

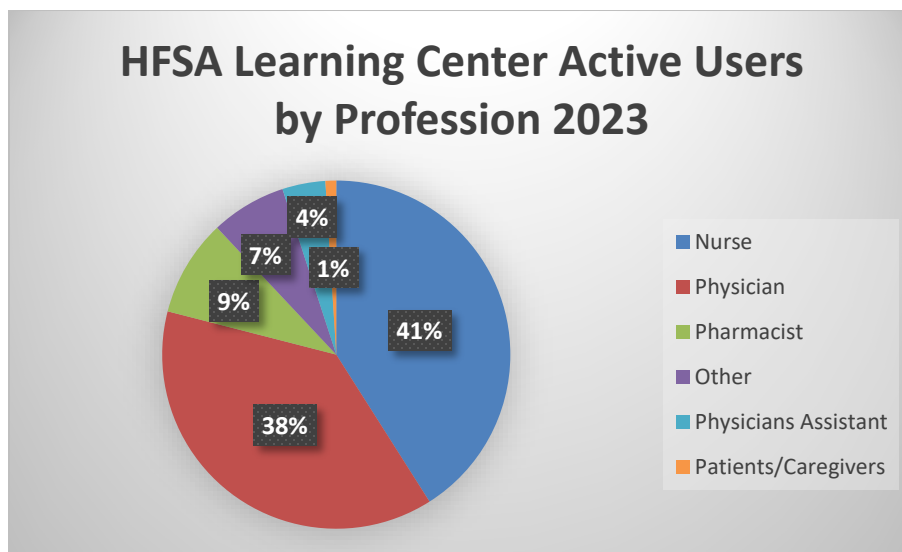


## HFSA Industry Perspective Program

Tap into HFSA's extensive database of heart failure (HF) team members to promote your latest products, services, and technology or provide education on disease state awareness, new procedures, or clinical trials. HFSA's Industry Perspective Program provides a platform to host recorded webinars in its new state-of-art Learning Center and promotes them to a targeted audience of HF specialists and/or patients and caregivers hungry for high-quality education.

Industry partners plan and record educational content. HFSA provides:

- The host platform for up to two years
- Access to 4,200+ dedicated HF professionals or patients and caregivers
- Marketing deliverables such as email announcements, social media posts, and digital advertising
- Quarterly reporting of who is accessing your content in the HFSA's Learning Center



HFSA's unique multi-disciplinary membership assures a broad reach to heart failure specialists, including physicians, nurses, scientists, pharmacists, and physician assistants as well as patients and caregivers. With an extensive database of more than 2,600+ HF specialists, comprised of active and non-active members and a dedicated mailing list of more than 1,600 HF patients and caregivers, you will reach an active audience who are eager to receive the latest industry news.

In 2023, the HFSA Learning Center had a total of 5,700 active visitors. To date, the Industry Perspective Program has had a total of 1,165 users.

## Fees

Basic cost is \$20,000 per webinar. A discount for a series of multiple webinars within a few months can be considered on a case-by-case basis.

## Webinar Hosting

Webinars will be housed in a designated Industry Perspective area of the HFSA Learning Center.

If a sponsor is hosting a live webinar through its own platform, HFSA can upload a pass-through link to the designated Industry Perspective area of its Learning Center. The pass-through link should send users directly to the webinar. Additionally, the sponsor can request that some of the marketing deliverables be utilized to promote the live webinar. HFSA is not currently offering any services to host a live webinar or recording options. HFSA can refer any sponsors to its preferred webinar vendor upon request.

The sponsor will submit the pre-recorded video file to HFSA in a .MP4 file format. HFSA will upload the file directly to the designated Industry Perspective area of its Learning Center.

**Cost to Attendees** Free

## Marketing Deliverables

Marketing can be tailored specifically to either HF professionals and/or patients and caregivers depending upon content. HFSA will execute the following deliverables:

### Email Announcements:

HFSA will promote webinars to an email list of **2,600 HF specialists** *or* **more than 1,600 HF patients and caregivers**.

- Two (2) dedicated eblasts.
- Inclusion in four (4) webinar announcements showcasing new activities in the HFSA Learning Center over 12 months. Webinars are listed in order of release.

### Social media posts

HFSA will promote the webinar to its social media audience through X (10.9k followers) and LinkedIn (11k followers) via six (6) posts over 12 months.

### Digital Advertising

HFSA will promote each webinar by including a **digital web banner ad in two (2) issues** of its:

- *Heart Failure News Weekly*, which is shared with our professional members; *or*
- *Heart Failure Awareness eNewsletter* (monthly), which is distributed exclusively to HF patients and caregivers

The sponsor must submit the banners, comprised of a static JPEG or PNG image 634x90, 72 dpi and a valid URL which may link to the webinar registration or the webinar enduring product in the HFSA Learning Center. If a sponsor would like to request a specific issue, the banner must be submitted to HFSA no later than the Friday of the week preceding the selected issue.

*\*Note: It is HFSA's discretion to move web banners to different issues to ensure all web banners receive attention and do not overwhelm the eNewsletter.*

## Availability & Reporting

Webinars will be available on-demand via HFSA's Learning Center for up to two (2) years. HFSA reviews its content on a regular basis and, if such a review flags any content as outdated or irrelevant, the sponsors shall be notified.

Quarterly reports of access via HFSA's Learning Center will be provided and include the following:

- Total # of views
- Total # of individuals who accessed the content
- Individual's degree (physician, nurse, pharm, etc.) and demographic info (company name, title, city, state, zip, and country) if provided during the registration process

## Initial Application/Inquiry

Interested sponsors should submit the following:

- Webinar Title
- Topic/Description
- Target Audience
- Ideal Webinar Launch Date(s) – Final approval of date(s) is based on availability. Please specify if the ideal date is in connection with any special event/activity like the launch / approval of a new product, trial results, etc.

Approximately one to two weeks from submission of this initial information, HFSA will verify availability in its schedule. If consensus is reached regarding a launch date, the sponsor will be invoiced.

**Intake Form – *Required at least two weeks prior to scheduled launch date. If the two-week deadline is not met, HFSA will reschedule the launch date based upon availability in its schedule.***

Two weeks prior the scheduled launch date, the sponsor must submit the following information which will be uploaded in HFSA's Learning Center:

- Final Webinar Title
- Final Description
- Learning Objectives
- Speakers, Moderators, Chairs, etc.,
- Keyword(s) and Hashtag(s) \* Please provide relevant, searchable keywords and/or hashtags that may apply to this webinar. *\*Hashtags may or may not be used at HFSA's discretion*
- Recorded File in MP4 or MP3 format. Some file types may be too large to be sent via email. If you do not hear from HFSA staff within 2 business days, please contact [tdiluca@hfsa.org](mailto:tdiluca@hfsa.org) separately to seek alternative methods.
- Specify, Yes or No, if you would like users to be able to download the content to their computers?
- To redeem, the digital banner benefit in HFSA's e-newsletter, sponsors must submit up to two (2) banner images (634x90, 72 dpi high resolution JPEG or PNG). Banner to include a valid

URL which may link to the webinar registration for live webinars or to the product in the HFSA Learning Center (HFSA will provide URL).

HFSA reserves the right to refuse or reject content that it deems to be inconsistent with its mission or that conflicts in some other way with its interests.

HFSA is committed to fostering programs reflecting gender equality, diversity (including by nationality, age, and other socio-cultural differences) and inclusion. Ideal HFSA Industry Perspective webinars will share the same principles.

HFSA will not consider any requests two weeks prior to HFSA Annual Scientific Meeting and two weeks post, or with dates that directly compete with scheduled HFSA developed and supported programs.

#### Content:

Industry partners plan the content to include education on clinical updates, current therapies, disease states, products, and pipeline activities. The presentations can be geared toward HF professionals as non-CE learning and/or to HF patients and caregivers. HFSA recommends webinars be no longer than 60 minutes in length to maintain audience engagement.

It is the responsibility of the sponsor to adhere to FDA regulations and all other applicable industry guidelines concerning the discussion of products and services. Companies are encouraged to check with their medical affairs/compliance staff regarding these issues. Products displayed/discussed must meet FDA guidelines and be FDA approved. Applicants are reminded of the FDA restrictions on the promotion of investigational and pre-approved, drugs, devices, and procedures. For more information visit the Guidance page on the FDA website.

It will be the sponsor's responsibility to:

- Secure and manage speakers
- Develop content and submit to HFSA for final review and approval
- Submit to HFSA the recorded webinar as a .MP4 file for upload to HFSA's Learning Center.
- To fulfill the digital advertising marketing deliverable. a static JPEG or PNG image 634x90, 72 dpi must be provided by sponsor with a valid URL no later than the Friday of the week preceding the selected issue (URL may link to the webinar registration or the webinar enduring product in the HFSA Learning Center).

#### Timeline:

HFSA typically requires at least 8 weeks from the time of submittal to scheduled webinar.

#### **Promotion Materials**

HFSA's promotion of Industry Perspective Webinars is noted above and additional publicity by sponsor is recommended.

Keep in mind that HFSA does not sponsor or co-sponsor Industry Perspective Program. Use of the HFSA name, logo or insignia on materials promoting the webinars is prohibited. All materials promoting webinars/podcasts should identify the industry sponsor. The following special HFSA Industry Perspective logo will be made available for use in approved promotional materials.



All materials promoting an Industry Perspective Webinar must include the following statement:

The activity "name of webinar" is not sponsored or endorsed by the HFSA.

The webinar is not offered in the HFSA-accredited continuing education catalog; therefore, it is ineligible for continuing education units. No committee members or representatives of the HFSA have been involved in the planning of this activity.

Proposed copy must be submitted to HFSA for approval prior to printing. Please allow 5 business days for review.

**HFSA Contact:**

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