Join ASNC in the Effort to Optimize Cardiovascular Test Selection: Become a PatientFirst Partner
Since its earliest days, ASNC has worked to ensure the individual patient is at the center of all clinical decision-making. This principle of patient-centeredness continues to guide ASNC’s programs and initiatives. Now, we are taking this vision to a new level with #PatientFirst, a campaign designed to optimize test selection and ensure cardiac patients receive care guided by the right test(s) for them.

We know your company is committed to similar goals, and so we invite you join the campaign as a #PatientFirst Partner.

What Is #PatientFirst?

ASNC’s #PatientFirst campaign is a multi-stage, multifaceted initiative designed to positively impact the conversation about test selection for patients with suspected or confirmed cardiovascular conditions. The campaign’s overarching goal is to ensure that patients receive the right test(s) to address the specific clinical question important for managing their care.

An Urgent Conversation: The #PatientFirst campaign will officially launch on Wednesday, Aug. 25, with a video announcement by ASNC President Randall C. Thompson, MD, FASNC, and President-elect Dennis Calnon, MD, MASNC.

Our vision is that #PatientFirst efforts will be of value to multiple audiences, including ASNC members and other practitioners; patients and their families; private payers and policymakers; and, of course, you, our industry partners.

- **Our primary goal for year one:** beginning in August and continuing through quarters 1-3 of 2022, is to ensure that ASNC members have the knowledge, skills, resources, confidence, and credibility to discuss appropriate test selection with other practitioners, including their referrers; patients and their families; private payers and policymakers; and media. **Our initial focus will be on diagnosis and management of ischemic heart disease.**

- We will achieve this goal through a variety of initiatives developed to help our members become better imagers, communicators, and advocates. Our efforts in year one will include, but will not be limited to:
  
  1. **Education focused on appropriate test selection in the multimodality environment, including for patients presenting with chest pain;**
  2. **Education and tools to increase efficiency, diagnostic accuracy, and reporting that will aid referrers in making appropriate management and treatment decisions; and**
  3. **Dissemination of new tools for effective communication with referrers and payers about interpretation of clinical trial findings, guidelines and AUC, prior authorization, and test substitution.**
• ASNC will track the effectiveness of each activity and our overall progress toward #PatientFirst’s annual and overarching goals with shareable metrics related to distribution, attendance, engagement, usage, and user feedback.

Partner with ASNC on #PatientFirst

The #PatientFirst campaign is needed now more than ever because:

• The current healthcare environment poses numerous threats to the long-term viability of nuclear cardiology, which will impact patients’ access to optimal imaging tests to guide their care. Among the threats are significant venture-capital investment in specific products, medical specialty society investment in specific products, messaging that a specific modality should always be a first-line test, and troubling conflicts of interest within influential cardiac societies. #PatientFirst will address these looming threats and give members the tools to also do so in their communities.

• There is considerable confusion about recent clinical trials and their impact on clinical practice. This confusion – as well as selective misinterpretation and misrepresentation – is generating a misguided debate about the value of anatomic vs. functional diagnostic testing strategies. #PatientFirst will work to correct misunderstandings about key trials and their application.

• Recent ASNC survey findings suggest members are eager for education to help them increase their imaging quality and lab efficiency as well as their ability to confidently speak with referrers about the strengths and limitations of competing technologies for different patients. #PatientFirst will prioritize helping members to become better imagers and more effective communicators/advocates.

• Healthcare professionals look for and value industry support on initiatives that enhance the practice of nuclear cardiology. ASNC's campaign will recognize #PatientFirst Partners in highly visible ways.

• Advancing nuclear cardiology helps your business and enhances survival of crucial component of optimal patient care. #PatientFirst will benefit cardiovascular patients, the cardiovascular imaging specialties, and in particular nuclear cardiology stakeholders.
Your partnership is crucial for the success of #PatientFirst. To recognize your participation, we have created three partnership tiers, each of which includes many valuable benefits.

**Premier Partner - Annual Commitment of $50,000**
Opportunity to renew: August 2022

- **Chest Pain Webinar Series (valued at $100,000)**
  Series of 4-7 webinars promoted to ASNC members and the wider medical community. These webinars will be free for charge. Promotion will include email blasts, social media, newsletter, and website features.
  - Premier Partners will be recognized on the promotion of these webinars.
  - Premier Partners will be recognized with logo promotion during each webinar.

- **#PatientFirst Toolkit hosted on the #PatientFirst Web Hub (valued at $30,000)**
  - Chest Pain Testing Cheat Sheet. Downloadable resource highlighting key guidance for diagnosing ischemic heart disease
  - Partner logos will be included on #PatientFirst Toolkit landing page.
  - Additional resources to be added throughout the year: tools facilitating communication with referrers and payers, test selection handouts, enduring materials from educational programs, and patient awareness/educational resources.

- **Chest Pain Spotlight at ASNC2021 – A #PatientFirst Program. Series of chest pain and related sessions on Saturday, Oct. 2, during ASNC2021 Annual Scientific Sessions (valued at $25,000)**
  - Partners will be recognized on promotions and handouts.
  - Partners will be recognized during an interactive Saturday Town Hall discussion/Q&A event immediately following these sessions.

- **Imaging Insights #PatientFirst Special Edition (valued at $20,000)**
  ASNC’s featured e-publication is distributed to 30,000+ readers, promoted on all of ASNC’s communications channels, and achieves thousands of page-views.
  - Partners will receive one 500-word advertorial, which will be recognized on the Imaging Insights and #PatientFirst Web Hub, in the Flashpoint e-newsletter, and on social media. *Content must be focused on #PatientFirst company initiatives or related topics and approved by ASNC*

- **Recognition as a #PatientFirst Partner on campaign materials (valued at $15,000)**
  - On signage at ASNC events
  - On #PatientFirst Web Hub

- **Flashpoint - ASNC’s official e-newsletter is distributed to 3,000+ ASNC members and media per week (valued at $8,000)**
  - Partners will receive two complimentary leaderboard banner ads

- **Journal of Nuclear Cardiology, ASNC’s official journal, print and online distribution to 4,000 ASNC members (valued at $7,000)**
  - Partners receive logo recognition as a #PatientFirst Partner in a shared ASNC full-page ad
  - Partners receive one individual complimentary half-page ad

- **Tower Banner Ad on #PatientFirst Web Hub for one month (valued at $2,500)**
  - Limited to first 12 partners.

- **Use of ASNC Members Direct Mail List (valued at $2,000)**
  - Partners receive a one-time use
Collaboration Partner - Annual Commitment of $25,000

Opportunity to renew: August 2022

- **#PatientFirst Toolkit hosted on the #PatientFirst Web Hub (valued at $30,000)**
  - Chest Pain Testing Cheat Sheet. Downloadable resource highlighting key guidance for diagnosing ischemic heart disease
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  - Partners will be recognized on promotions and handouts.
  - Partners will be recognized during an interactive Saturday Town Hall discussion/Q&A event immediately following these sessions.

- **Recognition as a #PatientFirst Partner on campaign materials (valued at $15,000)**
  - On #PatientFirst Web Hub
  - In multiple promotional emails and materials announcing #PatientFirst launch activities

- **Journal of Nuclear Cardiology, ASNC’s official journal, print and online distribution to 4,000 ASNC members (valued at $4,000)**
  - Partners receive logo recognition as a #PatientFirst Partner in a shared ASNC full-page ad

- **Flashpoint - ASNC’s official e-newsletter is distributed to 3,000+ ASNC members and media per week (valued at $4,000)**
  - Partners will receive one complimentary leaderboard banner ad

Participation Partner – Annual Commitment of $10,000

Opportunity to renew: August 2022

- **#PatientFirst Toolkit hosted on the #PatientFirst Web Hub (valued at $30,000)**
  - Chest Pain Testing Cheat Sheet. Downloadable resource highlighting key guidance for diagnosing ischemic heart disease
  - Partner logos will be included on #PatientFirst Toolkit landing page.
  - Additional resources to be added throughout the year: tools facilitating communication with referrers and payers, test selection handouts, enduring materials from educational programs, and patient awareness/educational resources.

- **Recognition as a #PatientFirst Partner on campaign materials (valued at $15,000)**
  - On #PatientFirst Web Hub
  - In multiple promotional emails and materials announcing #PatientFirst launch activities

- **Journal of Nuclear Cardiology, ASNC’s official journal, print and online distribution to 4,000 ASNC members (valued at $4,000)**
  - Partners receive logo recognition as a #PatientFirst Partner in a shared ASNC full-page ad
In order of support, #PatientFirst Partners will receive first right of refusal to sponsor the following webinar series:

- #PatientFirst PET Perspectives Webinar Series (value $35,000)
  o Up to two
- #PatientFirst SPECT Perspectives Webinar Series (value $35,000)
  o Up to two

**Next Steps**

Please complete the attached Letter of Agreement with your #PatientFirst Partnership pledge and return to Megan LaVine, mlavine@asnc.org
American Society of Nuclear Cardiology
Letter of Agreement

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COMPANY NAME (exactly as it should appear in all materials)

CONTACT NAME

EMAIL ADDRESS

PHONE

PAYMENT INFORMATION
- Send invoice (payment must be received one month prior to event)
- This form and check enclosed (make check payable to American Society of Nuclear Cardiology, payment due one month prior to event)

Payment for sponsorship must be received one month prior to event. Failure to make payment by the aforementioned deadline will result in the cancellation of the sponsorship. Cancellations must be made in writing. Companies canceling one month prior to event will be held responsible for the total cost of the sponsorship. No refunds will be made after one month prior to event date.

CONDITIONS AND GUIDELINES:
ASNC is not liable for any loss sustained by the participant as a result of the participant’s or third party’s failure to access the conference website, or as a result of breakdowns, software errors, incomplete or inaccurate transfer of information. The parties agree that this agreement contain the complete agreement between the parties and supersedes any prior understandings, agreements, or representation between the parties, written or oral, which may have related to the subject matter hereof in any way. The signing of the application on the sponsor’s/exhibitor’s behalf shall be deemed to have full authority to do so and shall have no right to claim against ASNC that such person or persons did not have the authority. The commercial interest is responsible for creating and uploading all virtual exhibit space content. ASNC is not liable if an exhibitor is late in uploading content, promotional materials, videos, graphics, links and any educational documentation. If the commercial party provides video or embedded content after the due date it may not be uploaded or there will be an additional fee for late production work. If a third-party accesses propriety content of an exhibitor of virtual scientific sessions ASNC will not be held liable for any security breach. ASNC will not be liable for any interruption of content streaming in the commercial interest booth, any satellite program or educational activities having to do with the commercial interest within the virtual web platform.

Definition - Commercial exhibits, advertisements, and industry-planned events are ‘promotional activities’ and not continuing medical education. Therefore, monies paid by a commercial interest to ASNC for these promotional activities are not considered to be commercial support for the CME activity.

Separation from CME - Promotional activities will have a separate time, location and promotion from the CME activity. Arrangements for commercial exhibits, ads, or other promotional activities cannot influence the CME planning, nor interfere with the CME presentation, nor can they be a condition of the provision of commercial support for the CME activity. Arrangements for any commercial (grant) support of the CME activity will be under a completely separate written agreement.

Ads/Promos - advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after the CME activity.

Fees - Exhibit or promotional fees are not considered commercial support and will not be acknowledged as educational grants. All fees are non-refundable.

Staffing - All company representatives are expected to contribute to the professional environment of the CME activity and must conduct themselves in a professional manner. The ASNC reserves the right to make onsite judgments regarding any conduct that detracts from the professional environment of the CME activity and to take appropriate steps to curtail such conduct, if necessary.

Social Events - Social events or meals at CME activity cannot compete with or take precedence over the CME activity. Industry-sponsored social events must be approved by the ASNC in advance, even if the events are off-site and do not compete with the CME activity.

Adherence to Exhibitor and Promotional Activity Guidelines - It is the responsibility of the “Company” to distribute these and all other ASNC conditions and guidelines to all company representatives attending the CME activity and/or working the exhibit/promotional activity space. ASNC owns the copyright of all logos, ASNC-developed documents, events-related materials, and any and all ASNC-related collateral sponsoring organizations may not use any item directly or indirectly related to ASNC without prior written consent. Sponsor must/agrees to submit and all materials to ASNC for approval prior to printing, emailing, mailing or any other type of distribution.

ACCEPTANCE
We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract.

AUTHORIZED SIGNATURE: ___________________________ DATE ___________________________

American Society of Nuclear Cardiology Tax ID Number: 52-1813311

FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES, CONTACT: Megan LaVine, Director of Industry and Development mlavine@asncc.org