



ONS *Edge*, Inc.

ONS Leadership Meeting
July 18, 2009



ONS *Edge*, Inc.

Our Mission

To provide advantage through healthcare knowledge.



ONS *Edge*, Inc.

What We Do

As a for-profit subsidiary of ONS, *ONS Edge* provides promotional services to corporate clients and their agencies while giving dividends to ONS, helping to keep membership dues low.



ONS *Edge*, Inc.

Services Provided to Corporate Clients

- Speaker coaching
- Sales force training
- Event management for advisory boards and other special event planning
- Identification and development of key opinion leaders
- Market research



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Services Provided to Corporate Clients

- Promotional speaker bureau management
- Tools for sales representatives, nurses, or patients
- Live ancillary events
- Monographs, Webcasts, Webinars, and podcasts



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ONS *Edge* Financial Highlights

2008

- Total Revenue: \$ 3.8 million
- Total Dividends Paid: \$301,000

2009

- Revenue YTD: \$2.5 million
- Dividends Paid YTD: \$401,000

- Dividends Paid since 2007: \$912,500



ONS *Edge*, Inc.

ONS *Edge* Board of Directors

President/Secretary

Elyse A. Sporkin, RN, MPH, OCN®

President Elect

Laura Benson RN, MS, ANP, AOCN®

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ONS President/ExOfficio

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Chief Executive Officer/ExOfficio

Paula Rieger, RN, MSN, AOCN®, FAAN

Executive Director

Leonard Mafrica, MBA, CAE