



THE AMERICAN GERIATRICS SOCIETY AND THE AGS FOUNDATION FOR HEALTH IN AGING



2010 CORPORATE MEMBERSHIP PROGRAM

The American Geriatrics Society (AGS) and AGS Foundation for Health in Aging (AGS Foundation) invite corporate partners to collaborate on initiatives leading to improved health and well-being for older adults. Join the Corporate Membership Program and show your support for geriatrics health care professionals, the mission of the American Geriatrics Society, the AGS Foundation, and the patients we serve.

Collaborative Partnership Opportunity

By becoming a Corporate Member, your company will align itself with the AGS Foundation and AGS, the premier professional organization of health care providers dedicated to improving the health and well-being of all older adults. AGS membership includes more than 6,800 geriatrics health care professionals who are thought leaders on how we can better care for our rapidly increasing older population. The generous support of Corporate Members helps the AGS and its Foundation facilitate the education of health care professionals and makes possible AGS Foundation initiatives in public education, research and public policy.

American Geriatrics Society

AGS is dedicated to improving the health, independence and quality of life of all older people. We have a successful history of creating educational programming that enables physicians to update their knowledge and improve patient care. AGS offers continuing education programs for health care professionals including our groundbreaking *Geriatrics Review Syllabus* which defined the field of clinical geriatrics, online interactive programs, state chapter programming, and our Annual Scientific Meeting--the premier educational meeting in geriatrics.

AGS promotes high quality, comprehensive and accessible care. The Society is a leading voice for older adults who often have multiple chronic illnesses requiring comprehensive care and other special services to maximize quality of life.

AGS members are often called upon by members of the media who want to know about the special needs of older persons. Increasing public awareness is essential to ensure that our health care system provides appropriate care for all Americans.

AGS Foundation for Health in Aging

Nearly 25 percent of the American population will be over 65 within 30 years. For the first time in our history, people aged 85 and older represent the fastest growing segment of our population. It is because of the formidable challenges posed by this unprecedented "demographic imperative" that the AGS reached beyond its traditional role as a professional society to launch the first national public organization devoted solely to the special health care needs of older adults - The AGS Foundation for Health in Aging.

Launched in 1999, the AGS Foundation aims to build a bridge between the research and practice of geriatrics health care professionals and the public, and to advocate on behalf of older adults and their special needs: wellness and preventive care, self-responsibility and independence, and connections to the family and community.

The Foundation's programs include *Eldercare at Home*—a resource for family caregivers that is available online (free) and in workbook and presentation formats, public education materials on a variety of health issues of importance to older adults, and *Aging in the Know*, a comprehensive online resource covering the most common diseases and disorders of older adults.

The Foundation is committed to bringing easy to read information to the public and also to enhancing our collective ability to care for our elders. We see the latter as one of the most pressing issues that corporations face today. According to a landmark study sponsored by Metropolitan Life in 1999, the cost estimate to employers for time spent caring for aging loved ones is up to \$29 billion a year in lost productivity. In addition, recent research indicates that informal caregiving costs related to cancer (\$1 billion/year), dementia (\$18 billion/year), diabetes (\$3-6 billion/year) and stroke (\$6.1 billion/year) are substantial.

Membership Benefits

As a Corporate Member your company will receive benefits to assist in developing effective relationships with the AGS and its Foundation as well as identifying opportunities to work together.

Membership at the Platinum level entitles your company to a seat on the Corporate Roundtable on Aging, which offers increased access to geriatrics leaders through an invitation to the annual roundtable reception, a CEO-level meeting with AGS and AGS Foundation leaders at your headquarters, priority consideration for supporting AGS and its Foundation programs, and complimentary registration at the AGS Annual Scientific Meeting. The AGS and its Foundation acknowledge all corporate members at our events as well as on our websites.

Platinum

Annual contribution \$30,000

All benefits of **Gold** level, plus:

- First-tier priority for support of AGS and AGS Foundation programs, products and services
- Appointment to the Corporate Roundtable on Aging and invitation to our annual Corporate reception
- CEO-level meeting with AGS and AGS Foundation leaders at your headquarters
- Complimentary registration at the AGS Annual Scientific Meeting
- Opportunities for your brand marketing leaders to meet with AGS leadership during the 2010 Annual Scientific Meeting
- A plaque recognizing your organization as a member of the AGS Corporate Round Table

Gold

Annual contribution \$20,000

All benefits of **Silver** level, plus:

- Second-tier priority for support of AGS and AGS Foundation programs, products and services
- Invitation to an annual meeting with AGS/Foundation staff leaders to discuss partnering
- Recognition on special signage at the Annual Scientific Meeting

Silver

Annual contribution \$10,000

- Invitation to the Corporate reception held at the Annual Scientific Meeting
- Recognition at the Annual Scientific Meeting in the advance and final programs
- Acknowledgment on AGS and AGS Foundation web sites
- Special Exhibit Booth Recognition Signage
- Recognition in a Foundation advertisement thanking Corporate Members in the Foundation's Gala Program
- One complimentary subscription to the AGS journals: *The Journal of the American Geriatrics Society*, *Annals of Long-Term Care* and *Clinical Geriatrics*
- Complimentary copies of AGS and AGS Foundation publications

Questions

For more information about the Corporate Support Program, contact:
Li-Chia Ong, 212-308-1414, long@americangeriatrics.org

www.healthinaging.org

www.americangeriatrics.org



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APPLICATION

Company: _____

Contact Person: _____

Title: _____

Address: _____

City/State/Zip _____

Telephone _____

Fax _____

Email: _____

Corporate Support Program Levels for Calendar Year 2010

please indicate the level your company wishes to join:

- PLATINUM** Annual cost \$30,000
- GOLD** Annual dues \$20,000
- SILVER** Annual dues \$10,000

- Payment enclosed
- Please invoice me now
- Send me an invoice on _____
(date to send invoice on)

Signature _____ Date _____

Name (please print) _____

Title _____

Please send completed application to:

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Email: long@americangeriatrics.org
FAX 212-832-8646