

AAOE Peer Review



ARE YOU
ON THE AAOE
SHORT LIST™?

Join the select group of companies on the AAOE Short List™ who offer high-value musculoskeletal business products, services & solutions and who have earned the designation, *Peer Reviewed by AAOE*.

AAOE is universally recognized as the premiere management association for musculoskeletal executives. Our members look to us for referrals to companies they can trust to support their practice operations.

The AAOE Short List™ uniquely positions AAOE to foster deeper, more productive relationships between your company and our members.



How it works, at a glance



Benefits

You know the value your product or service provides, and we want to bring it to professionals that are looking for solutions like yours.

Front-Row Visibility and Communication

Companies that are approved through our *Peer Review Process* are rewarded with priority visibility and given direct access to AAOE's communication channels with our members, including at AAOE events. Without the noise and clutter often found in traditional sales channels, your sales team will be positioned to experience greater engagement and conversion than ever before.

Plus, we're adding new channels of communication all the time!

Promotional Toolkit and Audience Feedback

When we need a solution, we turn to the people we know and trust. Our *Peer Reviewed* logo tells your prospective customers that you're trusted by the musculoskeletal industry and we'll provide you with a promotional toolkit to help you let every prospective customer know that you are a valuable asset to helping them achieve their objectives.

Our 18-month Interim Assessment compares customer data from your Initial Review to give you actionable feedback on how our members feel you're performing throughout the life of your *Peer Review* licensing agreement.

1. Submit your Agreement & Application

Fill out an application and our *Peer Review* team will review your application to assess if you are an appropriate fit for the needs of AAOE members and the values of AAOE.

2. Provide Supporting Materials

Once your application is approved, you'll be asked to supply a list of current and prospective customers to participate in an online evaluation. You'll also be asked to suggest relevant expertise to inform AAOE in selecting members as panelists who will evaluate your product or service. Finally, an attorney will review the musculoskeletal business solution you offer to understand how you address compliance and other pertinent legal issues.

3. Review and Evaluation

Our panel will assess your healthcare business solution(s) for the following criteria:

- Enhanced productivity for the individual user and customer's organization
- Ease of installation and use
- Accuracy and reliability
- Good value for the price
- Excellent technical support and customer service

4. Notified of *Peer Review* Status

AAOE will notify your company of the outcome and share anonymous feedback collected during the process. If approved, the terms for licensing and marketing opportunities are finalized. Then you will be able to inform your customers and begin using The *AAOE Peer Reviewed* logo on your materials.

Process



Our Values & Ethics



Values

At AAOE, our members are our most cherished resource. We work hard to remind them of that in every interaction we have with them. We extend this belief to inform the interactions we foster between our members and our partners, sponsors, and vendors as well.

We exist to elevate the musculoskeletal profession so we believe that the values of any company deserving of our *Peer Reviewed* status must align with the values to which we subscribe. Those values include:

- Hungry for Excellence
- Operate with Integrity
- Embrace an Entrepreneurial Spirit
- Remain Humbly Confident
- Embrace Fanatical Consistency

Code of Ethics

In addition to ensuring that our values align, we ask all of our *Peer Reviewed* participants to adhere to a simple code of ethics as it pertains to the interactions you have with our members:

- 1. Help First:** Ensure that your messaging is intended to help first by offering results-oriented value inherent in the message. Ideally, our members should learn something new each time they hear from you.
- 2. Respect Boundaries:** Avoid resorting to predatory or spam-like tactics and if they opt-out of an offering, be respectful of their wishes.



Detailed Process Milestones



1.

Initial screening – AAOE's *Peer Review* team reviews your completed application and all supporting documents to determine if the business solutions, as well as the company, are qualified to participate in the AAOE *Peer Review* program. At this stage, screening criteria include:

- a. **Credibility** – Does the company offer a high-quality business solution that adds value to AAOE members and their organizations?
- b. **Fit** – Is the solution an appropriate fit for the needs of AAOE's members and customers and do the values of your company align with the values of AAOE's members?
- c. **Strong market performance** and other pertinent considerations.

2.

Identification of customers and prospects – We ask you to supply contact information for 25 current customers (using the business solution for at least six months) as well as 5 prospects who did not choose to buy the solution. These contacts will participate in the online survey.

3.

Selection of *Peer Review* panelists – Using the expertise criteria that you suggest is most relevant, AAOE identifies up to six AAOE members to serve as *Peer Review Panelists*. Panelists participate in a demonstration or presentation and complete an online survey.

4.

Online survey – Reviews (including customers, prospects, non-purchasers, and panelists) take the survey online, evaluating your business solution for:

- a. **Effectiveness** – Does it improve a process or productivity?
- b. **Quality and usability** – Is the company known for integrity?
- c. **Accuracy and reliability** – Does the product or service draw on practical industry knowledge and experience?
- d. **Value** – Is value commensurate with the price? Are the values implicit in the product or service compatible with AAOE values?
- e. **Customer service and technical support** – Do you address customer's needs quickly and effectively?

5.

Compilation and analysis of results – AAOE staff compile survey results and produce a weighted score chart based on *Peer Review* criteria.

6.

Establishment of licensing agreement – Terms of the license and/or marketing activities, and licensing fees are finalized.

7.

Legal review – AAOE counsel discusses the business solution with you, learning how you oversee compliance, for example, along with any other pertinent legal issues.

8.

Internal review – AAOE's *Peer Review* team reviews score charts and all supporting documents to determine which business solutions have merited the designation by achieving high survey scores and an overall positive rating from reviewers.

9.

***Peer Review* status approval** – AAOE notifies you of the outcome and shares anonymous feedback collected during the process.

10.

Launch and marketing – A press release makes the good news public (Tier 2 participants), you place the AAOE *Peer Reviewed* logo on your packaging and marketing materials, and together we work on other marketing opportunities.

11.

Interim assessment – 18 months into your licensing agreement, we survey 25 current customers to ensure that your product or service continues to fulfill the *Peer Review* criteria and to assess the ongoing value of the business solution of AAOE, its members, and their organizations.

Note: If it becomes clear at any stage in the above process that approval criteria are not met, AAOE may conclude the process.



Detailed Benefits



TIER 1 BENEFITS

Full report on Peer Review program findings (for internal use only)

A full report detailing the findings of the Peer Review panelists including anonymous customer feedback.

Key Findings report for use in your sales and marketing efforts

AAOE will provide a 1-page report summarizing the program findings that can be used by your sales team.

Use of Peer Reviewed logo in your marketing and promotions

You can use the Peer Reviewed logo and guidelines in everything from online ads to tradeshow booths.

Listing on the SHORT LIST on AAOE.net

Inclusion on the SHORT LIST (along with other Peer Reviewed business solutions) and as a search criterion. Posting includes a link of your choice.

Promotional tool kit

Tool kit full of digital assets to help make your promotion quick and easy.

Personalized introduction to marketing opportunities

AAOE provides your company a presentation on the Peer Review program and its opportunities.

Interim Comparison Report

This report shows how customer data from your Initial Review compares with data collected 18 months later – based on the AAOE Peer Review core areas.

TIER 2 BENEFITS (INCLUDES TIER 1 BENEFITS)

Press Release

An individualized press release announcing your Peer Reviewed status is distributed over the business wires and to leading industry publications, is posted on AAOE's website, and can serve as a starting point for future communications.

All-member email announcement

Branded announcement for your Peer-Review approved product or service sent to all current members.

Sponsored featured article in the AAOE e-newsletter (once during the 3-year program)

Featured article showcasing your Peer Reviewed business solution to almost 2,500 readers.

Annual Conference Speaker submission coaching conversation

A coaching session specifically for Tier 2 clients providing you with tools and knowledge to put together the best possible RFP for a speaking session at Annual Conference. (A speaking slot is not guaranteed.)

Annual Conference recognition

Peer reviewed logo included in Annual Conference exhibitor listing, printed programs, mobile app, and either a sign or floor sticker (dependent upon venue).

Video on AAOE Learning Management System

Video highlighting peer reviewed product or service housed on the AAOE On-Air as long as the distinction is held for the product or service.

LEARN MORE! AAOE.net/peer-review

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