

ENDORSEMENT REQUIREMENTS

For educational programs to be considered for HFSA endorsement, CME activities must have the following:

1. A substantial focus on heart failure
2. Sponsorship by an ACCME-accredited provider for programs located in the United States.
For international events, program content must be in compliance with local regulatory standards for continuing education credits, OR should meet ACCME standards
3. A chair/co-chair (preferred) or member of the planning committee who is an HFSA member
4. An endorsement fee of \$500 (payment information is required at initial submission)

Applications generally come from academic or healthcare institutions. However, applications from for-profit or non-profit companies will be considered. HFSA endorses both domestic and international programs. For programs that take place outside of the United States, program content must be in compliance with local regulatory standards for continuing education credits. The name of the local regulatory standards and a link to their policies should be included in the application.

The HFSA is committed to fostering programs that reflect its core values – of diversity, equity, inclusion, and belonging. HFSA supports and promotes diversity of gender identity or expression, sexual orientation, race, ethnicity, discipline, career-stage and geography, among other domains across all areas of the association. Ideal HFSA Endorsed Courses will share the same principles.

HFSA reserves the right to refuse or reject endorsement requests that it deems to be inconsistent with its mission or that conflicts in some other way with its interests. HFSA will not consider endorsement of a program with dates that directly compete with scheduled HFSA developed and supported programs. Please refer to the HFSA website www.hfsa.org/events_education for a listing of current programs.

ENDORSEMENT APPLICATION AND MATERIALS

The following materials must be submitted for consideration:

1. Completed HFSA Endorsement Application (see form below)
2. Letter or email documenting requirements 1-3 above have been met
3. Draft program including proposed faculty
4. Needs assessment and learning objectives
5. Draft evaluation form (or a copy of previous year's form)
6. Endorsement fee

Incomplete applications will not be reviewed for endorsement. Applications that do not submit payment may have their endorsement revoked.

Endorsement requests should be submitted to info@hfsa.org. Completed requests are reviewed by the HFSA Education Committee.

ENDORSED PROGRAM OBLIGATIONS

Endorsed programs agree to provide HFSA the following:

1. HFSA is provided one complimentary registration to event.
2. HFSA is provided a complimentary table or equivalent (ex. exhibitor table/booth, virtual exhibitor opportunity) to share membership and educational materials at event. If HFSA is unable to attend, hosting organization will be asked to set materials.
3. HFSA is recognized during the welcome remarks by a program co-chair (member of the HFSA). The program chair is required to present the provided HFSA overview slide deck.
4. HFSA is recognized in program's walk-in slides using the HFSA Endorsement walk-in slide.
5. Post Follow-up Materials (see Endorsement Post-Program Follow-up Section)

ENDORSEMENT POST-PROGRAM FOLLOW-UP

Endorsed programs are required to submit the following materials to HFSA after the activity:

- Sample announcement and handout, showing speaker disclosure information
- Evaluation summary
- Number of attendees, categorized by physicians vs non-physicians
- Reporting on HFSA complimentary table traffic (ex. # of visitors to booth/table, # of page views) – For Virtual Events
- Reporting on Meeting and Attendee Engagement (ex. # of attendees per session) – For Virtual Events
- HFSA is provided two (2) distributions of HFSA membership and educational information to a post conference attended list by various means, in a manner pre-determined by HFSA staff and a representative from the hosting organization. *

If these materials are not submitted to HFSA, future endorsement of the program will not be made.

*Means include: sharing the post-conference attendee list directly with HFSA for emails sent by HFSA email marketing system**; sending emails on behalf of HFSA to the post-conference attendee list through the hosting organization's email marketing system; providing attendee addresses directly to HFSA for direct mailing of collateral** or working with a mail house. **Organization to send list within 60 days of program. *Organization must provide metrics of email sends within 15 days from email distribution.

BENEFITS PROVIDED TO ENDORSED PROGRAM FROM HFSA

Endorsed programs will receive the following benefits from HFSA:

1. HFSA logo for use in publications, program brochure, program website and promotional materials. The logo should appear with the phrase "Endorsed by" and should be comparable in size to the logos of other endorsing organizations.
2. Program materials should include the following statement (or comparable statement):
Officially endorsed by the Heart Failure Society of America. The opinions presented in this educational activity do not necessarily reflect the opinions or recommendations of the HFSA.
3. HFSA Endorsement slide for walk-in slides.
4. Endorsed program will be listed on the events section of the HFSA website at hfsa.org/events.
5. Endorsed program details will be posted to HFSA's social media accounts (Twitter and Facebook).

Endorsed Course program organizers may purchase an add-on eblast to be sent to all HFSA professional members to aid in the marketing and promotion of the endorsed program. These eblasts are sent by HFSA staff through their existing email marketing platform and must adhere to specific guidelines. For more information, see Endorsed Course eBlast Add-On Policy and Guidelines and Order Form below.

ENDORSEMENT FEE

The fee for HFSA endorsement is \$500 per program. Complete the credit card payment section on the application form, or call the HFSA office to relay payment information over the phone. The endorsement fee will be charged upon receipt of application and processing.

QUESTIONS?

For additional information about the endorsement guidelines or process, please contact Anna Leong at aleong@hfsa.org.

HFSA Endorsement Guidelines



Please TYPE or PRINT legibly and complete ALL information requested on this interactive form. Completed applications should be submitted to Anna Leong at aleong@hfsa.org

CONTACT INFORMATION

Date of Application: _____

Applicant Full Name (First, Last, MI): _____

Institution: _____

Email: _____ Telephone: _____

PROGRAM INFORMATION

Check box if previously endorsed by HFSA

Name of Previously Endorsed Program: _____

Date of Previously Endorsed Program: _____

Name of Program: _____

Date of Program: _____

Location of Program: _____

Program Chair / Co-Chair Names: _____

ACCME Provider for Program OR Accreditation Authority: _____

Program Continuing Education Credit Hours (if applicable): _____

Program Website: _____

Program Social Media Hashtag: _____

Program Registration Fee(s): _____

Check box if interested in purchasing an **add-on eBlast** (*Additional fee required. See subsequent pages for details*)

PAYMENT & SUBMISSION INFORMATION (FEE: \$500)

Please complete the credit card information below. You may also call to relay information over the phone.

Name of Credit Card: _____

Credit Card #: _____

Expiration Date: _____ CCV: _____

Authorized Signature: _____

Endorsed Course eBlast Add-On Policy and Guidelines



RESTRICTIONS AND GUIDELINES

HFSA requires pre-approval of all items to be mailed and is the sole judge of the suitability of materials for mailing to membership. HFSA reserves the right to deny requests where the purpose or use may not be considered in the best interests of HFSA or the intended recipients.

- All add-on requests must be submitted in writing and include an explanation of information being communicated and a sample of material to be sent.
- All requests and sample artwork will be approved by HFSA leadership.
- Add-on requests must be received no less than 10 business days prior to date of use and eblast must be sent within 30 days of approval of the add-on request.
- Add-on eblasts for the promotion of educational events and programs taking place within 30 days before or after the HFSA Annual Scientific Meeting will not be approved.
- Add-on emails will not be sent by HFSA within the following black-out periods:
 - 30 days prior to – and 15 days following the conclusion of - the HFSA Annual Scientific Meeting
 - Seven (7) days prior to – and seven (7) days following the conclusion of – the HFSA Board Certification Review
 - Three (3) days prior to an HFSA Heart Failure Seminar, webinar, or other live meeting or event not stated above; or other major product launch.
- Distribution date for add-on eblasts is at the discretion of HFSA staff. Requested distribution dates will be accommodated where possible.
- Information being sent to the membership cannot conflict with the HFSA's mission and should be aligned with the HFSA's academic leadership goals and objectives.

Purchase of an add-on eblast is for one-time only and is limited exclusively to the specific Endorsed Course as described in the mailing sample submitted in conjunction with the order form.

The use of the Endorsed Course add-on eblast in any of the ways prohibited above shall be cause for, at a minimum, permanent disqualification of the buyer(s) and/or his client(s) or agent(s) from use of the HFSA membership eblasts. Violation of this policy as set forth above may also be grounds for legal action.

SUBMISSION AND ARTWORK GUIDELINES

- **eBlast must include the following statement, placed prominently and legibly:**
You are receiving this email because this activity has been officially endorsed by the Heart Failure Society of America. The opinions presented in this educational activity do not necessarily reflect the opinions or recommendations of the HFSA. Your email address has not been shared.
- Upon approval of your request, please submit a fully coded HTML email file.
- HFSA staff will provide draft of add-on eblast for review.

Endorsed Course eBlast Add-On Order Form



Please complete the following form and email the form to info@hfsa.org. If paying by check, mail payment to Heart Failure Society of America, 500 N Washington St. #10009 Rockville, MD 20849.

The cost of an add-on eblast is \$2,250 to for-profit corporations and \$1,000 to non-profit corporations.

Date:

Name:

Company/Organization:

Phone:

Email:

PAYMENT & SUBMISSION INFORMATION

Please complete the credit card information below. You may also call to complete payment.

Name of Credit Card:

Credit Card #:

Expiration Date:

CCV:

Authorized Signature:

eBlast Sample

A sample of the mailing piece must accompany this request form before your order can be reviewed and processed.

Please check this box that you (1) have read and agree to these terms and conditions and (2) agree to the terms outlined in the HFSA Endorsed Course Add-On eBlast policy and guidelines.

Upon approval, the HFSA staff will provide guidelines for submitting your final content for the mailing. If you have any further questions, please contact our office at info@hfsa.org or 301.312.8635. Thank you for your order.