



AMERICAN ACADEMY OF  
ORTHOPAEDIC SURGEONS

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**RE: A new opportunity to give you valuable exposure to your target audience!**

How would you like to get your company's name in front of more than 20,000 practicing orthopaedic surgeons? Better yet, to have your company listed on their professional association's website? Could you imagine a stronger, more powerful marketing tool?

The *Practice Management reSOURCE Directory* can be your entry to this important market. Offered by the American Academy of Orthopaedic Surgeons (AAOS), the AAOS *Practice Management reSOURCE Directory* is an ideal opportunity for you to increase your visibility among, and access to, more than 20,000 orthopaedic surgeons.

**A Member Benefit that Benefits YOU**

- You will reach a target audience when they are motivated and ready to buy your products and services
- You will gain high-value contacts and inquiries directly from prospective clients
- The confidential endorsements you get from other orthopaedic practices make you a resources worth "checking out"
- One new client engagement will more than cover the cost of joining the Directory
- You will receive discounts on advertising rates in two of the most read and endorsed orthopaedic publications: AAOS Now and the Journal of the American Academy of Orthopaedic Surgeons (JAAOS)

Our members asked for this resource, so you know they will use it – and they are – there have been **over 1300 member visits this year alone!** We invite you to become a featured company in what is quickly becoming a "go to resource" for our members seeking help solving their practice challenges. Promotional announcements for the *reSOURCE Directory* are featured in AAOS Now, JAAOS and on the AAOS on-line Practice Management Center home page, to increase your company's exposure to our members – your prospective customers.

The *reSOURCE Directory* is becoming a preferred place AAOS members look to for information on companies that provide practice management products and services in: day-to-day operational assistance, business expansion, compliance, reimbursement, human resource support, information technology, legal assistance and other specialized services.

Applying for the *reSOURCE Directory* is easy. Visit [http://www.aaos.org/pmrdr\\_company](http://www.aaos.org/pmrdr_company) to complete the on-line application and download the endorsement forms and read the FAQs. The annual fee is \$825. Because the AAOS wants to ensure that the *reSOURCE Directory* is populated by reliable companies, every listed company must obtain endorsements from three satisfied orthopaedic practice clients. The endorsement must be completed by orthopaedic practices whose group includes AAOS members. You will not be invoiced until your company has been approved for inclusion in the *reSOURCE Directory*.

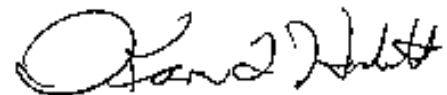
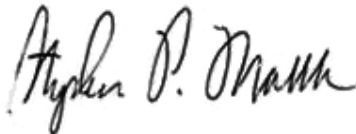
To learn more about this opportunity contact Jackie Ryan, AAOS Practice Management Program Coordinator, at 847-384-4334 or via email at [ryan@aaos.org](mailto:ryan@aaos.org)

We look forward to your participation in the AAOS *Practice Management reSOURCE Directory*.

Yours Sincerely,

Stephen P. Makk, MD, MBA  
Chair, AAOS Practice Management Committee

Karen L. Hackett, FACHE, CAE  
AAOS Chief Executive Officer



P.S. To learn more about the AAOS, visit [www.aaos.org](http://www.aaos.org)