



American Society of
Anesthesiologists®

ASA FOCUS GROUP OPPORTUNITY



About ASA:

American Society of Anesthesiologists (ASA) is an educational, research, and scientific association of physicians organized to raise and maintain the standards of the medical practice of anesthesiology and improve patient care. With 56,000+ members, ASA is the world's largest association of anesthesiology professionals –engaging through participation in

ASA's live meetings, online education, digital content, publications, advocacy, quality improvement, and health policy research.

Opportunity Overview:

ASA's Focus Group Opportunity allows organizations to gather qualitative data from engaged member anesthesiologists and group practice leaders and solicit feedback on existing/new products and services.

Location:

Focus Groups can take place in-person, at an ASA Meeting/Conference, or virtually and last 60 minutes.

Sponsor Responsibilities:

- Identify the overall objective, develop the discussion outline, and create the questions
- Moderate the discussion, capture notes, and provide all analysis and reporting
- Provide food & beverage at an additional cost (optional)
- Manage attendee RSVPs
- Communicate logistical details to confirmed attendees

ASA Responsibilities:

- Provide the location (e.g., Meeting Room, Virtual Technology)
- Identify and invite Focus Group participants
- Bring together 6-8 participants for the Focus Group
- Manage all communications, including participation reminders with Focus Group participants
- Provide participants with “thank you” gift cards (\$200/each)

**Focus Group objective and discussion outline will be reviewed by ASA before being accepted.*

Investment:

The one-time fee (includes participant “thank you”) and assumes a virtual or in-person/co-located at an ASA Meeting/Conference, 60-minute Focus Group. For longer or in-person (not co-located at an ASA Meeting/Conference) Focus Groups, additional costs apply.

- Exhibitor Rate \$18,000
- Non-Exhibitor Rate \$20,000

For more information contact:

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