

WOEMA / WOHC Practices and Procedures: *COMMERCIAL SUPPORT (CME) / SPONSORS (non-CME) / EXHIBITORS*

1. Commercial Support (CME)

The content or format of a CME activity or its related materials must promote improvements or quality in healthcare and not a specific proprietary business interest or a commercial interest. As an accredited provider of CME, WOEMA ensures that decisions are made free of the control of a commercial interest.

WOEMA cannot be required by a commercial interest to accept advice or services concerning teachers, authors, or participants or other education matters, including content, from a commercial interest as conditions of contributing funds or services. Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

2. Sponsors (Non-CME)

WOEMA and WOHC may accept sponsorship for non-CME activities. As such, WOEMA will clearly identify the paid advertising so members are made aware of the relationship. An example of this is Concentra's sponsorship of the WOEMA Window e-newsletter. There may be other opportunities for sponsorship of WOEMA activities.

3. Exhibiting Opportunities & Marketing

- Although revenues obtained from exhibitors may support other valuable programs at WOHC, the primary purpose for exhibits at WOHC must be to present valuable information and services to WOHC attendees.
- The development of exhibitors begins with relationships that are forged over time and then positively maintained. WOEMA works year-round on maintaining its relationships with vendors and encouraging their continued support. This is done through communications from WOEMA leaders, staff and members. It is also done by recognition provided at events, in newsletters, on the website, in email communications, and in person when possible. Cultivating these relationships also requires that exhibitors feel they are receiving a good return on their investment. The things that will bring them back include: good attendance, the right audience, a welcoming environment, good recognition, and good visibility.

- At the time of the exhibiting or sponsorship, the vendor is typically invited back again. Usually a sign-up form with an “early-bird” savings offer is presented at the conclusion of an event.
- There is also on-going outreach to new prospects in order to take the place of current ones that may not continue. This is a shared responsibility of staff and members in leadership roles to meet the informational goals set by the WOHC planning committee. Oftentimes, staff will call prospects to ensure they are aware of the opportunity after having received mailings. Leaders may reach out to those prospects they personally know, to further encourage involvement.
- There is a continued forwarding of prospect contact information to the WOEMA office where there is maintained a deep and notated database that is continuously being updated.
- It is important to pursue vendors and support to the 11th hour. Budgets/opportunities sometimes open up unexpectedly.
- It takes years to build a robust library of contacts. One way this can be done is by attending CME programs outside of OEM -- primary care, etc. and collecting business cards, lists of vendors, etc.
- Social networking and personal outreach is also important and that can be orchestrated by those so inclined.

4. Expectations for Membership Involvement

- Reach out to let vendors know their participation is valued and important
- While it is important to show interest and listen, there is no requirement to purchase the services or products of a company that provides support to WOEMA
- Be sure to thank and recognize vendors for their support of WOEMA and OEM
- Where possible, help vendors make connections with other members who may be able to use their services or products.
- While WOEMA and WOHC’s financial goals are important, no member is expected to go beyond what is usual and customary in forming a relationship or gaining a commitment from a vendor. When in doubt, check it out –

contact the WOEMA staff who are well-versed in CME boundaries of what is allowable and accepted practice.

5. Meeting WOEMA and WOHC Exhibitor and Financial Goals

- Budgeting for WOEMA and WOHC is done in November/December for approval by the new Board in January). The two budgets are set based on what is known and assumptions. For WOHC, it may be the location. For example, a WOHC held in CA is easier to attract commercial supporters and exhibitors than HI or Las Vegas.
- Venues affect costs: nice hotels in resort environments can raise costs, whereas some organizations reduce costs by offering CME at airport locations or at medical centers, etc. This is a variable the WOEMA controls when it decides where it wants to hold its events. Some companies do not support meetings in certain resort locations, so that should be taken into account when setting budgets and choosing locations.
- WOHC's budget is usually set to obtain a surplus depending on the location of the meeting and other CME activities. Many factors are taken into consideration when setting the budget including goals for revenue based on known factors such as location, prior track record at a certain venue, meeting costs, etc.
- WOEMA's budget is based on planned expenditures for lobbying or new revenue from a program (e.g. newsletter sponsorship). It is usually set to break-even. It is within this budget that WOEMA's overhead costs reside, along with lobbying expenses.

6. Guidelines for Exhibitor Participation

WOEMA seeks to provide its members with access to information about products and services of use in the practice of occupational medicine. To that end, WOEMA has established the following criteria for the acceptance of exhibits to its Western Occupational Health Conference (WOHC):

Permission to exhibit may be granted to firms if their proposed exhibit meets the following criteria:

1. Relevant to the practice of occupational medicine
2. Contribute to the educational goal of the Western Occupational Health Conference (WOHC)

3. For products that are direct clinical care based, perform in accordance with the claims made by the applicant. Firms should be able to provide credible evidence based information about their products that prove the products are beneficial and efficacious for the claimed outcome of interest.
4. For products that are practice management oriented, perform in accordance with claims made by the potential exhibitor applicant
5. Are safe when used in accordance with the instructions or recommendations of the applicant

7. Signage in Exhibit Area

So that WOHC attendees are aware that WOEMA does not endorse any of the products or services displayed in the exhibit area, signage should be placed at the door stating the following:

Evidence-Based Treatment

Exhibiting at WOHC does not imply WOEMA support or endorsement for products or services being offered.

WOEMA recommends that physicians and other health care providers use caution and investigate the evidence for any treatment.