



Heart Rhythm SocietySM

MEMBER INSIGHTS SUBCOMMITTEE CHARGE

Number of Members: 10-12

Composition

Members shall include a Chair, Vice Chair, and a diverse mix of members reflecting the Society's membership.

Method of Appointment

The Subcommittee Chair and members shall be appointed by the President and/or Vice President, in consultation with Chief Executive Officer.

Term of Office

One year. Reappointment for two additional consecutive one-year terms is permissible.

Accountability

Reports to: Membership Committee

Key Relationships: Membership Committee, Governance Committee, Communications Committee

Purpose

- Provide strategic oversight for customer service, engagement opportunities, and recognition.
- Review and analyze data to distill data-driven, actionable insights to ensure that the Society is meeting the needs of its customers and members.

Responsibilities

- Data Standards
 - Advise on the implementation of policies and procedures related to data collection and its utility for the Society.
 - Ensure that data insights about programs, products, and services are effectively communicated and used to inform organizational strategies and decision-making.
- Customer Service
 - Establish standards for customer service excellence and monitor adherence to these standards across the Society.
- Engagement & Recognition
 - Monitor and report engagement trends and opportunities to members, customers, and staff.

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- Develop programs to recognize and celebrate volunteer and engagement contributions.
- Serve in an advisory role to Society staff regarding policies for HRS Communities

Decision-Making Authority

- Make recommendations to the Membership Committee

Meeting Frequency

- Quarterly meetings, by teleconference or face-to-face. Additional meetings, as necessary.