Moderator: Stephanie Bell, PT, OCS, CSCS	
10:10 - 10:30 a.m.	SLAP Tears in Overhead Athletes: Nerve, Repair or Ignore? Kyle Hammond, MD	3:30 - 3:50 p.m.	Synthetic vs. Natural Design, Maintenance Lower Extremity Safety Michael Coughlin, MD
10:30 - 10:50 a.m.	UCL Repair: Indications and Outcomes Lyle Cain, Jr., MD	3:50 - 4:10 p.m.	In-Season Return-to-Pr Symposium Report Lyle Cain, Jr., MD
10:50 - 11:10 a.m.	Return to Throwing Following Shoulder and Elbow Surgery Ashish Kocher, PT, MOMT, FAACSMPT	4:10 - 4:30 p.m.	Open vs. Percutaneous Anchors: Tendon Rupture Michael Coughlin, MD
11:10 - 11:30 a.m.	Lateralis Dorsi Tears: Who Needs Repair? Kyle Hammond, MD	4:30 - 4:50 p.m.	New Modalities for UA Recovery: Is There Anything New? Stephanie Bell, PT, OCS, CSCS
11:30 - 11:50 a.m.	Biologics in the Upper Extremity: What Does the Evidence Show? Peter MacArthur, MD	4:50 - 5:00 p.m.	Questions & Meeting Adjourned
11:50 a.m. - Noon	Questions	5:30 - 7:00 p.m.	Evening Reception & Tour of Inova Sports Medicine Facility
Noon - 12:00 p.m.	Lunch with Exhibitors		

**Conference Information**

**Date and Time**  
 Friday, May 17, 2019  
 • 6:30 a.m. - 8 p.m. | Summit  
 • 5:30 - 7 p.m. | Evening reception & tour of Inova Sports Medicine facility

**Location**  
 ICPH Conference Center  
 800 Innovation Park Drive, Fairfax, VA 22031

**Hotel Accommodations**  
 Falls Church Marriott Fairview  
 • 3811 Arroyo Park Drive, Falls Church, VA 22042  
 • Phone: 703-848-8400

Hyatt House Mosaic  
 • 8296 Glass Alley, Fairfax, VA 22031  
 • Phone: 571-527-2277  
 • Group Code: 9882

**Special Needs or Requests**  
 Inova CME complies with the Americans with Disabilities Act. If you require special services, facilities or dietary considerations (outside of vegetarian) to support your participation in the CME program, please contact Christina Fontana at Christina.Fontana@inova.org at least 14 days prior to the conference date.

**Registration**  
**Inova.org/SportsMedCME**

Inova Physician	\$350
General Physician	\$400
Athletic Trainer	\$200
Physician Assistant, Nurse or Other Allied Health Professional	\$200
Student, Resident or Fellow	\$100

Registrations must be received in writing prior to May 10, 2019, to receive a full refund.

**Program Directors**  
 Robb V. West, MD  
 • Chairman, Inova Sports Medicine  
 • Lead Team Physician, Washington Nationals  
 • Head Team Physician, Washington Redskins  
 • Associate Professor, Georgetown University Medical Center  
 • Associate Professor, Virginia Commonwealth University School of Medicine

Edward S. Chang, MD  
 • Orthopedic Surgeon, Inova Sports Medicine and Orthopedics  
 • Director of Research, Inova Sports Medicine  
 • Associate Professor, Virginia Commonwealth University School of Medicine

**Course Syllabus**  
 The course syllabus will be available online the day of the conference and the 30 days following. You can access the Sports Medicine Summit website here: [inova.org/SportsMedCME](http://inova.org/SportsMedCME).

For more information, please email Christina Fontana, Senior Meeting Planner: [Christina.Fontana@inova.org](mailto:Christina.Fontana@inova.org)  
[inova.org/SportsMedCME](http://inova.org/SportsMedCME)



**Inova Sports Medicine Summit 2019**  
**Friday, May 17, 2019**  
 6:30 a.m. - 8 p.m. | Summit  
 5:30 - 7 p.m. | Evening reception & tour of Inova Sports Medicine facility

ICPH Conference Center  
 800 Innovation Park Drive  
 Fairfax, VA 22031

[inova.org/SportsMedCME](http://inova.org/SportsMedCME)

**Inova Sports Medicine Summit 2019**  
**Friday, May 17, 2019**

**Program Description**  
 Join us for Inova Sports Medicine's premier one-day summit focusing on the emerging techniques in sports medicine surgery and rehabilitation. Hear directly from world-renowned specialists, team physicians and physical therapists for the MLB, NFL, NCAA, NHL, and NBA on how to best incorporate cutting-edge techniques into practice. The Summit features expert lectures, workshops and challenging case demonstrations to showcase techniques clinicians can utilize for both athletes and active individuals.

**Accreditation Statement**  
 The Inova Office of Continuing Medical Education is accredited by the Medical Society of Virginia to provide continuing medical education for physicians.

**Credit Designation**  
 The Inova Office of Continuing Medical Education designates this live activity for a maximum of 9 AMAA PRA Category 1 Credit(s). Physicians should only claim credit commensurate with the extent of their participation in the activity.

**Call for Abstracts: Resident Research**  
 The Inova Sports Medicine Summit invites orthopedic residents to submit their abstracts. The selected residents will have their registration waived. The winning paper will be selected by the Keynote Speaker.

**Audience**

- Physical therapists
- Physical therapists assistants
- Athletic trainers
- Sports medicine physician assistants
- Primary care sports medicine physicians
- Orthopedic surgeons
- Other healthcare professionals that treat athletes

**Learning Objectives**

- Recognize current surgical indications for management of sports medicine injuries.
- Identify the types of injuries in contact and throwing athletes that can aid in diagnosis and efficient, effective treatment.
- To demonstrate the current evidence-based guidelines (using new technology) for the treatment of in-season injuries.

**Continuing Education Units**  
 Inova Health System has submitted an application to be approved by the FSBPPT to offer CCUs for physical therapists and physical therapists assistants. If approved, this program would be worth up to 7.75 CCUs (7.75 contact hours/CCUs).

**Physicians may claim up to 9 credits in Type 1 CME on the Virginia Board of Medicine Continued Competency and Assessment Form required for renewal of an active medical license in Virginia.**

**Virginia Nurses Association**  
 The Inova Learning Network is approved as a provider of continuing nursing education by the Virginia Nurses Association, an accredited provider by the American Nurses Credentialing Center's Commission on Accreditation. Criteria for successful completion include attendance at the entire event and submission of a completed evaluation. Presenters, planners and faculty have declared no conflict of interest.

**Board of Certification, Inc.**  
 Inova Health System has submitted an application to be approved by the Board of Certification, Inc. to offer continuing education for Certified Athletic Trainers. If approved, this program would be eligible for a maximum of 9 Category A or Evidence-Based Practice CEU hours.

**Course Faculty**

**Stephanie Bell, PT, OCS, CSCS**  
 • ESPN Injury Analyst and Sr Writer

**Seth Blee, PT, DPT, CFMT, CSCS**  
 • Doctor of Physical Therapy  
 • Regional Clinic Director, Inova Physical Therapy Center  
 • Team PT, Washington Nationals Baseball

**Brandon Bryant, MD**  
 • Orthopaedic Sports Medicine Surgeon,  
 Inova Sports Medicine Institute  
 • Team Physician, Washington Redskins  
 • Team Physician, Washington Nationals

**JW Thomas Byrd, MD**  
 • Founder and President, Nashville Hip Institute  
 • Team Physician, Tennessee Titans  
 • Consulting Orthopedic Surgeon (NFL, NHL, NBA, WNBA, MLB and ATP)

**E. Lyle Cain, Jr., MD**  
 • Orthopaedic Surgeon & Sports Medicine Specialist,  
 Andrews Sports Medicine & Orthopaedic Center  
 • Team Physician, University of Alabama  
 • Medical Director, Jacksonville State University  
 • Medical Director, University of West Alabama  
 • Orthopaedic Consultant, Birmingham-Southern College  
 • Orthopaedic Consultant, Birmingham Barons, AA Affiliate of the Chicago White Sox

**Edward Chang, MD**  
 • Orthopedic Surgeon, Inova Sports Medicine and Orthopedics  
 • Director of Research, Inova Sports Medicine  
 • Assistant Professor, Virginia Commonwealth University School of Medicine

**Michael Coughlin, MD**  
 • Director, St. Alphonsus Coughlin Foot and Ankle Clinic  
 • Clinical Professor of Orthopaedic Surgery, University of California San Francisco  
 • Past President, American Orthopaedic Foot and Ankle Society  
 • Past President, International Federation of Foot and Ankle Societies  
 • Editor, Surgery of the Foot and Ankle, 9th Edition

**Freddie H. Fu, MD, DSc (Hon), DPs (Hon)**  
 • Distinguished Service Professor, David Silver Professor and Chairman, Department of Orthopedic Surgery, University of Pittsburgh School of Medicine and University of Pittsburgh Medical Center  
 • Head Team Physician, University of Pittsburgh Athletic Department

**Jeffrey Giuliani, MD**  
 • Orthopaedic Surgeon,  
 Inova Sports Medicine  
 • Team Physician, Washington Nationals  
 • Associate Professor, Uniformed Services University Health Sciences

**Kyle Hammond, MD**  
 • Assistant Professor of Orthopaedic Surgery,  
 Sports Medicine, Emory University  
 Sports Medicine Center  
 • Head Orthopaedic Surgeon, Atlanta Hawks  
 • Team Orthopaedist, Atlanta Braves  
 • Team Orthopaedist, Emory University  
 • Team Orthopaedist, Georgia Tech

**Keith Kocher, PT, MOMT, FAACSMPT**  
 • Director, Tempe SPORT Clinic  
 • Medical Staff, Phoenix Suns  
 • Rehabilitation Consultant, MLB Teams

**Peter MacArthur, MD**  
 • Primary Care Sports Medicine Physician,  
 Inova Sports Medicine Institute  
 • Team Physician, Washington Redskins  
 • Consultant Physician, Washington Nationals

**Robert Najarian, MD**  
 • Orthopedic Surgeon, Inova Sports Medicine Institute  
 • Team Physician, Washington Nationals  
 • Assistant Professor, Georgetown University School of Medicine  
 • Assistant Professor, Virginia Commonwealth University School of Medicine

**Clifton Page, MD**  
 • Primary Care Sports Medicine Physician,  
 Inova Sports Medicine Institute  
 • Team Physician, Washington Redskins

**Jessica Wertz, DO**  
 • Primary Care Sports Medicine Physician,  
 Inova Sports Medicine Institute

**Robb West, MD**  
 • Chairman, Inova Sports Medicine  
 • Distinguished Service Professor, David Silver Professor and Chairman, Department of Orthopedic Surgery, Georgetown University Medical Center  
 • Associate Professor, Virginia Commonwealth University School of Medicine

# Marketing Samples:

## Exhibitor Prospectus



### An Invitation to Exhibit

Dear Potential Exhibitor:

On behalf of Program Director Timothy Lapham, MD, we are pleased to invite you to the 2020 Innovations in Wound Management.

Maximize your exposure by exhibiting at the 2020 Innovations in Wound Management. It offers top-quality education, current and practical information, and hot-topic discussions from leading experts in the field of wound management.

This program is intended for physicians, mid-level providers and nurses that need to understand the basics of wound healing in order to provide the best care to their patients.

Exhibitors will have access to over 100 healthcare professionals — the most influential buyers of your products and the leading subscribers to your services — who can help you promote your offerings to the medical community at large.

We would love for you to join us as an exhibitor at this conference. We look forward to seeing you in March.

Sincerely,  
Brittany Gallagher  
Senior Meeting Planner

### Exhibit Registration Form

#### 2020 Innovations in Wound Management

To reserve a space you are required to complete the exhibit registration form and submit payment.

**Mail to**  
Inova – Office of Continuing Medical Education  
Attn: Brittany Gallagher, Senior Meeting Planner  
8110 Gatehouse Road, 500W, Falls Church, VA 22042

**Or Email to**  
Brittany.Gallagher@inova.org

**Inova's Tax ID**  
54-0620889

**Make Checks Payable to**  
Inova Office of CME

**Exhibit Packages**  
 \$1,500 General Exhibitor     \$2,000 Gold Exhibitor

**Additional Opportunities:**  
 Breakfast Sponsor: \$750     Conference Sponsor: \$2,000  
 Lunch Sponsor: \$1,250

**Onsite Exhibit Personnel Names**  
Two complimentary registrations per exhibit package  
 Name 1: \_\_\_\_\_  
 Name 2: \_\_\_\_\_  
 Additional Registrant (\$100): \_\_\_\_\_  
 Additional Registrant (\$100): \_\_\_\_\_

**Payment**  
 Total Amount Due: \$ \_\_\_\_\_  
 Check Enclosed / Check #: \_\_\_\_\_  
 Credit Card  
 Payment can also be made online: [www.inova.org/WoundHealingCME](http://www.inova.org/WoundHealingCME)  
 Visa     MasterCard     Discover Card     AMEX  
 Card Number: \_\_\_\_\_  
 Expiration Date: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_

By my signature, my organization/company acknowledges that we have received and agree to the terms of Inova's policy regarding exhibits at CME events.  
 Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

### Exhibit Packages

**General Exhibitor: \$1,500**

- Skirted 6' display table in Exhibit Hall, two chairs, one wastebasket
- Full access to conference sessions and meals for two exhibit representatives (\$100 for each additional representative)
- Company recognition on event signage with logo
- Company recognition on the conference website linked to company URL
- Company listed on conference mobile app

**Gold Exhibitor: \$2,000**

- Skirted 6' display table in Exhibit Hall, two chairs, one wastebasket
- Full access to conference sessions and meals for two exhibit representatives (\$100 for each additional representative)
- Company recognition on event signage with logo
- Company recognition on the conference website linked to company URL
- Company listed on conference mobile app
- Post-conference access to attendee list (first/last names)
- Verbal recognition on the morning of the event to all attendees

**Additional Sponsorship Opportunities**  
Stand out from the rest with these additional sponsorship opportunities! Please note, they are first-come, first-served, so confirm availability with Brittany Gallagher (Brittany.Gallagher@inova.org).

**Breakfast Sponsor: \$750**  
Get your company's name and logo in front of all the conference attendees while sponsoring the morning breakfast with customized onsite signage and eco-friendly coffee cups. You will have the opportunity to place marketing materials on breakfast tables and be recognized on the conference website.

**Lunch Sponsor: \$1,250**  
Sponsor lunch for all conference attendees with customized onsite signage, cocktail napkins and eco-friendly tableware. You will have the opportunity to place marketing materials on lunch tables and be recognized on the conference website.

**Conference Sponsor: \$2,000**  
Sponsor the conference gift given to each attendee. Promote healthy wound care with a compact first aid kit featuring your logo.

### Additional Information

**Event Date and Hours**  
Saturday, March 28, 2020  
7:00 a.m. – 4:15 p.m.  
*Interaction with attendees takes place during programming breaks.*

**Installation Date and Hours**  
Saturday, March 28, 2020  
6:30 – 7:00 a.m.

**Dismantle Date and Hours**  
Saturday, March 28, 2020  
3:15 – 3:30 p.m.  
*All exhibits must stay up until 3:15 p.m.*

**Location**  
Inova Loudoun Hospital Conference Center  
44045 Riverside Parkway, Suite 160, Leesburg, VA 20176



**Rules of Registration**  
Inova CME Staff Policy

**Identification**  
All attendees must wear a name tag at all times during the conference.

**Registration**  
Registration is required for all attendees. Registration information is available on the conference website.

**Health Representation**  
Attendees are responsible for their own health and safety. Inova is not responsible for any injuries or illnesses that occur during the conference.

**Photography Policy**  
Photography is permitted for personal use only. No commercial photography is allowed without prior written permission.



# Budget Sample:

## Cover Sheet

### Inova Office of Continuing Medical Education

#### Program Budget

**Program Title:** Happy Health for All  
**Program Date:** Friday, May 17, 2021  
**Location:** Inova Center for Personalized Care Conference Center  
**Format:** Live Lecture  
**Sponsoring Department:** General Department  
**Program Code:** 100000  
**Preliminary/Final:** **FINAL**

<b>Total Revenue:</b>	\$	<b>73,590.00</b>
<b>Total Expenses:</b>	\$	<b>59,303.03</b>
<b>Balance:</b>	\$	<b>14,286.97</b>

**Prepared by:**

Christina Fontana Senior Meeting Planner

**Project Authorization:**

Sharon Bachman Medical Director, CME  
Kelley Sanchez Director, CME

# Budget Sample:

## Expenses

Inova Office of Continuing Medical Education			
Expenses			
		Budget	Actual
<b>Total Expenses</b>		<b>\$56,360.00</b>	<b>\$59,303.03</b>
		<b>Budget</b>	<b>Actual</b>
<b>Site</b>			
Inova Center for Personalized Health Rental (\$50/person*200)	\$10,000.00	\$10,050.00	
Additional AV (pipe and drape-outside vendor)	\$2,200.00	\$770.00	
Venue Happy Hour after Program	\$5,000.00	\$4,905.18	
Venue Exhibitor Setup Fee	\$880.00	\$541.20	
<b>Totals</b>	<b>\$18,080.00</b>	<b>\$16,266.38</b>	
<b>Marketing</b>			
Online Banners (design)	\$150.00	\$295.00	
Save the Date Printing and mailing	\$2,700.00	\$2,684.00	
Brochure Design and Edits	\$800.00	\$1,000.00	
Brochures (mailing and printing)	\$5,000.00	\$9,684.00	
Posters (Design)	\$55.00	\$55.00	
Posters (Printing)	\$500.00	\$500.00	
Mailing List	\$700.00	\$3,148.81	
Exhibitor Prospectus	\$150.00	\$150.00	
Second Print	\$200.00	\$0.00	
<b>Totals</b>	<b>\$10,255.00</b>	<b>\$17,516.81</b>	
<b>Vendors</b>			
CME Accreditation and Planning Fee	\$10,000.00	\$10,000.00	
Additional Temp Staffing (large events only)	\$250.00	\$0.00	
Inova Photographer	\$250.00	\$300.00	
Grant Writer	\$3,500.00	\$3,000.00	
PT/PTA CEU Credit Application	\$100.00	\$200.00	
BOC Credit Application	\$100.00	\$300.00	
<b>Totals</b>	<b>\$14,200.00</b>	<b>\$13,800.00</b>	
<b>Misc.</b>			
Speaker Gifts (16 speakers)	\$2,400.00	\$1,032.90	
Plaque - Best Abstract Presenter (1)	\$1,500.00	\$67.79	
2941 Precon Dinner	\$3,000.00	\$2,760.24	
Exhibitor Sponsorship Items	\$450.00	\$410.71	
<b>Totals</b>	<b>\$7,350.00</b>	<b>\$4,271.64</b>	
<b>Speaker: Stephanie Jones</b>			
Travel	\$500.00	\$506.89	
Lodging	\$350.00	\$452.74	
Meals	\$75.00		
Other			
<b>Totals</b>	<b>\$925.00</b>	<b>\$959.63</b>	
<b>Speaker: John Doe</b>			
Travel	\$500.00	\$422.22	
Lodging	\$350.00	\$219.88	
Meals	\$75.00	\$14.84	
Other			
<b>Totals</b>	<b>\$925.00</b>	<b>\$656.94</b>	
<b>Speaker: James Smith</b>			
Travel	\$500.00	\$552.60	
Lodging	\$350.00	\$278.88	
Meals	\$75.00		
Other			
<b>Totals</b>	<b>\$925.00</b>	<b>\$831.48</b>	
<b>Speaker: Michael Darwin</b>			
Travel	\$500.00	\$1,039.65	
Lodging	\$350.00	\$265.10	
Meals	\$75.00	\$20.00	
Other			
<b>Totals</b>	<b>\$925.00</b>	<b>\$1,324.75</b>	
<b>Speaker: Frank Murry</b>			
Travel	\$500.00	\$135.00	
Lodging	\$350.00	\$1,312.96	
Meals	\$75.00	\$0.00	
Other			
<b>Totals</b>	<b>\$925.00</b>	<b>\$1,447.96</b>	
<b>Speaker: Ken Kooper</b>			
Travel	\$500.00	\$1,219.50	
Lodging	\$350.00	\$903.84	
Meals	\$75.00	\$104.10	
Other			
<b>Totals</b>	<b>\$925.00</b>	<b>\$2,227.44</b>	
<b>Speaker: Kyle McIntyre - No expenses</b>			
Travel	\$500.00	\$0.00	
Lodging	\$350.00	\$0.00	
Meals	\$75.00	\$0.00	
Other			
<b>Totals</b>	<b>\$925.00</b>	<b>\$0.00</b>	

# Budget Sample:

## Revenue

Inova Office of Continuing Medical Education			
Revenue			
Total revenue:			\$ 73,590.00
Registration:		180	
# of Attendees	Attendee Type	Registration Rate	Registration Revenue Received
7	Inova Physician	\$ 350.00	\$ 2,450.00
7	General Physician	\$ 400.00	\$ 2,800.00
22	Speech Therapist	\$ 200.00	\$ 4,400.00
23	APP	\$ 200.00	\$ 4,600.00
100	PT/PTA	\$ 200.00	\$ 20,000.00
3	PT/PTA Group Code 10% off	\$ 180.00	\$ 540.00
13	Student, Resident or Fellow	\$ 100.00	\$ 1,300.00
5	Abstract Winners Comp	\$ -	\$ -
		<b>Total Registration Revenue:</b>	<b>\$ 36,090.00</b>
Educational Grants			
Company	Amount Received		Amount Received
Ginos Fitness	\$10,000.00		\$10,000.00
		<b>Total Educational Grants:</b>	<b>\$10,000.00</b>
Exhibitors			
Amount Received	Exhibitor Name		Exhibit Revenue Received
\$ 2,500.00	Life Rehab		\$2,500.00
\$ 2,500.00	Food for Thought		\$2,500.00
\$ 2,500.00	Synco		\$2,500.00
\$ 2,500.00	Tree of Life		\$2,500.00
\$ 2,500.00	Recoup		\$2,500.00
\$ 3,000.00	NewLife		\$3,000.00
\$ 2,500.00	Love Your Self		\$2,500.00
\$ 2,500.00	Bullzip		\$2,500.00
\$ 3,000.00	Trimex		\$3,000.00
\$ 2,500.00	Micromax		\$2,500.00
		<b>Total Exhibit Revenue:</b>	<b>\$26,000.00</b>
Misc. Revenue			
Additional Fee	Amount Received		Misc. Revenue Received
Ginos Fitness	\$ 1,500.00		\$1,500.00
			\$0.00
		<b>Total Misc. Revenue</b>	<b>\$1,500.00</b>



# Budget Sample:

## Profit Loss Summary

