

AMERICAN COLLEGE OF CHEST PHYSICIANS (CHEST) INDUSTRY ADVISORY COUNCIL (IAC)

CHEST Main Contacts:

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OBJECTIVES The Industry Advisory Council will:

- Serve as a forum for the corporate community and CHEST to discuss key issues and their implications.
- Provide a setting for discussions on technical and business trends that may influence CHEST and corporate strategic planning decisions.
- Provide feedback to CHEST for corporate development and funding opportunities.

GOVERNANCE

- The IAC is an ad hoc committee that serves at the pleasure of the CHEST Board of Regents.
- The IAC is an advisory group that provides information and recommendations to CHEST and its Board of Regents. It does not take action on behalf of, or speak for, CHEST.
- The IAC may make recommendations to the CHEST Board of Regents and CHEST Foundation Board of Trustees, as applicable, which will review and act upon such recommendations as each board deems prudent.
- Membership acceptance on the IAC does not imply endorsement of any products or services by CHEST.
- The IAC will have a chair and vice-chair elected for a 2-year term by its members. The vice-chair will serve in the absence of the chair and, at the discretion of the IAC, will be eligible to serve as chair upon completion of the 2-year term of the chair. If the vice-chair chooses not to serve as chair, a new chair and vice-chair will be elected.
- If both the chair and vice-chair positions are vacated prior to a meeting of the IAC, a new chair will be selected via email election prior to the meeting, who will serve the remainder of the then-current term. A vice-chair will be elected at the next regular meeting of the IAC to serve the remainder of the then-current term.
- The IAC will meet twice per year at the time and place designed by CHEST. One of those meetings will be held during the CHEST Annual Meeting.
- CHEST reserves the right to enact additional rules or requirements as it deems necessary.

Benefit FAQs

CHEST Membership Benefits:

- To obtain your CHEST Basic Memberships (2 -- Gold IAC Members, 4 -- Platinum IAC Members), send Rachel Cahill names, emails, and titles. CHEST Membership IDs will be sent via email once processed
- To access your Basic CHEST Membership benefits:
 - Discounts for courses and products will be shown once signed in when purchasing products here: chestnet.org/Store
 - Access the CHEST Member and Leader Directory here: chestnet.org/Get-Involved/Membership/Member-Directory
 - Access the CHEST Career Connection site here: healthcareers.com/chest

Corporate Recognition:

- Link from the CHEST website to your corporate website:
 - Send Rachel Cahill your current logo and URL, and logos will be posted within 5 business days of receipt.

CHEST Annual Meeting Benefits:

- Send Josh Coe your current logo by July 15 for recognition on the CHEST website and signage in the exhibit area at CHEST 2022.
- Join us at our CHEST 2022 Annual Meeting! To receive your complimentary Meeting registrations:
 - Send names and email addresses to Rachel Cahill by October 1
 - Gold IAC Members are entitled to 4 complimentary registrations
 - Platinum IAC Members are entitled to 7 complimentary registrations
 - Ribbons will be provided on the member's name badge identifying them as a member of the IAC
- Priority Points
 - Five Priority Points for Gold IAC Members and 14 Priority Points for Platinum IAC Members will be applied for the 2023 CHEST Annual Meeting exhibit hall booth selection
 - Note: IAC benefits must be paid in full by September 1 to receive this benefit

CHEST Communications:

The following communications will be delivered to the main contact on file:

- Daily: *CHEST Today*
 - A digest of the most important news related to chest medicine selected from thousands of sources by the editors of Bulletin Healthcare and delivered digitally to CHEST members.
 - Total audience: ~32,000
 - December 2020 - 90-day reach*: 73.22%
 - *90-day reach = the percentage of our audience that has opened the briefing or clicked on links within it at least once in the past 90 days
- Weekly: *CHEST NewsBrief*® Newsletter
 - An e-newsletter featuring upcoming events, educational opportunities, new resources, journal articles and more
 - Total audience: ~11,000-13,000, including a broad audience of CHEST members and other chest medicine clinicians
 - Average open rate: 37.34%
- Monthly: *CHEST Physician*® Publication
 - A news publication providing relevant clinical information and the latest news in chest medicine specialties, as well as CHEST news
 - Total audience: ~15,000, mailed to all current US CHEST members

CHEST NewsBrief Newsletter Placement:

- Platinum IAC members can place product and/or medical information in the form of editorial content, in the *CHEST NewsBrief* newsletter, per partnership and approval from CHEST. See above for *CHEST NewsBrief* newsletter reach and open rate details
- Your content will appear in the *CHEST NewsBrief* newsletter in the next available issue or a scheduled time agreeable by you and CHEST
- CHEST will provide standard reporting including total contacts sent, opens of the email, and clicks on your story. Further analytics are available for a fee.
- Send Rachel Cahill the following materials for your placement:
 - An image of your choosing (250x175 pixels)
 - A headline and brief description (350 characters)
 - A link to your landing page

Clinical Trial Postings:

- IAC members can post up to three different clinical trials, for a 90 day period on the CHEST Clinical Trial web page (chestnet.org/Guidelines-and-Resources/Clinical-Trials/Clinical-Trials-Registry)
- To post a current trial, please email the following to Rachel Cahill:
 - 75 character (including spaces) headline
 - 700 character (including spaces) blurb
 - A URL can also be provided to link out to more information
- Trials will be posted within 5 business days of receipt
- Each posts will remain on the page for 90 days unless asked to be taken down sooner
- CHEST also offers a number of services for clinical trials such as trial landscaping and clinician recruitment -- contact Rachel Cahill to schedule a time to discuss with the team

One Five-Question Pulse Survey:

- Provide 5 research questions to CHEST (subject to approval by CHEST) for a quick pulse of CHEST members on a topic of your choosing
- CHEST will field the Pulse Survey within 10 business days of receiving the questions, and a PDF with aggregated results will be turned around within approximately 10-15 days after fielding
- An n=100 is included with this benefit. Broader, longer Pulse Surveys are available for a fee, and custom quantitative and qualitative research options are also available as a service offering from CHEST
- Contact Rachel Cahill to schedule a Pulse Survey

CHEST Analytics Services and Clinical Immersion Courses:

- Platinum IAC members receive a discount on CHEST Analytics services and Clinical Immersion courses (10% off up to the first \$200K in spending)
- Contact Rachel Cahill to schedule a call with the team to discuss our offerings

Watch for Invitations Throughout the Year for These Benefits:

- IAC members-only invitations to CHEST and CHEST Foundation events
- One 1:1 60-minute meeting with select CHEST leadership (can be scheduled upon availability throughout the year)