Corporate Partners Provide Opportunities at ASA® ADVANCE 2022: The Anesthesiology Business Event

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ASA's annual practice management event is back. And it's better than ever, changing with the business of anesthesiology to address current issues and illuminate the future. We've even given the meeting a new name to match the new perspective – ASA ADVANCE 2022: The Anesthesiology Business Event. Because we know attendees are grappling with new challenges – novel payment models, economic pressures, and staffing shortages, to name a few – corporate sponsors are evolving along with us. They'll be offering new ideas and targeted solutions along with opportunities to explore a wide range of innovative products and services. ASA can't solve the challenges our specialty faces without partners. And we can't host a truly robust practice management meeting without them, either.

"Without our corporate partners, many of the networking and educational opportunities you'll see simply wouldn't be there," said Lilian Kanai, MD, MBA, FACHE, FASA, Chair of the ASA Committee on Practice Management. "It's a symbiotic relationship: corporate partnerships provide ASA the support we need to host a state-of-the-art practice management meeting, and our partners benefit from ASA member engagement."

ASA ADVANCE 2022: The Anesthesiology Business Event benefits from over $300,000 of revenue generated through sponsorships and exhibitors. This revenue enables ASA to do more, and to do it better. But these partnerships add value beyond much-needed financial resources. Corporate partners bring a host of solutions together in one place, exposing attendees to innovations and ideas and arming them to craft and implement plans that enhance financial and business performance.

The exhibit hall is the heart of partner activity. The hall will be packed with opportunities for attendees to learn from, and engage with, corporate sponsors. “This year’s exhibit hall is a can’t-miss destination,” said Deborah Greif, ASA’s Corporate Relations and Business Development Executive. “Attendees will be invited to explore products and services aimed at helping practices wrestle with industry consolidation, tackle change management and alternative payment models, meet real-world financial scenarios, and more.” Learning opportunities will include a non-CME education session and Smart Stage educational talks. There will even be gamification opportunities. And when attendees are ready to learn from colleagues, they can take advantage of sponsor-hosted networking opportunities with morning coffee, lunch breaks, happy hour activities, and evening receptions on Friday and Saturday.

ASA’s corporate partners – practice management companies, financial service companies, coding and billing companies, and others – will share resources, and answer questions about their products and services throughout the weekend. There will be something for every track: Anesthesia Administrators and Executives (AAE), Residents, Small to Medium Groups, and Essentials (formerly Fundamentals). And because the sponsors attending ASA ADVANCE 2022: The Anesthesiology Business Event offer solutions to the problems our specialty faces, they're well positioned to shed new light on strategies and tactics to help attendees grow practices efficiently and effectively.

ASA ADVANCE 2022: The Anesthesiology Business Event is designed to inspire with rich educational offerings and networking opportunities. Our corporate partners are a key part of the meeting. As a member, you are, too. Every time you engage with sponsors, you help keep our meetings vibrant by motivating industry to continue supporting ASA’s conferences. So join us for ASA ADVANCE 2022: The Anesthesiology Business Event in Dallas, January 28-30. And be sure to visit the exhibit hall to take advantage of sponsored learning opportunities while you’re there. Visit asahq.org/advance for more information.

Susan Carlson, MS.Ed, is ASA’s Chief Learning Officer.