

ACC INITIATIVES AND PROFESSIONAL DEVELOPMENT

ACC INDUSTRY TRAINING



In February of 2011, the ACC surveyed its CardioSurve™ panel of 300 – 350 U.S. cardiologists to garner their opinions regarding the knowledge demonstrated by sales representatives from the pharmaceutical and device/imaging industries. The data was striking:

Two out of three (64%) cardiologists indicated that **the sales representatives they engage with have definite room for improvement in terms of their scientific and clinical knowledge**. Where many sales reps are falling short, and what is most important for them to be aware of, are clinical studies, scientific guidelines and the goals of patient treatment.

In response, ACC and a team of nationally renowned cardiologists have developed a training program that will create a level of professionalism and knowledge that will become the standard that ACC members and health care professionals come to expect from all industry sales reps. The program will provide hands-on, in-depth education on cutting-edge clinical therapies and will define a unified educational standard that outlines the level of knowledge that is needed by industry representatives in their interaction with ACC members.

At the conclusion of the training, participants who demonstrate mastery of the content on a written exam will be awarded a special designation that can be printed on their business cards and referenced during visits with ACC members and other health care professionals.

When presented with the concept of the ACC training program for industry sales representatives, cardiologists were in favor of the program, and

- Three-quarters (77%) say that they would be **more likely to meet with a sales representative** who completed the program
- One-third (35%) anticipate **a longer visit** with said sales rep
- One out of four (27%) anticipate **increased visits** with these sales reps

ACC Industry Training is not intended to replace company-specific training that addresses internal business decisions and sales strategies. Instead, ACC Industry Training addresses identified gaps in clinical knowledge by engaging sales force personnel in a dynamic, cutting-edge educational session led by ACC key opinion leaders and cardiovascular experts. In addition to clinical topics, ACC Industry Training will cover proper interaction between industry representatives and health care professionals and their organizations, as outlined in the ACC Principles for Relationships with Industry.

Cost: ACC Industry Training is competitively priced and based on the number of attendees.

For more information about ACC Industry Training, please contact Ron Anson, Director, Business Development, at 202-375-6268 or ranson@acc.org, or Karen Caruth, Associate Director, Business Operations, at 202-375-6670 or kcaruth@acc.org.

CARDIOSMART NATIONAL CARE INITIATIVE



ACC launched the CardioSmart National Care Initiative, a nationwide campaign to encourage patients to take a more active role in the management of cardiovascular disease; to build awareness among the general public of the importance of healthy lifestyles in CV disease prevention; and to provide everyday strategies for heart-healthy living.

While guidelines have been developed that recommend standards of care for cardiovascular and related diseases, an enormous gap remains between prescribed targets and the ability to attain them. Yet there is a growing body of evidence that suggests outcomes can be vastly improved when people become more knowledgeable and engaged in their own health management and care. Studies indicate that individuals are more likely to be active participants in their care when their physicians and health care team encourage such participation.

These are the fundamental drivers for the ACC's CardioSmart National Care Initiative. ACC believes that active enrollment of patients by their cardiac care team into sustainable, effective heart health management programs (which provide education, tools and resources for making better decisions) will result in better individual health outcomes. The goal of the CardioSmart campaign is to support small, immediate changes that, over time, can have a big impact on health outcomes. Success will be measured by our ability to "move the needle" in care outcomes by providing education, direction and support leading to greater guideline compliance, and better health management decisions, actions and lifestyle choices.

For more information about the CardioSmart National Care Initiative opportunities, please contact Jason Schneider, Associate Director, CardioSmart, at 202-375-6350 or jschneider@acc.org.

Corporate Partnerships

The ACC recognizes the important role that partnerships with a variety of corporations and organizations can play in supporting CardioSmart awareness and individual decision-making, and in disseminating CardioSmart health information to people with heart disease and those at risk for it. Therefore, the ACC's CardioSmart National Care Initiative has established partnership development as a key strategy for reaching our target audiences. To this end, ACC is seeking the support and participation of organizations that may offer content, products and/or services that relate to encouraging heart-healthy behaviors, including (but not limited to) improved nutritional intake; promotion of physical activity; achievement or maintenance of a healthy weight; and smoking cessation.

Through corporate partnerships, the CardioSmart program will support patients by providing everyday strategies to patients so they can improve their heart health. Support opportunities may include:

- Direct patient support through ACC's collaboration with Mended Hearts, offering services to heart patients through visiting programs, support group meetings and educational forums
- Supporting community-based educational events such as walks, health fairs and sports events

Support Levels:

Sponsor Level: \$500,000 for one year (or) \$375,000 per year for 2 years (or) \$300,000 per year for 3 years

In addition to Supporter level and Affiliate level benefits, Sponsors will receive the following:

- Category exclusivity
- Broadest usage of the CardioSmart brand, including product placement, and the right to use the terminology "... the Exclusive (Category) Partner of the CardioSmart National Care Initiative."
- Rights to establish a CardioSmart presence on your company website, with content and coordination from ACC staff and members, supporting your strategic contributions to heart-healthy living.

ACC INITIATIVES AND PROFESSIONAL DEVELOPMENT

Supporter Level: \$400,000 for one year

In addition to Affiliate level benefits, Supporters will receive the following:

- Participation in the CardioSmart Industry Roundtable twice a year
- Use of the CardioSmart brand in non-product placements, and the right to use the terminology “Company X is an official sponsor of the CardioSmart National Care Initiative.”

Affiliate Level: \$250,000 for one year

- Affiliate attribution in member communications and CardioSmart initiatives
- ACC member participation in supporter promotions
- Free access to participate in the ACC Annual Scientific Session CardioSmart Pavilion
- Joint development of CardioSmart promotional campaigns using Supporter channels
- Limited use of CardioSmart brand in promotional campaigns (“Live Positively” is proud to support the CardioSmart National Care Initiative)

CardioSmart Magazine

CardioSmart is a bi-annual publication that delivers science-backed information and tips to patients and consumers about how to live a healthier lifestyle by embracing everyday strategies. *CardioSmart* is a patient-targeted communication channel with information presented in a readily understandable format. The magazine is sent to thousands of doctors’ offices across the country and is also distributed to consumer audiences through the College’s relationships with CardioSmart sponsors.

Cost: Customizable per client based on request



Patient-Centered Tools

To strengthen the doctor/patient relationship and improve health outcomes for people with heart disease by delivering patient-centered tools to doctors’ offices and to patients through www.CardioSmart.org, supporters may:

- Support disease-specific programs
- Provide patient enrollment materials and hand-outs
- Provide videos, wall charts and educational materials for physician offices
- Participate in CardioSmart patient rewards programs

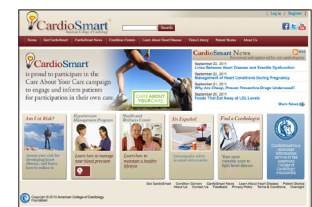
Cost: Customizable per client based on request

Web-Based Platform

To provide a comprehensive, web-based platform with information and smart, practical tools to improve heart health and help people with heart disease become active participants in their health management, companies may support:

- Condition-specific resource centers
- Online communities for patient education and interaction
- Procedure, test and diagnosis videos
- Specialty newsletters, discussion forums
- Specialty audio/video programming

Cost: Customizable per client based on request



CardioSmart International Initiative

Given the growing global burden of cardiovascular disease, especially in the developing world, there has been significant interest in translating ACC patient education websites and printed materials for distribution in international markets.

Specific markets available for translation funding are:

- Brazil
- China
- India
- Latin America
- Middle East

Supporters would have the opportunity to translate:

- *CardioSmart* magazine
- CardioSmart website
- Disease-specific programs
- Videos, wall charts, and education materials for physician offices

Cost: Customizable per client based on request

Supporter Recognition:

- One-time use of ACC's international mailing list
- Inclusion of a corporate logo in corresponding materials
 - Corporate logo and name recognition, with link to corporate website, in *CardioSource International Newsletter*, a bi-monthly newsletter distributed to all international ACC members

For more information about the CardioSmart International Initiative opportunities, please email international@acc.org.

ACC CARDIOLOGY CAREERS PLACEMENT CENTER

Developed for cardiovascular specialists at all stages of their careers, ACC Cardiology Careers is an online job bank and much, much more. In addition to providing ACC members with access to hundreds of job listings every month and helping them to make contact with prospective employers, ACC Cardiology Careers houses valuable tools designed to assist with sound decision making for career development and advancement.

During ACC.12, employers and candidates are encouraged to take advantage of the ACC Cardiology Careers Placement Center. The center, equipped with computers, is the perfect place for candidates to search for the perfect position on the ACC Cardiology Careers website. Employers may use the center to post positions or to meet informally with potential candidates.

Cost: \$12,000

Supporter Recognition:

- Complimentary one-time access to the ACC.12 attendee mailing list (post-meeting)
- Corporate logo recognition on the ACC Cardiology Careers website



ACCF RESEARCH & RECOGNITION ENDOWMENT FUND

The American College of Cardiology Foundation (ACCF) has established an endowment fund to encourage the best and the brightest in the discipline of cardiovascular medicine to pursue research. By establishing an endowment, the ACCF hopes to underwrite research award programs in the future.

Cost: \$80,000 for a one-year research fellowship

Supporter Recognition:

- One-time use of the ACC's membership mailing list, which includes 39,000 member contacts
- Corporate logo recognition on ACC's website, www.CardioSource.org, for 12 months, including a URL link
- Verbal corporate recognition at the ACC Annual Convocation during the presentation of the awards
- Complimentary one-time access to ACC.12 attendee mailing list (post-meeting)
- Corporate recognition on all marketing materials promoting award programs

Supporter Levels:

- Platinum Partners: \$40,000+
- Gold Partners: \$30,000 – \$39,999
- Silver Partners: \$20,000 – \$29,999
- Contributors: \$19,999 or less



THE EUGENE BRAUNWALD CLINICAL INVESTIGATOR AWARD

The purpose of this award is to recognize and provide financial support for the efforts of outstanding young academic clinical investigators in the field of cardiology. The award is designed to encourage junior faculty members in the early phases of their careers. The award will be given in honor of the dedication, commitment and outstanding contributions of Dr. Eugene Braunwald to the field of cardiovascular medicine.



Cost: \$70,000 for a one-year research fellowship

Supporter Recognition:

- Special invitation to join Dr. Braunwald for dinner at ACC.12 following the inaugural “Legends of Cardiovascular Medicine” program (number of seats allotted vary depending on level of support)
- One-page ad recognizing generous gift in *Cardiology* and a *JACC Journal*
- Honorary recognition at the recurring Braunwald Lecture given by the award recipient every three years at ACC's Annual Scientific Session
- Recognition on the ACC Heart House Donor Wall, in the ACC Annual Scientific Session program and on www.CardioSource.org

Supporter Levels:

- Braunwald Visionaries: \$500,000+
- Braunwald Founders: \$250,000 – \$499,000
- Braunwald Scholars: \$100,000 – \$249,000
- Braunwald Leaders: \$50,000 – \$99,000