

aaPM&R

American Academy of
Physical Medicine and Rehabilitation

Physicians Adding Quality to Life®



PM&R Panels

Specialty Intel Direct From the Source

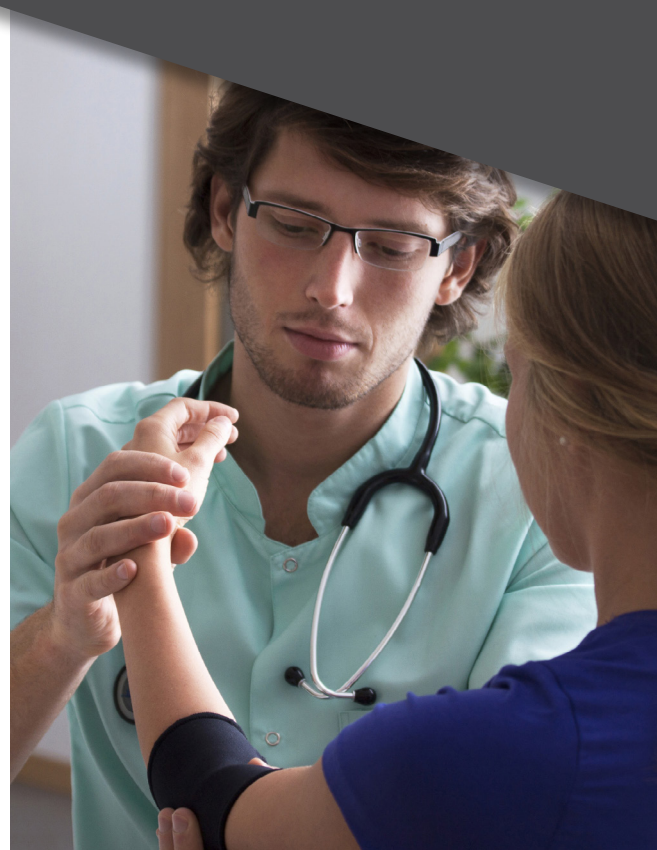
PM&R Panels provides your organization direct access to Physical Medicine and Rehabilitation (PM&R) physicians (also known as physiatrists). Gather intelligence on the perceptions of your organization, your products and services, as well as physicians' practice patterns, and more. Learn how your organization can position itself for success with this growing network of physicians who play important roles in patient care plan development and management.

How Does PM&R Panels Work?

PM&R Panels is a forum of PM&R physicians based on criteria your organization selects. The American Academy of Physical Medicine and Rehabilitation (AAPM&R) will work with your organization to define goals and identify the appropriate panel(s). The criteria for the panels is based on various data points AAPM&R member physiatrists have self-identified as part of their member profile. PM&R Panels can contain up to 750 PM&R physicians. The panel size is dependent on desired criterion.

Available Criterion for PM&R Panels:

- ✓ In-training PM&R physicians
- ✓ Practicing PM&R physicians
- ✓ Subspecialty certification
- ✓ Years in practice
- ✓ Primary practice setting
- ✓ Core clinical focus
- ✓ Primary clinical areas of care



Asking the Right Questions

Once your organization has created a panel(s), you choose how many questions to ask. In order to encourage strong participation and avoid survey fatigue, AAPM&R has set parameters regarding the number of questions you can ask. Surveys can include from 5 to 10 questions, plus a qualifying question (i.e., "Do you treat patients with xyz?"). Please see below regarding the fees and associated values for each survey option.

Introductory Pricing	Industry Relations Council (IRC) Participant	Non-IRC Participant
Survey Option A: Up to 5 questions <i>Maximum of 2 open-ended questions</i>	\$5,000 plus \$50 per response	\$7,500 plus \$50 per response
Survey Option B: Up to 10 questions <i>Maximum of 4 open-ended questions</i>	\$7,500 plus \$50 per response	\$9,000 plus \$50 per response
One additional qualifying question	No additional charge	No additional charge
Standard PDF report from survey tool	No additional charge	No additional charge

*Please call (847)737-6048 for details or alternative models.



AAPM&R's Efforts for Maximum Response Value

Based on AAPM&R's past market research learnings, the following are question parameters that elicit maximum response value:

- ✓ Sponsors are encouraged to provide ranges for answers, when possible, instead of allowing for an open-ended response.

Additional information:

- ✓ Follow-up questions such as: "if not, please explain," count as one question.
- ✓ Multiple choice questions are limited to 7 response options per question.
- ✓ The maximum number of questions is 10.
- ✓ The survey will remain open for 2 weeks (including weekends).

In order to encourage participation from selected panelists, all responses will remain anonymous. The specific response rate is not guaranteed, however, AAPM&R plans to market PM&R Panels in an effort to maximize response rates.

While the survey is open, panelists will receive an introductory request note from AAPM&R that will highlight the purpose of the survey, sponsoring organization (if desired), length of survey, duration and AAPM&R incentive, if applicable. Unresponsive panel participants may be reminded up to 3 times before the close of the survey.

Note: To deter survey fatigue, AAPM&R reserves the right to limit the number of surveys distributed in any given month.

Receiving the Intel

The fee includes results delivered in a PDF format, including open-ended responses. Raw data can be supplied to the sponsor for an additional fee (IRC: \$1,000/Non-IRC: \$2,500).

Results are for the sponsor's internal use only; no results may be included in externally-published materials without the expressed written consent of the American Academy of Physical Medicine and Rehabilitation (AAPM&R).

Order Form

Sponsor Name: _____

Primary Contact Name: _____

Primary Contact Phone: _____

Primary Contact Email Address: _____

PM&R Panel Criteria Selection

What are your primary goals for utilizing PM&R Panels?

1. _____
2. _____
3. _____

Please select as many of the following criteria as applicable. The criteria aligns with information AAPM&R member physiatrists have self-identified as part of their member profile. PM&R Panels can contain up to 750 PM&R physicians. The panel size is dependent on desired criterion, and AAPM&R will work with you to develop an appropriate panel based on your selections.

Member Category:

Practicing Physicians
Residents All
Residents: PGY4
Residents: PGY3
Residents: PGY1-2

Years in Practice:

*(Only applicable for the
Practicing Physician group)*

1–10 years
11–20 years
21–30 years
31–40 years
More than 40 years

Primary Practice Setting:

Private, Multispecialty
Group Practice
Private, Solo Practice
Private, PM&R-only Practice
Hospital
Academic
VA
Employed by Insurance

Subspecialty Certification:

Brain Injury Medicine
Hospice and Palliative Medicine
Neuromuscular Medicine
Pain Medicine
Pediatric Rehabilitation Medicine
Spinal Cord Injury Medicine
Sports Medicine

Core Clinical Focus:

Central Nervous System
Rehabilitation
General and Medical Rehabilitation
Musculoskeletal Medicine
Pain Medicine and Neuromuscular
Medicine
Pediatric Rehabilitation/
Developmental Disabilities

Primary Areas of Care:

Brain Injury Rehabilitation
Cancer Rehabilitation
Cardiopulmonary Rehabilitation
Complementary—
Alternative Medicine
Disability/Impairment Assessment
Electrodiagnostic Medicine
Geriatric Rehabilitation
Hospice and Palliative Medicine
Manual Medicine
Neuromuscular Medicine
Occupational Rehabilitation
Orthopedic Rehabilitation
Pain Medicine: Interventional
Pain Medicine: Non-Interventional
Pediatric Rehabilitation
Prosthetics & Orthotics
Rheumatological Rehabilitation
Spinal Cord Injury Medicine
Spine Medicine: Interventional
Spine Medicine: Non-Interventional
Sports Medicine
Stroke/Neurological Rehabilitation

See page 5 for Rules & Regulations and payment information »

Rules & Regulations

- No identifying information will be associated with responses.
- AAPM&R reserves the right to limit the number of surveys distributed in any given month.
- Follow-up questions such as: "if not, please explain," count as one question.
- Multiple choice questions are limited to 7 response options per question.
- Sponsors are encouraged to provide ranges for answers, when possible, instead of allowing for an open-ended response.
- The maximum number of questions is 10.
- The survey will remain open for 2 weeks (including weekends).
- The price includes results delivered in a PDF format, including open-ended responses. Raw data can be supplied to the sponsor for an additional fee (IRC: \$1,000/ Non-IRC: \$2,500).
- Results are for the sponsor's internal use only; no results may be included in externally-published materials without the expressed written consent of the American Academy of Physical Medicine and Rehabilitation (AAPM&R).
- AAPM&R must review and approve all survey materials prior to launch and reserves the right not to initiate the survey.

I, _____ represent organization/sponsor _____, and hereby agree with the defined rules and regulations.

NAME

DATE

Total \$

Method of Payment (Must be received in Advance)

Total payment in U.S. funds is due with this form.

Charge to the following: AMEX MasterCard VISA Discover

Card No. - - -

Expiration Date /

By signing below I accept the charges I have indicated on this form.

CARDHOLDER NAME/SIGNATURE
(Print name as it appears on card)

DATE

Mail or Fax application and payment to:

AAPM&R Advertising
P.O. Box 95528
Chicago, IL 60694-5528

or

Secure Fax: (847) 563-4191

Cancellation Policy

Cancellations must be received in writing 7 days prior to run date. All cancellations will be subject to a 20% administrative fee. Refunds will not be given once the campaign is initiated. **Note:** All cancellations must be made in writing.

For more information, please contact Sharon Popielewski at (847) 737-6048 or email spopielewski@aapmr.org.