

CARDIO BITES

Bite-sized videos,
focused education

Heart failure experts face challenges staying up-to-date and providing optimum evidence-based care to their patients. Busy practitioners increasingly utilize online resources for self-directed learning. Incorporating multimedia and other techniques, CardioBites allow learners to focus on specific topics making it easier to fit education into their busy schedules.

Program Overview

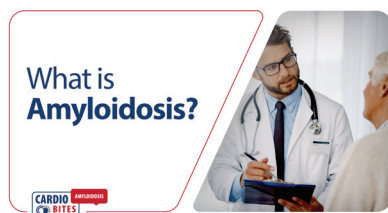
Each CardioBites is set up as a series of microlearning videos focused on a key topic in heart failure treatment and on a key topic in heart failure treatment and care.

Program overview:

- ▶ Each series is comprised of multiple interactive, OnDemand videos, each 2-3 minutes in length
- ▶ Each series is focused on one topic in recent advances and emerging trends
- ▶ All videos are developed by a task force of interdisciplinary heart failure team members, designated by HFSA
- ▶ Videos, or modules, are released monthly, giving your brand continued visibility over the course of the series release and beyond
- ▶ Intended for cardiologists, interventional cardiologists, primary care physicians, cardiac surgeons, internists, nurse practitioners, physician assistants, nurses, pharmacists, and other health care providers who care for patients with heart failure

Example

CardioBites Series: Amyloidosis



Marketing



Housed on the HFSA YouTube channel for easy access and long-term brand visibility via a direct link. No password needed = no barrier to learning



One email blast for each module released within the series to HFSA members and non-members



Promoted on HFSA social media channels and hfsa.org; included in the HFSA CEO Weekly Report and in the HFSA Learning Center



Promotion at HFSA Annual Scientific Meeting

Price

Varies depending on number of modules in series (For example, a six-part series is \$60,000.)

Available Add Ons:

- ▶ Series or module infographic
- ▶ Follow-up HFSA Heart Failure Seminar
- ▶ Satellite Symposium at future ASM

Contact

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