Should Physicians Unionize? A Patient-centered Approach

RONALD E. DELANOIS, MD, FAAOS; SANDEEP S. BAINS, MD, DPT; JEREMY A. DUBIN; AND DOUGLAS W. LUNDY, MD, MBA, FAAOS

In the current healthcare model, increasing efficiency, reducing spending, and improving quality of care have led to practice consolidation and integration within hospital systems, which are heavily influenced by insurance companies and governmental entities. The momentum has resulted in the transition from physician-owned practices to physicians employed by hospitals or health systems, who now constitute up to 52.1 percent of physicians. This transition has changed the dynamic in the medical field.

AAOS 2024 Annual Meeting in San Francisco Offers a VIP Experience

The AAOS Annual Meeting convenes the global orthopaedic community for 5 powerful days of education, innovation, and collaboration. Now is the time to begin making your plans in earnest to attend the 2024 Annual Meeting in San Francisco, Feb. 12 to 16. Meeting registration and the full educational program become available at aaos.org/annual on Oct. 18.

This year’s meeting promises you a cutting-edge, VIP experience, featuring educational opportunities, networking prospects, and access to the latest orthopaedic innovations and technologies. The Annual Meeting Committee, chaired by Matthew T. Provencher, MD, CAPT MC USNR, MBA, FAAOS, received a superb response to its call for abstracts and applications earlier this year. The program that AAOS members are invited to experience in San Francisco reflects the highest-quality and most exciting advancements in the field.

“One of our goals is to continue to reinvent and reimagine this meeting,” says Dr. Provencher. “How we engage with education and our learning styles evolves, and we at the Academy are working to stay a step ahead to provide you with the best experience possible. We want you to come to this meeting and get a super high-impact educational experience that’s focused and tailored exactly to your needs.”

Shift in meeting dates

One way the AAOS 2024 meeting will differ from past years is where it falls on the calendar. Not only will the meeting be held earlier than usual in 2024—in February rather than March—but it will also span different days of the week. All programming will take place Monday through Friday rather than the traditional Tuesday through Saturday. This shift has been made following careful consideration of attendee feedback from past years and with the goal of creating the optimal attendee experience. It will allow those who have family and personal obligations to attend to them, help attendees avoid weekend travel, and get you home to your practice rested, energized, and ready to deliver next-level patient care. It also will free you up to take full advantage of all San Francisco and the surrounding area have to offer.

San Francisco: a meeting destination like no other

San Francisco, known for its iconic landmarks, cultural diversity, and picturesque beauty, is the perfect setting for the AAOS 2024 Annual Meeting. Since the Academy last held its Annual Meeting in San Francisco at the Moscone Center 12 years ago, the venue has undergone a notable change.

SPECIAL COVERAGE:

PRACTICE ALTERNATIVES

YOUR AAOS...

QUALITY & RESEARCH:

Survey Examines Patterns in PROMs Use in Practice among AAOS Members

YOUR AAOS:

AAOS Announces New Member Categories

OCTOBER 2023

aaosnow.org

The Official Member News Magazine of the AAOS

SEE PHYSICIAN UNIONS ON PAGE 15

SEE ANNUAL MEETING ON PAGE 35

Standing-room-only crowds gathered to take in the 3-day OrthoDome® program at AAOS 2023 in Las Vegas.
About AAOS Now

EDITORIAL:
As the leading orthopaedic news magazine, AAOS Now offers a unique blend of clinical news and information, advocacy updates, practice management advice, reports on research and quality, and the latest news from AAOS.

THE DAILY EDITION 2024:
The official publication of the AAOS Annual Meeting, the Daily Edition will be published onsite at the Moscone Center in San Francisco. Editorial coverage will include scientific presentations and posters, CME information, reports on meeting activities, and stories on Academy programs and initiatives. See separate rate card.

Meeting dates: Monday, February 12, to Friday, February 16

Contact your sales representative for sponsored content and targeted ad programs highlighting specialties, geography, career stage, and more!

Circulation

TOTAL: 27,300

BREAKDOWN:
AAOS Members: 26,625 US / 675 Canada

Sworn Statement

REACH: PRINT

Subspecialty | Reach
--- | ---
Foot and ankle | 2,200
Hand | 1,400
Hip and knee | 3,500
Pediatrics | 1,470
Shoulder and elbow | 4,300
Spine | 1,400
Sports medicine | 6,700

2024 Editorial Calendar

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<tr>
<th>Issue</th>
<th>Topical Theme</th>
<th>Specialty Theme</th>
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<tbody>
<tr>
<td>January issue</td>
<td>Limb Deformity</td>
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<tr>
<td><strong>Conference Bonus Issue</strong></td>
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<tr>
<td>February issue</td>
<td>Work/Life Balance</td>
<td>N/A</td>
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<tr>
<td>March/April issue</td>
<td>Biomechanics</td>
<td>Practice Management/Rehab</td>
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<tr>
<td>May issue</td>
<td>Osteoporosis/Bone Health</td>
<td>Sports Medicine</td>
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<tr>
<td>June issue</td>
<td>Infection Prevention/Treatment</td>
<td>Hand &amp; Wrist</td>
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<tr>
<td>July issue</td>
<td>Environmental Sustainability</td>
<td>Pediatrics, Oncology</td>
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<tr>
<td>August/September issue</td>
<td>Diagnostics Update</td>
<td>Trauma, Spine</td>
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<td>October issue</td>
<td>Physician-industry Relations</td>
<td>Hip, Knee</td>
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<td>November issue</td>
<td>Metastatic Bone Disease/Oncology</td>
<td>Foot &amp; Ankle</td>
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<tr>
<td>December issue</td>
<td>Innovations in Orthopaedics</td>
<td>Shoulder &amp; Elbow</td>
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Advertising Incentive Programs

NEW PRODUCT/NEW ADVERTISER DISCOUNT:
Commit to 3 paid ads for a new product and receive a 15% discount off the gross cost of each ad for the first 3 months.

SECOND PRODUCT DISCOUNT:
Run 2 different product ads in an issue and receive a 50% discount off the second (smaller ad unit) product ad.

CONTINUITY DISCOUNT PROGRAM:
Run 6, get 5% off each ad. Run 8, get 10% off each ad. Run 10, get 15% off each ad.

Earned Rates
Rates are based on the total units run in a calendar year (i.e., 6 full pages and 6 half pages earn 10x rate). Space purchased by a parent company and its subsidiaries is combined. Only paid ads count toward frequency.

AGENCY COMMISSION: 15%
DUAL RESPONSIBILITY: Advertisers agree to accept “dual responsibility” for payment to the AMC Media Group if the advertiser’s agency does not remit payment within 90 days of the invoice date.

2.5% surcharge for credit card payments

Advertising Rates

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COLOR RATES (In addition to earned B&W rate):
- 4-Color Process: $2,097

POSITIONS (In addition to earned B&W rate):
- 2nd Cover: 35%
- 3rd Cover: 10%
- 4th Cover: 50%
- Center Spread: 25%
- Rep Opp. Leadership Message: 15%

COVER OPP.
$22,000 net (client supplied)
$25,000 (includes printing cost)

COVER WRAPS:
$25,000 net

INSERTS:
Furnished inserts billed at B&W space rate, plus an additional $800 noncommissionable production charge

CLASSIFIED SECTION:
Color included. Includes a 30-day job posting on the DocWire News Career Center.

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Issuance & Closing Dates

FREQUENCY: 10x
Mailing Class: Periodical

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<td>January**</td>
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<td>February</td>
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<td>March/April</td>
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<td>Aug./Sept.</td>
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<td>October</td>
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<td>November</td>
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<td>December</td>
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**January Issue includes Bonus Distribution onsite at the 2024 AAOS Annual Meeting
Digital File Specifications

FILE FORMATS:
Preferred format is PDF/Acrobat 7 or later, set for compatibility with PDF version 1.6 (Acrobat 7). All high-resolution images and fonts must be included. All images must conform to the following minimum resolution specifications: Grayscale and color images: 300 DPI; Combination Grayscale and Color images: 500-900 DPI; Line art (Bitmap) images: 900-1200 DPI. Do not nest EPS files.

PAGE LAYOUT:
Supply as single page files only, Right Reading, Portrait Mode, 100% Size, No Rotation. Created to the trim of the magazine, plus a minimum 0.125" bleed on all sides. Keep live matter 0.5" from trim edges. Crop marks and SWOP color bars must be included, position 0.5" outside trim. Reverse type should be no less than 6 pt. Fine lettering (thin lines, serifs) should be restricted to one color. All fonts and graphics must be embedded or included with the files and conform to the file formats listed above.

PROOFS:
Proofs must be produced from the final file submitted. All proofs must conform to SWOP standards. For a list of current SWOP-approved proofs, visit www.swop.org/certification/certmfg.asp, and click on “Certified Systems & Ads.” Desktop inkjet printer proofs do not meet SWOP standards. AMC Media Group cannot guarantee color match unless acceptable proof is provided.

DISPOSITION OF MATERIAL:
Reproduction material will be held one year from last insertion.

Mechanical Requirements

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate issue date, page positioning, and other pertinent instructions on proofs and insertion orders. Contact AMC Media Group before ad is due for additional specifications. Submit in PDF format CMYK. Convert spot colors to CMYK. All fonts must be embedded. High resolution images. File and proof should include bleeds and trim. All material should be supplied to the following specs:

TRIM SIZE: 10.5" x 14"
PAPER STOCK: Inside: 60 lb. coated stock
BLEED: 0.125" Covers: 60 lb. coated stock
LIVE MATTER: 0.5" from trim and gutter
TYPE OF BINDING: Saddle-stitched

INSERTS:
Quantity: 29,000 required (includes spoilage)
Paper weight: 100# maximum

PAPER STOCK:
Inside: 60 lb. coated stock
Covers: 60 lb. coated stock
REPRODUCTION REQUIREMENTS:
DIGITAL FILES REQUIRED

Ad Sizes:

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<th>Ad Size</th>
<th>Non-Bleed</th>
<th>Bleed</th>
<th>Trim</th>
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Classified

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<td>4.7&quot; x 6.25&quot;</td>
<td>4.7&quot; x 6.25&quot;</td>
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ACCEPTANCE OF ADVERTISING:
All advertisements are subject to review and approval by AAOS.

AD PLACEMENT POLICY:
Interspersed within articles.

Specifications:
• King Size (Full Page) – 10.625" x 14.125" (0.125" head, foot, and face trim will be applied). Full-size inserts should be supplied untrimmed and folded.
• A-Size (Island Page) – 8" x 11" pre-trimmed head and face (0.125" foot trim will be applied). Inserts should be supplied folded.

Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires preclearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with AMC Media Group for availability and other information required.

COVER TIPS:
Standard Trim size: 10.5" x 6"
Minimum trim size: 3.5" x 5" for a single page, 4" x 6" for multiple page cover-tips

If client is providing the files for AMC Media Group to print, please include a bleed of 0.125". If client is providing preprinted materials, they must be trimmed to spec. Cover wraps and outserts are also accepted in AAOS Now. Contact your sales representative for pricing and available issues. Polybagged items must be no larger than publication trim size.
ROS ADVERTISING ON AAOS.org

AAOS.org is a one-stop shop for orthopaedists and is the official website of the AAOS. Content includes news, meeting information, AAOS periodicals, guidelines, education, and more.

CPM:
- $120 for US, $110 for outside US

AD SIZES:
- 728x90
- 160x600
- 300x250
- Sticky banner: 728x90

AVERAGE MONTHLY METRICS:
- Page views: 521,336
- Impressions: 500,000
- Users: 80,231
- Sessions: 136,531

SPONSORED CONTENT

Client supplied videos and sponsored content now accepted on AAOS.org. Sponsored content can be a white paper, case study, video, etc.

PACKAGE INCLUDES:
- Your video content will be predominantly placed on AAOS.org’s home page and AAOS Now’s landing page
- 2 placements in Headline News Now
- 100% SOV banner ads around sponsored content

BENEFITS:
- Align your content with a credible trusted source

COST:
- Starting at $6,000/month. Please contact your sales rep for more details.

SUB-SPECIALTY CHANNEL BUY PACKAGE

100% SOV sponsorship of one of 8 sub-specialties pages.

PACKAGE INCLUDES:
- 100% SOV across ads in your channel
- 10K impressions each month you sponsor
- One newsletter per month
- Premium ad highlighted on AAOS Homepage

BENEFITS:
- Align your banners with content relevant to your product/service
- Own the sub-specialty, blocking out the competition on AAOS.org

COST:
- $5,000/month. Please contact your sales rep for more details.

CONTACT: Monique McLaughlin 908-440-0203 mmclaughlin@aaos.org | Lauren Morgan 267-980-6087 lmorgan@aaos.org
**HEADLINE NEWS NOW eNEWSLETTERS**

Headline News Now provides the latest updates in orthopaedics and health care. The twice-weekly e-newsletter includes a brief overview of breaking news and medical announcements with links to more detailed information, keeping orthopaedists current on the latest in this field.

**REACH:** 30,000 AAOS Members
U.S. SENDS: 24,000

**AVERAGE OPEN RATE:** 20%

**AD POSITONS AND COST:**
Ad unit: 300x250
eNewsletters: $1,800 per ad slot
3 ad slots per email

**ANNUAL MEETING EDITIONS:**
HNN will deploy Tuesday and Thursday the week of AAOS Annual Meeting
3 ad slots per email
$2,200 per ad slot

**MATERIALS DUE:**
7 days prior to deployment date

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**AAOS NOW eTOCs**

AAOS Now eTOCs are deployed ahead of each issue to readers, highlighting the issue’s cover story, featured sections, and more.

**REACH:** 34,000 Recipients

**AVERAGE OPEN RATE:** 20%

**RATES:**
- $2,800 for 50% SOV
- $5,200 for 100% SOV

**AD SIZES:** 2 - 300x250

**MATERIALS DUE:**
7 days prior to deployment date

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**THE BONE BEAT PODCAST**

AAOS PODCAST SPONSORSHIPS
$10K QUARTERLY BUY INCLUDES:
- 15-second script (pre-roll & post-roll)
- Roadblock display banners
- 100% SOV Banner Advocacy monthly eNewsletter reaching 28,000

Covers professional development topics of interest to the musculoskeletal community, from financial literacy and research opportunities to surgical skills and networking. Conversations between early-career surgeons and experienced attendings offer practical tools for guided growth in the specialty.

Covers the latest health policy issues affecting musculoskeletal health. Each episode features expert insights on the changing landscape of orthopaedics and advocacy efforts to advance quality and access to care.