



HOPA



Industry



Relations



Council



**HOPA**  
Hematology/Oncology  
Pharmacy Association

# HOPA Industry Relations Council

## Why Connect with HOPA?



The Hematology/Oncology Pharmacy Association (HOPA) is a not-for-profit organization with more than 2,500 members and is the only pharmacy organization in the United States that focuses solely on hematology/oncology. HOPA provides the latest, most pertinent information in the field. Our members are highly trained

decision makers who are actively engaged in medication management and business decisions because of the distinctive demands and challenges of this specialized profession.

HOPA is a unique organization that attracts a blend of clinicians, educators, researchers, and administrators and is committed to helping practitioners navigate the rapidly changing world of oncology practice.

**The HOPA Industry Relations Council** enables you to connect in a more significant way with leaders in hematology/oncology pharmacy.

It is designed to

- provide a format for establishing and building relationships
- foster open dialogue among key industry representatives who have ties to the specialty of hematology/oncology pharmacy
- gain greater understanding of mutual areas of interest
- further programs that promote optimal, cost-effective care for patients affected by cancer.

Participation in HOPA's Industry Relations Council is available to organizations that support the goals and mission of HOPA.

## Industry Relations Council Participants

PREMIER			
 Pioneering science delivers vital medicines™			
			 Seeing is believing
	 a Novartis company		
			
EXECUTIVE			
			
			
ASSOCIATE			
			

# HOPA Profile

## HOPA Mission

To support pharmacy practitioners and promote and advance hematology/oncology pharmacy to optimize the care of individuals affected by cancer

## HOPA Strategic Goal Areas

- Advocacy
- Professional development
- Professional resources and tools
- Research

## HOPA members sit in prime positions of influence, including

- teaching or advising prescribers
- participating in clinical research
- writing orders for supportive cancer care
- performing medication-use evaluations
- participating in clinical pathway development
- serving as members of a formulary subcommittee
- serving as members of a pharmacy and therapeutics committee
- participating in institutional review board meetings.

## HOPA Members Are Involved in Every Sphere of Practice

- Academic centers
- Community hospitals
- Pharmaceutical or device manufacturers
- Community cancer centers
- Ambulatory care
- Industry
- Government
- The private sector
- HMOs

## HOPA Members Are Involved in Multiple Specialties

- Hematology
- Oncology
- Bone marrow transplantation
- Pediatrics
- Senior adults
- Palliative care
- Supportive care
- Administration
- Clinical practice

**Nearly 50% of HOPA members are** Board Certified Oncology Pharmacists (BCOP) or Board Certified Pharmacotherapy Specialists (BCPS).



# Benefits of Participation

<b>Industry Relations Council Benefits</b>	<b>Associate Support \$15,000</b>	<b>Executive Support \$30,000</b>	<b>Premier Support \$50,000</b>
Seat(s) at the Industry Relations Council Annual Summit	1	2	4
Invitation(s) to the Industry Relations Council Reception (private function) at the Annual Conference	1	3	6
Complimentary conference registration(s) to attend the HOPA Annual Conference	1	3	6
Priority booth placement at the HOPA Annual Conference (exhibit fee not included)	✓	✓	✓
List of HOPA conference attendees (names and facilities only)	✓	✓	✓
Recognition on signage at the HOPA Annual Conference	✓	✓	✓
Recognition sign as Industry Relations Council participant at company booth	✓	✓	✓
Listing of your company's patient assistance programs on the HOPA website	✓	✓	✓
Listing on the HOPA website with a 50-word description, link to your website, and your logo	✓	✓	✓
Subscription to <i>HOPA News</i>	✓	✓	✓
Annual HOPA membership demographic report		✓	✓
Listing of your company's clinical trials on the HOPA website		Up to 10	Up to 20
Ability to send survey(s) to HOPA members		1 per year	2 per year
Complimentary e-blast(s) to HOPA members		1 per year	2 per year
Eligibility to host an advisory board meeting during the HOPA Annual Conference			✓
Meeting with a select group of HOPA board members at the HOPA Annual Conference			✓

## All activities will be consistent with the HOPA mission and the following policies:

- Annual fees for participation in the HOPA Industry Relations Council are per organization per year.
- All applicants must be approved by HOPA.
- Each council participant is asked to identify one designated contact person who will determine up to two individuals to participate in council activities and events for the given year. Alternate representatives can participate in functions with advance notice.
- Solicitation of other council participants and HOPA representatives is prohibited during council activities and events.
- Use of the HOPA logo is prohibited without prior written consent.
- Council participants will receive copies of all related policy documents and, by signing the application for participation, will agree to abide by these and any other applicable rules governing their activities on the council. Violations of stated or implied policies will be reported to HOPA and may result in forfeiture of council participation as determined by HOPA.

## HOPA Industry Relations Council Contact

Julie Ichiba

Senior Manager, Professional Relations

[jichiba@hoparx.org](mailto:jichiba@hoparx.org)

847.375.3697



Your Direct Connection

to More than 2,500

Hematology/Oncology

Pharmacists



**HOPA**  
Hematology/Oncology  
Pharmacy Association