

OAC Sponsored Membership Program

Connecting Patients and Physicians – Together We DO Make a Difference



Dear Friend,

Those who are seeking treatment for their obesity need all the support that they can get. And most importantly, they need to know that they are not alone in this fight.

The Obesity Action Coalition (OAC) is proud to offer a program developed specifically for physicians and surgeons to help them engage their patients in their care and the cause – the **OAC Sponsored Membership Program**. This program allows you to purchase OAC memberships for your patients at a discounted rate of \$10 each (*regular price of Individual Membership is \$20/year*). In addition, when making that commitment to purchase memberships for your patients, you and/or your practice will automatically qualify as a member of the prestigious OAC Chairman's Council, the highest membership level of the OAC.

How Membership in the OAC Makes an Impact in Patient Care

When patients become a member of the OAC, it not only keeps them educated and connected to obesity, but it also builds a strong voice that makes a powerful impact in advocacy. Each of these is an important component in the fight against obesity.

Practices and physicians who are current participants in the Sponsored Membership Program have seen many great benefits to their patients becoming involved with the OAC. Some practices want to engage their patients in advocacy activities, in order for them to make an impact on issues such as improving access to obesity treatments. Other practices see the value of the educational benefits their patients will receive, such as a yearly subscription to the OAC's quarterly publication, *Your Weight Matters Magazine*. No matter what motivates you as physician, supporting your patients is important - and OAC membership allows you to show your support.

More information about the OAC, how the program works, the various benefits to OAC membership and Chairman's Council membership, and much more can be found in the enclosed packet.

If you should have any questions, please feel free to contact us at the OAC National Office at (800) 717-3117 or membership@obesityaction.org.

We hope you will consider being a part of this important program for you and your patients. There is no better way to show your patients that you support them and stand by them. The OAC is an organization for you and your patients, and together we DO make a difference.

Sincerely,

Pamela R. Davis

Pam Davis, RN, CBN
OAC Chairman of the Board

A handwritten signature in black ink, appearing to read "Lloyd Stegemann".

Lloyd Stegemann, MD, FASMBS
Chair of OAC Sponsored Membership Program

OAC Sponsored Membership Program

*Support
Your Patients*

About the Sponsored Membership Program

A great way to show your support of your patients and keep them connected in the fight against obesity is to participate in the OAC's Sponsored Membership Program. This program allows you to purchase OAC memberships at a discounted rate for each of your patients.

Developed specifically for healthcare professionals, physicians and surgeons, the goal of this program is to offer you a way to support your patients after treatment and to also keep those patients connected and involved by being part of the OAC.

In participating in this program, your practice will also qualify as a member of the OAC Chairman's Council. The OAC Chairman's Council is the highest and most prestigious membership level of the OAC and offers many valuable benefits, including an opportunity to let others know about your practice.

Program Details

Memberships purchased through this program are offered only to participating practices at \$10 each (*regular Individual Membership in the OAC is \$20/year*). OAC membership is on an annual basis, however, this program does not require practices to purchase memberships after the first-year.

To comply with patient privacy laws, the OAC asks that the practice allows the patient to join themselves when becoming a member (a customized form is supplied to the practice by the OAC), or disclose to your patients in writing that OAC membership is included with your program. (*If your practice chooses this route, you will want to offer a way for patients to "opt out."*)

Benefits to Your Patients for Participating in the Sponsored Member Program

- Receive a one-year subscription to OAC's Magazine
- Have access to educational resources and ongoing education
- Can get involved in advocacy and become an active advocate
- Are part of an organization that represents their interests

Benefits to Your Practice for Participating in the Sponsored Member Program

- Shows your support of your patients
- Automatically entitles you to membership in the OAC Chairman's Council
- Is great exposure for your practice
- Helps with impacting advocacy issues, such as access to care

How the Program Works

The Sponsored Membership Program is easy to implement at your practice. We have designed this program to be as least time intensive on your staff as possible. This program has a general outline of how it works, however you are welcome to customize the program as it fits you and your practice best. Here is a look at how the program works:

1. Once you sign-up for the Sponsored Membership Program, we will ask you to designate a point-person from your office/staff to work with the OAC. This person is usually the office administrator, program coordinator or the person in charge of all patient paperwork.
2. The OAC will then provide the point-person a form customized to your practice that is to be given to each of your patients. This form is typically included in the informational packet given to patients along with their patient paperwork.
3. Once the patient completes the form, the form is then sent to the OAC, typically by the staff of the practice. Forms are generally sent together in a group approximately once a month, depending on the practice's preference.
4. Once the OAC receives the batch of membership forms, they will be processed according to the practice's preference. Some practices may opt to have a credit card on file that is to be charged each month, while others may choose to send in a check with all memberships each month. An invoice will always be provided once the memberships have been processed.
5. It's that simple!

Sign-up Today or Request More Information!

To sign-up today, please see the official Program Application. To learn more about this program and how you can customize it to fit your practice's needs, please contact Kristy Kuna at (800) 717-3117 or kkuna@obesityaction.org.

Why OAC Membership is Important

in the Fight against Obesity

Keeping Patients Connected and Educated

The OAC conducts a wide variety of educational programs and offers educational resources for pre and post-treatment patients. Often times we see patients who have sought treatment and do not continue getting educated about issues that may arise along their weight-loss journey. OAC members are fortunate to receive this information on an ongoing basis through its educational resources.

One of the most popular educational tools is the OAC's official quarterly publication, *Your Weight Matters Magazine*. This publication is just one of the great benefits to membership in the OAC and contains a wide variety of information for both pre and post-treatment patients. And the best part is - the magazine is designed specifically for patients.

In addition, the OAC informs its members about issues that affect them and gives them the opportunity to stay involved and make a difference. Our members engage in a variety of advocacy initiatives and also help educate others in their communities about obesity.

Advocacy - Building a Voice in Obesity

Our members are active voices in obesity. A strong voice is needed in order to impact change, and membership in the OAC is what gives individuals that strong voice. There are many advocacy issues that need to be addressed that impact the health and lives of those affected.

Our members have worked on issues ranging from combating weight bias to working to improve access to obesity treatments. The OAC gives its members a platform to voice their concerns and get actively involved. Many of our members have been the driving force behind impacting key legislation and have also been active advocates on working to improve insurance coverage of obesity treatments.

Those who have chosen to treat their obesity are often some of the OAC's strongest advocates. The power behind these individuals joining together who have faced their obesity is remarkable. We need more voices and more individuals to get involved - and becoming a member of the OAC is a great place to start.

About the OAC

Who We Are

The Obesity Action Coalition (OAC) is a National non profit organization formed in 2005 to bring together individuals affected by obesity, severe obesity and childhood obesity. The OAC serves these individuals, as well as the public, through education and advocacy.

Those who are affected by obesity need their voices heard. There are so many issues that impact the health and lives of those affected by obesity each and every day, and in order to drive change, these individuals need to come together and let our elected officials know the importance of addressing the obesity epidemic.

Who We Represent

As an advocacy organization, the OAC's foundation is its membership. The OAC represents all individuals impacted by obesity - whether the individual is currently struggling with obesity, has successfully and/or unsuccessfully treated their obesity, or is a friend or family member of someone affected.

The OAC's membership is also comprised of healthcare professionals, physicians, surgeons and companies/organizations that are interested in advancing the cause of obesity and helping patients. These groups play an important role in patients' lives and are an equally important part of the OAC.



Obesity Action Coalition
4511 North Himes Ave., Suite 250
Tampa, FL 33614
(800) 717-3117

www.obesityaction.org
info@obesityaction.org

OAC Membership

Benefits to Members

There are many reasons for physicians and practices to sign-on to participate in the OAC Sponsored Membership Program, but one of the most exciting aspects of this program are the valuable member benefits that your patients will receive, in addition to you and your practice.

Membership Benefits for Individual Membership

When you purchase memberships for your patients, they will instantly be a part of the only group that represents those affected by obesity. In addition, they will also receive a list of valuable member benefits to help them in their weight-loss journey. Not to mention they will also have the opportunity to engage in a variety of advocacy initiatives and be involved in important advocacy work, impacting the millions of Americans affected by obesity.

Member benefits to your patients include:

- Official welcome letter and membership card
- Annual subscription to the OAC's official publication, *Your Weight Matters Magazine*
- Subscriptions to *OAC Members Make a Difference* and *Obesity Action Alert* monthly e-newsletters
- Ability to purchase Educational Add-ons
- "Bias Busters" Alerts, alerting specifically to issues of weight bias
- Immediate Advocacy Alerts on urgent issues and access to the OAC's expert advocacy team
- Ability to lend your voice to the cause

Chairman's Council Membership Benefits

When purchasing memberships for your patients, you will automatically qualify as a member of the OAC Chairman's Council. The Chairman's Council is the OAC's highest and most prestigious membership level. Being a part of the OAC Chairman's Council offers you valuable member benefits, but most importantly it demonstrates to your patients and the public that you have made a strong commitment to make a difference in obesity. Benefits to Chairman's Council Membership include:

- Official membership certificate(s)
- Link on the OAC Web site
- Listing on OAC Web site and in *Your Weight Matters Magazine*
- Formal announcement in OAC's e-newsletter welcoming and thanking you for your support
- Recognition at National conferences attended by the OAC year-round
- Ability to add up to five additional individuals to your membership
- Bulk subscription to *Your Weight Matters Magazine*
- Unlimited access to the OAC's resources in bulk
- Subscriptions to *OAC Members Make a Difference* and *Obesity Action Alert* monthly e-newsletters
- "Bias Busters" Alerts, alerting specifically to issues of weight bias
- Immediate Advocacy Alerts on urgent issues and access to the OAC's expert advocacy team
- Ability to lend your voice to the cause
- Discount on advertising in *Your Weight Matters Magazine*: Platinum - 20%; Gold and Silver - 15%; Bronze - 10%; Patron - 5% (Note: Discount cannot be combined with advertising agency discount or any other promotional discounts.)

To view a current list of fellow Chairman's Council Members, please visit the "Membership" or "Helpful Links" section on the OAC Web site at www.obesityaction.org.

OAC Sponsored Membership Program

*Support
Your Patients*

Application

Company Contact Information

Company: _____

Point of Contact for Program: _____

Contact Title: _____

Address: _____

City: _____ State: _____

Zip: _____ Phone: _____

E-mail: _____

Credit Card Authorization

If you select an option that requires a credit card to be kept on file and charged, please complete the below credit card authorization information.

Credit Card to Use:

Visa® MasterCard® Discover® Amex®

Credit Card #: _____

Exp. Date: _____ Billing Zip Code: _____

Name on Card: _____

Signature: _____

Chairman's Council Benefits

By participating in this program, you automatically qualify as a member of the OAC Chairman's Council. The Chairman's Council offers valuable exclusive member benefits. For access to your member benefits, complete the below information.

Company Name to be listed on the Web site: _____

Web site address: _____

Number of copies of OAC magazine to be mailed each quarter: _____

Return to: OAC
4511 North Himes Ave., Suite 250
Tampa, FL 33614

Or Fax to: (813) 873-7838

Program Options

There are several options available to structure your program. Please select one of the following options:

Option 1:

Bill Monthly or Quarterly Using a Credit Card

We would like to send in our patients' membership applications:

- Monthly
- Quarterly

We would like for you to keep our credit card on file and bill us at the end of the month. We would also like an invoice to be sent each month when the credit card is charged, detailing which patient memberships were charged.

Option 2:

Bill Monthly or Quarterly and Submit a Check

We would like to send in our patients' membership applications:

- Monthly
- Quarterly

Option 3:

Pre-pay for 100 Memberships

We would like to pre-pay for 100 memberships, totaling an initial payment of \$1,000. Memberships can be sent directly to the OAC on an ongoing basis. Once 100 memberships have been received, we can continue the program and submit additional payment. The initial payment can be received by check or credit card.

Option 4:

Create Your Own Program

Create your own structure that meets your needs. Contact Kristy Kuna at (800) 717-3117 or kkuna@obesityaction.org.

Questions?

Contact Kristy Kuna, Director of Membership, at: (800) 717-3117 or kkuna@obesityaction.org.