

WHY PARTNER WITH AANA?

Rooted in its mission and focused on a vision for the future, AANA brings together organizations who share AANA's commitment to improving patient care and outcomes in the field.

EDUCATION

AANA IS THE GLOBAL LEADER in arthroscopy and advancing minimally-invasive surgical education, advocacy and skills assessment to improve patient care.

INNOVATION

AANA IS AN INNOVATOR and disruptor re-imagining education and shifting the paradigm on surgical skills training through the use of virtual simulators, electronic platforms, award-winning live surgeries, and an evidence-based approach (PBP) to training and skills assessment.

COLLABORATION

AANA IS A CREDIBLE EXPERT, political powerhouse and advocate for change – the perfect partner to educate the public about your products and services and champion your advocacy issues in healthcare.

ACHIEVEMENTS

- AANA received an **AssociationTrends award** for the Live Simulcasted Surgeries at AANA18.
- **1000+ orthopaedic residents** trained to master surgical techniques and knot-tying using the pioneering FAST (Fundamentals of Arthroscopy Surgery Training) Program.
- **500+ orthopaedic surgeons** train at AANA Lab Courses each year.



5000+
MEMBERS IN 112 COUNTRIES

MEMBERSHIP

96% RETENTION RATE IN 2019
25% GROWTH OVER 18 MONTHS
10% GROWTH FOR INTERNATIONAL MEMBERS IN 2018

ACTIVE MEMBER DUES: \$750
MEMBER VALUE RECEIVED: \$1,500

AANA DELIVERS
2X THE VALUE



AANA | ARTHROSCOPY ASSOCIATION OF NORTH AMERICA

DOMESTIC 795

265 INTERNATIONAL
42 COUNTRIES

2018 ATTENDEES

1060
HIGHEST EVER!

- 86 PAPERS
- 47 EXHIBITORS
- 21 CMEs
- 17 ICLs
- 13 LECTURES

4 AWARD WINNING
LIVE SIMULCASTED SURGERIES PRESENTED

ANNUAL MEETING

ATTENDEES

- 24** Fellows completing performance-based training in 2018
- 200** FORE/AANA World Series of Live Surgery Course
- 246** AAOS/AOSSM/AANA Sports Medicine Course
- 523** 14 lab courses in 2018
- 1200** OSET in 2018

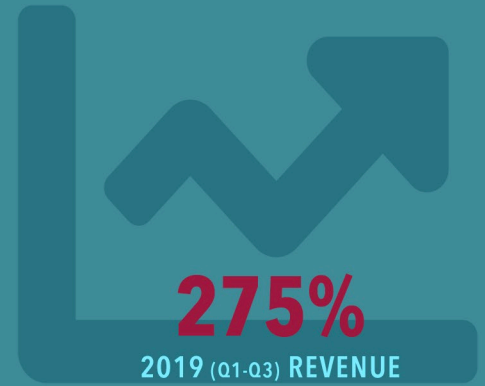
16 LIVE SURGERIES

@ FORE/AANA World Series of Live Surgery Course

EDUCATION

ONLINE EDUCATION

- 119 Arthroscopy Self-Assessment Program (ASAP) completions in 2018
- 10 Joint-Specific Practice Tests (non-CME)
- AANA All-Access Pass – 5 joint passes, 16 ICLs, 4 Live Surgeries
- Updated! CME Packs by joint, including current ASAP, practice exams & ICLs
- **COURSE LECTURE PEARLS** with *AMA PRA Category 1 Credits™*



NEW INITIATIVES

- Distinguished Arthroscopy Leader Designation (DAL)
- Emerging Leaders Circle
- AANA Mentorship Program
- *Arthroscopy, Sports Medicine, and Rehabilitation (ASMAR)* Journal
- Additions to *Arthroscopy* Journal: podcasts, infographics & industry spotlight section

INTERNATIONAL OUTREACH

- Traveling Fellowship expanding internationally to Mexico in 2020
- AANA Middle East Arthroscopy Master Course hosted in Dubai

AANA.ORG/CORPORATE

INNOVATION

- **NEW!** High-tech Simulation Room with eight Arthros™ simulators launched in partnership with VirtaMed
- Inaugural AANA Innovation Exchange launched at AANA19 in partnership with Angel MD
- Annual Innovations Lecture to debut at Specialty Day in 2020

PBP TRAINING

- Statistically validated as a superior approach to training in AANA's national study & 2019 PBP Course
- **NEW!** PBP Training in select AANA Lab Courses starting in 2020

KEY ADVOCACY WINS

- 2 Collaborations with medical device companies [TENEX Health](#) & [Trice Medical \(mi-eye®\)](#)
- 3 Clinical Practice Guidelines moved forward in 2018
- 3 Position statements released in 2018 for commercial payers
- 4 CPT codes (NCCI edits) for shoulder debridement

PARTNERSHIPS

- 5 INTERNATIONAL SOCIETY CONFERENCES
where AANA exhibited in 2019
- 8 INTERNATIONAL ASSOCIATION MEETINGS
where AANA faculty went to speak in 2019
- 11 ORGANIZATIONS
collaborating with AANA on advancing cutting-edge initiatives

DONATIONS

% GROWTH SINCE 2016

3,258%

MONEY RAISED

1,281%

INDIVIDUAL GIFTS

1,083%

NEW DONORS

As a Corporate Partner, AANA will work with your organization to understand its exact marketing goals and objectives and customize a year-round program that will provide your organization with impactful and wide-ranging access and visibility to AANA members.

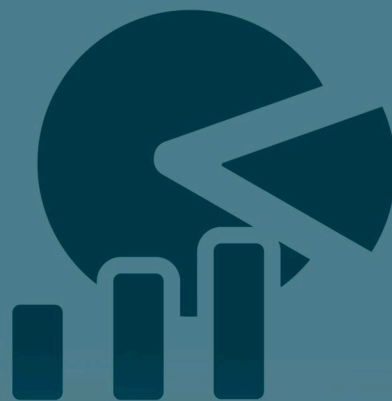


ENHANCE YOUR BRAND AWARENESS

- Receive year-long visibility via marketing exposure and recognition at AANA events and in the Annual Meeting program book, *Arthroscopy Journal*, dedicated corporate section on AANA website, Inside AANA e-newsletter, blog and social media.

INCREASE YOUR MARKET SHARE

- Turn AANA members into clients, deliver access to new markets and improve competitive positioning all year long by showcasing your products and services to a global audience of over 5,000 orthopaedic surgeons and medical professionals from 112 countries.
- Reach more than 500 orthopaedic surgeons who train at AANA Lab Courses every year.



BUILD ONE-ON-ONE RELATIONSHIPS

- Enjoy leadership access to key AANA decision-makers.
- Share your thought leadership via focused dialogues and industry spotlight interviews on innovations in practice, clinical and scientific advancements, policy and critical trends impacting the science and practice of arthroscopy and minimally-invasive surgery.
- Gain exclusive insights into trends, issues and research affecting the field.
- Receive special invitations to exclusive events.

[AANA.ORG/CORPORATE](https://aana.org/corporate)