



HOPA

Hematology/Oncology
Pharmacy Association

INDUSTRY RELATIONS COUNCIL



About HOPA

Mission

To support pharmacy practitioners and promote and advance hematology/oncology pharmacy's ability to optimize the care of individuals affected by cancer

Strategic Goal Areas

- Advocacy
- Professional development
- Professional resources and tools
- Research

Scope of Activities

HOPA members occupy prime positions of influence, where they may

- teach or advise prescribers
- engage in clinical research
- write orders for supportive cancer care
- participate in developing clinical pathways
- perform medication-use evaluations
- serve on formulary subcommittees
- serve on pharmacy and therapeutics committees
- participate in institutional review board meetings.

Spheres of Influence

- Academic institutions
- Community hospitals and cancer centers
- Ambulatory care providers
- Government organizations
- Private-sector companies
- Health maintenance organizations
- Industry

HOPA Members

Specialties

HOPA members work in a range of specialties:

- Hematology
- Oncology
- Bone marrow transplantation
- Pediatric care
- Senior adult care
- Palliative care
- Supportive care
- Administration
- Clinical practice

Certifications

Nearly 50% of HOPA members have received the Board Certified Oncology Pharmacist (BCOP) or Board Certified Pharmacotherapy Specialist (BCPS) credential.



HOPA Contact

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Why Connect with HOPA?

The Hematology/Oncology Pharmacy Association (HOPA), a not-for-profit organization with more than 3,300 members, is the **only pharmacy organization in the United States that focuses solely on hematology/oncology**. HOPA provides the latest, most pertinent information in the field. Its members are highly trained decision makers who are actively engaged in medication management and the challenging business decisions demanded of those in this specialized profession.

HOPA attracts clinicians, educators, researchers, and administrators and is committed to helping practitioners navigate the rapidly changing world of oncology practice.

The **HOPA Industry Relations Council (IRC)** enables you to connect in significant ways with leaders in hematology/oncology pharmacy. It

- provides a format for establishing and building relationships
- fosters open dialogue among key industry representatives who have ties to the specialty of hematology/oncology pharmacy
- allows participants to gain a greater understanding of mutual areas of interest
- advances programs that promote optimal, cost-effective care for patients affected by cancer.

Participation in HOPA's Industry Relations Council is open to all organizations that support HOPA's mission and goals.



PREMIER LEVEL: \$50,000

Premier-level IRC participants receive the benefits in the bulleted list below and may also choose up to 6 options from the second list or a combination of options for a value of up to \$40,000.

- Dashboard of annual demographics of HOPA members
- Subscription to *HOPA News*, HOPA's quarterly newsletter
- Listing of your company's clinical trials on HOPA's website
- Listing of your company's patient assistance programs on HOPA's website
- Recognition as an IRC participant on HOPA's website
- Up to 4 seats at the annual IRC Summit
- Up to 6 invitations to the IRC reception at HOPA's annual conference
- Up to 6 industry-sponsored posters at the annual conference
- Up to 6 complimentary registrations for the annual conference (value of \$630 each, or \$3,780)
- List of annual conference attendees and their institutional affiliations
- Recognition signage at the annual conference
- Recognition signage at your company's booth at the annual conference

OPTIONS

- Meeting with HOPA Board of Directors to discuss products in development or opportunities for collaboration—agenda to be set by your company (value: priceless)
- Phone call with HOPA Board of Directors to discuss products in development or opportunities for collaboration—agenda to be set by your company (value: priceless)
- Meeting with HOPA's Quality Oversight Committee or Patient Outreach Committee—agenda to be set by your company (value: priceless)
- Priority booth placement at HOPA's annual conference (value: priceless)
- Priority ad placement in *HOPA News* (value: priceless)
- Accreditation Council for Pharmacy Education (ACPE) credits available through HOPA's virtual learning offerings (value depends on the number of credits offered per course or session)
- Eligibility to host an advisory board meeting during the annual conference (value: \$25,000)
- Opportunity to participate in the reverse expo at the annual conference—your company representatives are able to meet with HOPA members from a range of institutions (value: \$10,000)
- Opportunity to send 2 blast e-mails to HOPA members (value: \$2,500 each, or \$5,000)*
- Discounted sponsorship of a podcast (value: \$4,000)
- Discounted sponsorship of a webinar (value: \$4,000)
- Your company's electronic survey on a topic of your choice sent to HOPA's membership (value: \$2,500)
- Mailing list of HOPA members (value: \$2,500)

**Blackout dates apply.*

EXECUTIVE LEVEL: \$30,000

Executive-level IRC participants receive the benefits in the bulleted list below and may also choose 3 options from the second list or a combination of options for a value of up to \$19,000.

- Dashboard of annual demographics of HOPA members
- Subscription to *HOPA News*, HOPA's quarterly newsletter
- Listing of your company's clinical trials on HOPA's website
- Listing of your company's patient assistance programs on HOPA's website
- Recognition as an IRC participant on HOPA's website
- Up to 2 seats at the annual IRC Summit
- Up to 3 invitations to the IRC reception at HOPA's annual conference
- Up to 3 industry-sponsored posters at the annual conference
- Up to 3 complimentary registrations for the annual conference (value of \$630 each, or \$1,890)
- List of annual conference attendees and their institutional affiliations
- Recognition signage at the annual conference
- Recognition signage at your company's booth at the annual conference

OPTIONS

- Priority booth placement (value: priceless)
- Phone call with HOPA Board of Directors to discuss products in development or opportunities for collaboration—agenda to be set by your company (value: priceless)
- Accreditation Council for Pharmacy Education (ACPE) credits available through HOPA's virtual learning offerings (value depends on the number of credits offered per course or session)
- Opportunity to participate in the reverse expo at the annual conference—your company representatives are able to meet with HOPA members from a range of institutions (value: \$10,000)
- Opportunity to send 2 blast e-mails to HOPA members (value: \$2,500 each, or \$5,000)*
- Discounted sponsorship of a podcast (value: \$4,000)
- Discounted sponsorship of a webinar (value: \$4,000)
- Your company's electronic survey on a topic of your choice sent to HOPA's membership (value: \$2,500)
- Mailing list of HOPA members (value: \$2,500)

**Blackout dates apply.*

ASSOCIATE LEVEL: \$15,000

- Dashboard of annual demographics of HOPA members
- Subscription to *HOPA News*, HOPA's quarterly newsletter
- Listing of your company's clinical trials on HOPA's website
- Listing of your company's patient assistance programs on HOPA's website
- Recognition as an IRC participant on HOPA's website
- 1 seat at the annual IRC Summit
- 1 invitation to the IRC reception at the annual conference
- 1 industry-sponsored poster at the annual conference
- 1 complimentary registration for the annual conference (value: \$630)
- List of annual conference attendees and their institutional affiliations
- Recognition signage at the annual conference
- Recognition signage at your company's booth at the annual conference

Conditions of Participation

All applicants to the Industry Relations Council must be approved by HOPA. Those approved for participation in the IRC will receive copies of all relevant policy documents and must abide by these policies:

- All activities of the IRC participant must be consistent with HOPA's mission.
- The fee for participation must be paid annually by each organization.
- Each council participant will identify one contact person who will select up to two individuals to participate in council activities and events for the given year. Alternate representatives may participate in functions if advance notice is given.
- Solicitation of other council participants and HOPA representatives during council activities and events is strictly prohibited.
- Use of the HOPA logo is prohibited unless prior written consent is given.
- Signature of the application for participation indicates agreement to abide by these policies and any other rules governing activities on the council. Violations of stated or implied policies will be reported to HOPA and may result in forfeiture of council participation, at the sole discretion of HOPA



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**Industry Relation Council:
Your Direct Connection
to More Than 3,300
Hematology/Oncology
Pharmacists**