



HRS SYNCHRONY PROGRAM RECOGNITION APPLICATION

The Heart Rhythm Society (HRS) is the premier membership organization for more than 7,000+ practitioners in more than 90 countries, dedicated to improving cardiac pacing and heart rhythm care for all patients.

Unlike traditional membership societies, HRS represents the worldwide field of electrophysiology and the various EP professions. Each year, HRS partners with EP professionals, stakeholders, and leading organizations to bring our members the most credible resources, high-quality programmatic events, and regulatory updates.

HRS knows there are a variety of impactful organizations and institutions that share in our mission to improve the care of patients by promoting research, education, and optimal healthcare policies and standards.

That's why the **HRS Synchrony Program** (formerly known as the HRS Co-Sponsored/Endorsed Program) was developed. Through our highly visible initiative, programmatic events or activities organized by other organizations or specialty groups within the field of EP may apply to be recognized as an **HRS Synchrony Program**. As an **HRS Synchrony Program**, your programmatic event or activity may offer EP professionals with access to experts, hands-on learning, information on emerging trends, and/or ACE (formerly known as CME) credits.

APPLICATION REQUIREMENTS:

- All questions on the application must be completed. Incomplete applications will not be processed.
- No mention of the HRS Synchrony Program may be made until the application has been approved by HRS, the Statement of Agreement has been signed, and full payment has been received by HRS.
- This program must adhere to the **HRS Statement of Diversity, Equity, and Inclusion:**
 - HRS stakeholders share a common passion for accomplishing our mission to end death and suffering from heart rhythm disorders.
 - We believe our diverse backgrounds, experiences, and interests are assets in reaching that goal, and we are committed to providing an inclusive environment in all our activities where everyone feels valued, respected, and welcome.
 - We strive to have organizational leaders who represent all aspects of our diversity and who promote the diversity, equity, and inclusion that are essential to our success.

In order for your application to be considered, you must include ALL of the required documents. Please use the following checklist to ensure that you have included these documents:

- Completed & signed application
- Program agenda/brochure (must include faculty list)
- Evaluation tool
- Signed Statement of Agreement

SPONSORSHIP TIERS (please choose from the tiers listed below):

DIAMOND PREMIER LEVEL (\$10,000 Fee)

- HRS provides the HRS Synchrony Program logo for use in your event announcements in publications, program brochures, and program website (IMPORTANT: Each usage requires approval prior to printing/publishing).
- HRS provides two (2) announcements in the Society’s bi-weekly e-newsletter, Keeping Pace
- Your event spotlighted as a “Featured Event” on the Synchrony Program Events page on HRSONline.org
- HRS provides your program listing on the Synchrony Program Events page on HRSONline.org
- HRS provides social media support:
 - One (1) original tweet on Twitter
 - One (1) original post on Facebook
 - One (1) original post on LinkedIn

*Draft text to be provided by the partner
- HRS deploys one (1) targeted, dedicated email using the HRS template (sent to approved group based on program attendee type)
- HRS provides access to include your event marketing materials in a designated Annual Meetings display at the upcoming Annual Meeting. The display will be positioned in a high-traffic area where it will be seen by the meeting attendees. This benefit is contingent on event timing.

PREMIER LEVEL (\$5,000 Fee)

- HRS provides the HRS Synchrony Program logo for use in your event announcements in publications, program brochures, and program website (IMPORTANT: Each usage requires approval prior to printing/publishing).
- HRS provides two (2) announcements in the Society’s bi-weekly e-newsletter, Keeping Pace
- HRS provides your program listing on the Synchrony Program Events page on HRSONline.org
- HRS provides social media support:
 - One (1) retweet of your original tweet
 - One (1) share of your original Facebook post
 - One (1) share of your original LinkedIn post
- HRS provides access to include your event marketing materials in a designated Annual Meetings display at the upcoming Annual Meeting. The display will be positioned in a high-traffic area where it will be seen by the meeting attendees. This benefit is contingent on event timing.

NON-PROFIT RATE (\$2,500 Fee)

- HRS provides the HRS Synchrony Program logo for use in your event announcements in publications, program brochures, and program website (IMPORTANT: Each usage requires approval prior to printing/publishing).
- HRS provides two (2) announcements in the Society’s bi-weekly e-newsletter, Keeping Pace
- HRS provides your program listing on the Synchrony Program Events page on HRSONline.org

BUNDLE PACKAGE (\$2,500/Event Fee)

- HRS provides the HRS Synchrony Program logo for use in your event announcements in publications, program brochures, and program website (IMPORTANT: Each usage requires approval prior to printing/publishing).
- HRS provides two (2) announcements in the Society’s bi-weekly e-newsletter, Keeping Pace
- HRS provides your program listing on the Synchrony Program Events page on HRSONline.org

Date of Application: _____

Indicate how your program will take place.

LIVE Program ONLINE/VIRTUAL Program (expires one year from program date)

Name of Program: _____

Date of Program: _____

Location of Program (venue): _____

Address, City, State: _____

Country (if outside of US): _____

Program Director(s): _____

Contact Person: _____

Organization: _____

Address: _____

City, State, Postal Code: _____

Country (if outside of US): _____

Telephone: _____

Email: _____

Program Website: _____

Program Information: New Program Established Program**Will the program content be captured?** Yes No**HRS Synchrony Program – Accredited Continuing Education (ACE) Credit Requirements**

For all programs hosted in the United States that offer accredited continuing education (ACE) (formerly known as CME) credits to program participants, HRS requires that all aspects of the program be in compliance with the Accreditation Council for Continuing Medical Education (ACCME) Essential Areas, elements, and Policies. The accredited provider designating the ACE credits is responsible for meeting ACCME requirements.

Are you accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide accredited continuing education (ACE)? Yes No

Program Description:**Program Learning Objectives:**

Event Topic (select all that apply):

- | | | |
|--|--|--|
| <input type="checkbox"/> Ablation | <input type="checkbox"/> Device Therapy | <input type="checkbox"/> Sudden Cardiac Arrest |
| <input type="checkbox"/> Atrial Arrhythmias | <input type="checkbox"/> Disorders | <input type="checkbox"/> Training |
| <input type="checkbox"/> Atrial Fibrillation | <input type="checkbox"/> Heart Failure/CRT | <input type="checkbox"/> Ventricular Arrhythmias |
| <input type="checkbox"/> Clinical EP | <input type="checkbox"/> Pediatric | |

Targeted Audience (select all that apply):

Physicians

- Cardiologists
- Cardiovascular Surgeons
- Clinicians
- Electrophysiologists/EPs
- Fellows/Trainees

Allied Professionals

- Nurses
- Nurse Practitioners
- Physician Assistants
- Pharmacists
- Technicians

Scientists

- Academic
- Researcher

Anticipated Attendance:

Physicians: _____

Allied Professionals: _____

Scientists: _____

Level of Program:

- Basic Intermediate Advanced

Geographic Representation:

- Regional National International

Diversity, Equity, and Inclusion: Describe how your program is aligning with the Diversity, Equity, and Inclusion statement described on page 1 of the application.

Needs Assessment Summary:

How were the needs of your intended audience determined? (Check all that apply):

Evaluation Results Expert Consensus New Medical Developments

Suggestions for Potential Attendees Survey Results

Other: _____

Sponsorship Information

Will this program receive educational grant money from a commercial supporter? Yes No

Will there be commercial exhibits associated with this program? Yes No

List all program sponsors and/or accredited providers:

ANNOUNCEMENT/E-NEWSLETTER COPY

For your listing in the Keeping Pace e-Newsletter, please provide your suggested announcement copy. Try to keep the article length to no more than 500 characters (this excludes the headline and link to the program page).

Placement is solely at the discretion of the Keeping Pace editorial committee. Note: Announcements are brief to encourage readers to visit the website for the entire description/information.

Sample Text

Rhythm Congress 2022 June 12-14 in Cannes, France

The Rhythm Congress will address “Arrhythmias and Heart Failure: Future Technical and Investigational Directions”. International expert faculty will present on topics such as AF ablation, ventricular arrhythmias, CRT, echocardiography, and HF management; two live cases of chronic AF ablation will also be featured. The final program and registration information are now available.

Register Today [include URL]



HRS SYNCHRONY PROGRAM STATEMENT OF AGREEMENT

Please carefully read the next section on the expectations and responsibilities of an HRS Synchrony Program. You will be expected to fulfill these requirements if the program is approved. The Heart Rhythm Society reserves the right to have a Heart Rhythm Society member liaison attend and evaluate the program to ensure compliance with the HRS Synchrony Program requirements.

The program applicant will be responsible for providing the following, which must adhere to the aforementioned guidelines:

- The program MUST adhere to the HRS Statement of Diversity, Equity, and Inclusion
- Publishing the program objectives, expected learner outcomes, instructional format, and evaluation methods in the program brochure (applicable for programs offering ACE credits).
- Including the HRS Synchrony Program logo on all promotional materials, including, but not limited to, walk-in slides, coursebooks, or brochures. Synchrony Program recognition must be reflected on all materials before HRS promotion may begin.
- Including the HRS Synchrony Program logo on the program website. Synchrony Program recognition must be reflected on the program website before HRS promotion may begin.
- Providing the text and galleys of all program and promotional materials, including advertisements on the Internet, for HRS review and approval prior to printing.
- Live Program ONLY
 - Making space available onsite for HRS brochures and other materials
- Online Program ONLY
 - Make space available in online program promotion or link to the HRS website

I accept the responsibilities outlined above for programs recognized as an HRS Synchrony Program by HRS and will fulfill these requirements if the program is approved.

In addition, as an accredited provider for designating ACE Credits, I will ensure that the program is in compliance with the Accreditation Council for Continuing Medical Education (ACCME) Essential Areas, Elements, and Policies, including the Standards for Commercial Support.

Program Director Signature

Date

Indemnification:

- Program applicant shall indemnify and hold harmless HRS, its Trustees, officers, employees, representatives, and agents against any and all liabilities, losses, damages, costs, or expenses (including reasonable legal fees) arising out of or resulting from third-party claims made in connection with this agreement or any HRS activities or products, including those associated with the Product.
- Program applicant shall indemnify, defend, and hold HRS harmless against all claims, liabilities, losses, damages, costs, and expenses (including reasonable legal fees) resulting from or arising in connection with any actual or claimed infringement of any trademark, copyright, or other intellectual property, proprietary or contractual right of any third party, with respect to the Names and Marks licensed under this Agreement.

Program Director Signature

Date

Eric Booth, CSO Signature

Date

Submit Completed Application To:

Tonia Jones, MS
Sr. Manager, Grants & Individual Giving
Heart Rhythm Society
tjones@hrsonline.org
www.HRSONline.org