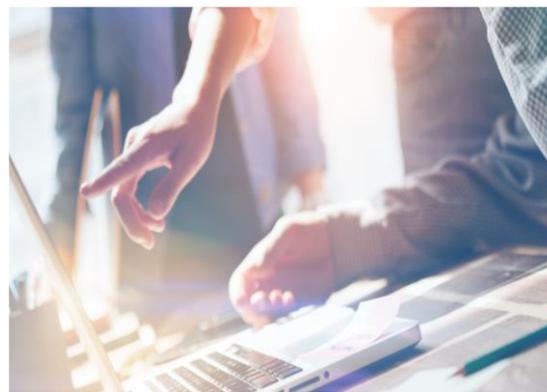


# ONS Business Development



[www.ons.org](http://www.ons.org)

# About ONS

*What is ONS? The largest oncology nursing professional organization in the United States that's globally recognized as a standard-setting, trusted, collaborative, and culturally-sensitive partner.*

**ONS's strategic priorities** are to advance the quality of cancer care and the safety of patients and staff; and to grow the society by recruiting, engaging, and retaining diverse nurses who care for patients with cancer.

**We serve** people with cancer and those at risk for or surviving cancer. ONS is committed to providing the most comprehensive information to help nurses provide the highest quality care.

## Who do we serve?

**39,000 MEMBERS** spanning all practice settings and diverse roles

**100,000+** member and non-member outreach

**30** ONS online membership communities

**221** local chapters

## ONS Mission and Vision

Our **Mission**: to advance excellence in oncology nursing and quality cancer care

Our **Vision**: to lead the transformation in cancer care through Innovation, Excellence, and Advocacy

## What do we do?

### Policy

- The nursing workforce
- Quality cancer care
- Scope of practice
- Patient access

### Clinical

- Organizational Initiatives (Culture of Safety, Healthy Nurse Healthy Nation)
- Patient assessment and education tools
- ONS Standards and Guidelines for clinical practice
- ONS position statements
- Three top ranked journals
- Award winning books
- Online courses

### Research

- Putting Evidence into Practice (PEP) - Evidence-based resource for symptom management
- Focus on implementation science
- QCDR and Quality Measures

# ONS Business Development

## Who we are

**ONS Business Development** supports the ONS mission through collaborative efforts to address clinical practice gaps. By providing innovative solutions to practice challenges, we create opportunities to reach oncology nurses and other healthcare professionals with current, evidence-based information on symptom management and new cancer therapies. In partnership with our Clinical and Learning and Development teams, we ensure that oncology nurses have the resources, knowledge and competence to implement evidence-based care and meaningful practice improvements.



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# 2019 ONS Clinical Priorities

## Cancer Treatment

*rapid response to new developments and approvals*

new drugs  
combination regimens  
USP <800> • hazardous drugs  
oral agents • biosimilars  
clinical trials  
IO • CAR-T  
biomarkers • targeted therapies  
supportive care  
radiation and chemotherapy

## Nurse Practitioner

*prepare APNs to practice at the highest extent of their license*

NP role development  
leadership development  
health & wellness for nurses  
NP training curriculum  
NP competencies  
needs of experienced NPs  
oncology issues in primary care  
mentorship for APNs new to role

## Survivorship

*long term quality of life issues and transitions in care*

models of care  
National Navigation Roundtable initiatives  
transitions in care  
survivorship clinic resources  
long term symptom management and treatment adverse effects  
Commission on Cancer standards  
oncology nurse navigator needs

## RESOURCES AND INITIATIVES

nursing considerations  
new drugs and combinations  
targets and associated therapies  
immunology education  
safe handling resources  
nursing and patient care tools  
access to clinical trials  
underserved populations  
oral drug parity  
biomarker and target testing  
non-oncology providers

## RESOURCES AND INITIATIVES

screening recommendations  
reimbursement  
diagnostic procedures by disease site  
APN considerations for new drugs/products  
support for nurse NPs  
non-oncology providers

## RESOURCES AND INITIATIVES

survivorship care delivery  
transition to primary care  
patient and caregiver information  
nursing and patient care tools  
non-oncology providers

## 2019 activities and formats

*In-depth, interactive, live meetings*

chapter programs  
regional events  
hands-on workshops  
simulations

*Mid-length clinical discussion by experts*

webinars  
podcast series  
articles  
specialty columns

*Relevant, easy-to-use practice resources*

patient care tools  
patient education  
online/mobile resources  
point-of-care resources

*Short, effective clinical topic snapshots*

at-a-glance: hot topics  
live Twitter chats  
pocket cards/quick guides  
infographics

# Support Opportunities

Independent medical education	Program support	Sponsorship	Marketing and Advertising
<p>ONS courses CNE activities</p>			
	<p>regional workshops (clinical and advocacy) chapter programs (clinical and advocacy) practice improvement and guideline implementation projects symptom management resources quality measures testing and implementation advocacy programs clinical projects, tools and resources videos and podcasts online learning activities ONS annual Congress, Capitol Hill Days and other ONS annual events</p>		
	<p>customized education, training, clinical support and content licensing for cancer centers and institutions</p>		
	<p>ONS Center for Advocacy and Health Policy policy summits and policy briefings advocacy printed topics, videos and podcasts advocacy chapter programs</p>		
		<p>ONS Voice publication - print and digital ONS Journals - print and digital ONS websites – ONS, ONS Voice, ONS Congress weekly e-newsletters and e-blasts</p>	
		<p>ONS Seal of Approval review focus groups and advisory boards content licensing and reprints</p>	
	<p>customized resources, education and clinical practice tools to align your business goals with the needs of oncology nurses and patients</p>		

# Opportunities for Engagement

## *Corporate Council and Industry Relations Panel*

The ONS Corporate Council is an exclusive, high-level opportunity available to a limited group of industry supporters, with a commitment of \$140,000. In the spirit of true partnership, it was created to reinforce your company's industry leadership and recognize your essential role in advancing the oncology nursing profession. Industry supporters may also join our new Industry Relations Panel, which offers two tiers of support at \$50,000 and \$25,000 per year.

## *Clinical and advocacy podcasts*

Every episode, expert oncology nurses discuss topics important to nursing practice—like new advances in immunotherapy treatments, financial considerations, career development, evidence-based practice and supportive care. ONS podcasts average over **850** listeners per episode and reach **80,000** healthcare professionals through dissemination and awareness.

## *Customized clinical resources*

ONS Business Development collaborates with supporters to create compliant, customized resources, education and clinical practice tools. Our team will work with you to align your business goals with identified needs of oncology nurses and patients.

## *ONS Center for Advocacy and Health Policy*

Collaborative opportunities in advocacy and health policy:

- Regional and chapter advocacy programs
- ONS Capitol Hill Days
- Policy summits and policy briefings
- Advocacy podcasts, webcasts and videos
- Advocacy Highlights in Oncology Nursing (print and online)
- Resources to improve access to care and patient support

## *ONS Global Strategy*

By combining member expertise, organizational experience and evidence-based educational resources, ONS has the unique ability to help nurses build the capacity to influence change in their own regions and to improve cancer care through professional development.

## *Comprehensive clinical initiatives*

ONS develops comprehensive multi-year initiatives to address clearly identified clinical gaps in priority topics. These large initiatives provide tiered and progressive education to oncology nurses and other healthcare professionals at all levels of practice. ONS incorporates a variety of formats and learning strategies to provide in-depth topic coverage, engagement with clinical experts, point-of-care resources, and concise topic snapshots.

## *Focus groups and advisory boards*

Skilled clinical facilitators guide participants to think deeply about real-world practice challenges through interactive discussion and pre and post-meeting activities.

- Clear objectives informed by real-world clinical practice
- Participants from diverse backgrounds and settings
- Dynamic discussions, case studies, and activities
- Fully developed outcomes and recommendations

## *Cancer centers and institutions*

ONS provides customized education, training, clinical support and content licensing for cancer centers and institutions. Clinical experts will work with your team on guideline implementation and quality improvement projects with measurable results. ONS standards and guidelines support evidence-based practice and quality care.

## *Oncology Qualified Clinical Data Registry (QCDR) and ONS Quality Measures*

The Oncology QCDR is a CMS-approved reporting tool to collect and assess patient data to provide real-time interventions, better outcomes, and adherence to CMS's new quality payment program.

ONS collaborates with cancer centers and institutions to implement quality measures and facilitate quality improvement projects.

ONS quality measures can support:

- Enhanced care coordination and navigation
- Reduced ER and clinic visits for uncontrolled symptoms
- Quality reporting to Commission on Cancer
- Magnet accreditation or re-accreditation
- Staff development and quality improvement projects



# ONS Seal of Approval

Apply now for the ONS Seal of Approval on your nurse and patient support materials

## ONS Standards and Guidelines

ONS Standards and Guidelines provide the latest evidence-based information and guidelines to ensure the best possible outcomes at the highest levels of care. As a leading voice in oncology nursing, ONS is dedicated to providing these resources to nurses on the front line of cancer treatment and patient care. ONS Standards and Guidelines can be found on the ONS website at [www.ons.org](http://www.ons.org).

## ONS Seal of Approval

Programs and materials submitted for the ONS Seal of Approval are evaluated by ONS clinical experts, and must meet all review criteria for approval, including consistency with ONS Standards and Guidelines and quality of the educational information.

## What type of programs qualify?

Nursing, patient and caregiver materials related to cancer, cancer care, or nursing are eligible for review, including:

- Non-CNE educational slide presentations, including those used for live events
- Disease state, symptom management and patient support information (non-CNE)
- Product support information for nurses, patients and caregivers (post-diagnosis)
- Non-CNE educational web pages (Note: Web sites with fluid or frequently changing content are not eligible.)
- White papers, supplements, articles and other content consistent with ONS Standards and Guidelines (non-CNE)

## General Information

- The ONS Seal of Approval is valid for one year
- Branded and unbranded educational materials are eligible for review (post-diagnosis)
- ONS will not endorse products
- Content and materials must comply with PhRMA and other applicable regulatory guidelines
- Approved materials can include the company logo of the content provider and/or funder
- Accredited continuing nursing education (CNE) programs are not eligible for ONS Seal of Approval review

### Questions? Contact

Tiffany Gentile • [soa@ons.org](mailto:soa@ons.org) • 412.859.6339

## Pricing

Application Fee - \$250

Limited Content Fee - \$1,000 (single resource)

*Application Fee included. Restrictions apply, please see below*

- One-page resource with 500 words or less
- Clinical graphics may increase word count and fee
- Application must include fully annotated references
- Resource must receive ONS approval with no significant revisions.
- Fee does not apply if more than one re-review is required.
- All application criteria must be met to qualify for Limited Content Fee.

Standard Fee - \$3,000 (single resource)

Application Fee included

- Single resource with 8,000 words or less: \$3,000
- Single resource over 8,000 words: \$3,000 plus \$500 for each additional 3,000 words
- Clinical graphics may increase word count and fee
- *Bulk discount available for 5 or more resources submitted. Contact [soa@ons.org](mailto:soa@ons.org) for bulk pricing information*

Website - Digital resources hosted on a company patient/nursing website -- \$1,000

Flat-fee plus sliding scale for multiple resource submission within one application.

- Limited content fee applies to resources of 500 words or less
- Standard fee applies for resources over 8,000 words.
- Website landing page is reviewed but is not eligible for ONS Seal of Approval.

*ONS Corporate Council and Industry Relations Panels discounts apply*



[www.ons.org](http://www.ons.org)

