



Going Back to the Heart of Cardiology

A Medscape Cardiology/theHeart.org
Virtual Conference for Practicing Clinicians

DECEMBER 8–17, 2020



VIRTUAL EVENT

CHAIR



Robert Harrington, MD
Arthur L. Bloomfield Professor
of Medicine
Chair, Department of Medicine
Stanford University
Palo Alto, California

MODERATOR



C. Michael Gibson, MD
Professor of Medicine
Division of Cardiology
Interventional Cardiology Section
Harvard Medical School
Boston, Massachusetts

SPONSORSHIP AND EXHIBIT PROSPECTUS

Going Back to the Heart of Cardiology

A Medscape Cardiology/theHeart.org

Virtual Conference for Practicing Clinicians

Dear Cardiology Colleagues:

It is my pleasure and privilege to welcome you to this virtual conference, **Going Back to the Heart of Cardiology 2020: A Medscape Cardiology/theHeart.org Virtual Conference for Practicing Clinicians**. Over the 2 weeks spanning December 7 to 18, this innovative CME/CE experience will take you on a unique learning journey, which begins when you enter the **Virtual Conference Center**. In this space, 6 livestreamed sessions, each running 2 to 3 hours, will present the latest education in cardiology and discuss practical application of emerging advances into clinical care.

The comprehensive agenda includes the most relevant topics that impact cardiology practice today. At a glance, these are:

- Session I: Cardioprevention and Lipid Management
- Session II: Atrial Fibrillation
- Session III: Heart Failure
- Session IV: Interventional and Structural Cardiology
- Session V: Diabetes and Kidney Disease Related to Cardiology
- Session VI: Cardiology Post-COVID-19

Nationally renowned faculty experts will engage you and your fellow learners in the live virtual sessions. Take a seat in the Live Theater, where audience interaction will be enhanced by polling and ample time for Q&A. You will not be denied opportunities to share best practices and to find solutions to your most difficult clinical challenges.

And, as in any live conference venue, you will find robust opportunities to interact with your colleagues beyond the educational sessions. There is much to explore, and comfortable walking shoes are not required! I encourage you to take full advantage of these conference features, in which you can

- Benefit from peer-to-peer learning in the **Virtual Poster Hall**
- Network with other cardiology specialists and practitioners in the **Lounge**
- Enjoy friendly and fast-paced competition via **MedChallenge**
- Visit booths in the **Exhibit Hall** (without lugging a tote bag)

As outlined in the program, each of the 6 live sessions will be held on different days starting in the evening hours, between 6:00 and 7:00 p.m. ET. Should you be unable to attend, each recorded and accredited session will be available on this site [provide URL here] for on-demand access until March 2021. After that, an enduring summary webcast and downloadable components will be available on Medscape Cardiology/theheart.org, on a webpage dedicated specifically to this conference. The educational content will be CME/CE-certified for an additional year.

Once again, Welcome! I hope you will enjoy this one-of-a-kind virtual conference, benefit from the learning opportunities, and gather many clinical pearls to “bring home” to your practice!

Sincerely,

Robert Harrington, MD

Conference Chair

Arthur L. Bloomfield Professor of Medicine

Chair, Department of Medicine

Stanford University School of Medicine

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PROGRAM INFORMATION

OVERVIEW

Medscape Cardiology/theHeart.org is holding a virtual conference, featuring topics with direct impact on cardiology practice. This initiative features 6 livestreamed, 2-hour sessions over a 2-week period. Each 2-hour session will include 4 to 6 faculty presentations on the featured topic with live web-streamed discussion and Q&A. In addition, each session will be available for immediate on-demand access, and enduring components will be available on a collection page on the Medscape Cardiology/theheart.org website.

TARGET AUDIENCE

This activity is intended for cardiologists, diabetologists and endocrinologists, primary care physicians (PCPs), nephrologists, nurses, nurse practitioners (NPs), physician assistants (PAs) and any other healthcare practitioners (HCPs) involved in the care of patients at risk for cardiovascular (CV) events.

SESSION HIGHLIGHTS

- Lipid Management
- Atrial Fibrillation
- Heart Failure
- Interventional and Structural Cardiology
- Diabetes and Kidney Disease Related to Cardiology
- Cardiology Post—COVID-19

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AGENDA

SESSION I

TUESDAY, DECEMBER 8 | 6–9 PM EST

**Preventive Cardiology and Lipid Management:
Why an Ounce of Prevention is Worth a Pound
of Cure**

CO-CHAIRS



Deepak Bhatt, MD, MPH

Professor of Medicine
Harvard Medical School
Executive Director of Interventional
Cardiovascular Programs
Brigham and Women's Hospital
Heart and Vascular Center
Boston, Massachusetts



Alan Brown, MD

Clinical Associate Professor
Loyola Stritch School of Medicine
Director, Division of Cardiology Advocate
Lutheran General Hospital
Chicago, Illinois

SESSION II

WEDNESDAY, DECEMBER 9 | 7–9 PM EST

**Taking a Pulse on AF: Current Challenges,
Perspectives and Strategies to Improve
Patient Care**

CO-CHAIRS



Manesh Patel, MD

Manesh Patel, MD
Professor of Medicine
Duke University Medical Center
Durham, North Carolina



Peter Kowey, MD

Professor of Medicine and Clinical
Pharmacology
Sidney Kimmel Medical College
Thomas Jefferson University
Philadelphia, Pennsylvania
William Wikoff Smith Chair
in Cardiovascular Research
Lankenau Institute for Medical Research
Wynnewood, Pennsylvania

SESSION III

THURSDAY, DECEMBER 10 | 7–9 PM EST

**Heart Failure Trials and Tribulations:
From the Current Landscape to Patient Care**

CO-CHAIRS



James Januzzi, MD

Hutter Family Professor of Medicine
Harvard Medical School
Staff Cardiologist
Heart Center
Massachusetts General Hospital
Boston, Massachusetts



Javed Butler, MD, MBA, MPH

Patrick H. Lehan Chair
in Cardiovascular Research
Professor and Chairman
Department of Medicine
Professor of Physiology
University of Mississippi
Jackson, Mississippi

SESSION IV

TUESDAY, DECEMBER 15 | 7–9 PM EST

Interventional and Structural Cardiology

CO-CHAIRS



Deepak Bhatt, MD, MPH

Professor of Medicine
Harvard Medical School
Executive Director of Interventional
Cardiovascular Programs
Brigham and Women's Hospital
Heart and Vascular Center
Boston, Massachusetts



Roxana Mehran, MD

Professor of Medicine
Director of Interventional
Cardiovascular Research
and Clinical Trials
Icahn School of Medicine
at Mount Sinai
New York, New York

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AGENDA

SESSION V

WEDNESDAY, DECEMBER 16 | 7–9 PM EST

**Cardiology, Diabetes and Kidney Disease:
Treating the Triad**

CO-CHAIRS



Carol Wysham, MD

Clinical Professor of Medicine
University of Washington
Spokane, Washington



Javed Butler, MD, MBA, MPH

Patrick H. Lehan Chair
in Cardiovascular Research
Professor and Chairman
Department of Medicine
Professor of Physiology
University of Mississippi
Jackson, Mississippi

SESSION VI

THURSDAY, DECEMBER 17 | 7–9 PM EST

**Cardiology Post-COVID 19: Telemedicine, Patient
Management, and Implications for Your Practice**

CO-CHAIRS



Robert Harrington, MD

Arthur L. Bloomfield Professor
of Medicine
Chair, Department of Medicine
Stanford University
Palo Alto, California



Harmony Reynolds, MD

Associate Professor, Department
of Medicine
NYU Grossman School of Medicine
New York, NY Independent Symposia
Time Slots

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SPONSORSHIP OPPORTUNITIES

GOLD LEVEL SPONSORSHIP

COST: \$50,000

- 2 Live 60-minute exclusive presentations with 2 month On-Demand Access on conference platform**

Includes:

- 3 emails to Medscape's full cardiology network and select primary care physicians promoting all virtual live industry sponsored symposia
- 24 hour, 2 hour and 15 minute reminder emails to registrants in advance of each of your exclusive presentations
- Recognized as Gold sponsor throughout the virtual platform
- Prominent ad*-space in virtual conference lobby where all attendees pass through
- Two promotional email blasts* to registered conference attendees
- 1 pop-up announcement*—on-screen promotional or call to action message displayed to all attendees
- Up to 10 total attendee full-comps (for HCP's only)***
- Up to 5 total booth staff allowance—sponsor employees can staff the booth from anywhere with a computer and internet
- Full analytics on all sponsor branded interactions including booth traffic, banner ads and independent symposia attendees
- Top tier sponsor booth—up to 6 functional menu tabs* in booth (collateral, surveys, product video demos as examples)
- Conference Registration List including First name, Last name, City and State
- Up to 6 promotional video* uploads in booth
- Logo* included on "Virtual Passport"
- Assistance with virtual booth asset assembly
- Registration page created by conference for industry supported symposium

Questions about sponsor/exhibit opportunities?

Contact / Sally Cioci Fischer

P 973.290.8215

E scioci@medscapelive.com

* Provided by Sponsor; Specs and deadlines to be provided at a later date.

** 2 month recorded symposium on conference platform is value-added. To enhance this offering, please see detailed information below.

***Value-added; sponsorship funding not used for physician registration fees

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SPONSORSHIP OPPORTUNITIES

SILVER LEVEL SPONSORSHIP

COST: \$39,500

- 1 Live 60-minute exclusive presentations with 2 month On-Demand Access on conference platform**

- Includes:

- 3 emails to Medscape's full cardiology network and select primary care physicians promoting all virtual live industry sponsored symposium
- 24 hour, 2 hour and 15 minute reminder emails to registrants in advance of your exclusive presentation
- Recognized as Silver sponsor throughout the virtual platform
- Prominent ad*-space in virtual conference lobby where all attendees pass through
- Two promotional email blasts* to registered conference attendees
- 1 pop-up announcement*—on-screen promotional or call to action message displayed to all attendees
- Up to 5 total attendee full-comps (for HCP's only)***
- Up to 5 total booth staff allowance—sponsor employees can staff the booth from anywhere with a computer and internet
- Full analytics on all sponsor branded interactions (ad clicks, content views)
- Top tier sponsor booth—up to 6 functional menu tabs* in booth (collateral, surveys, product video demos)
- Full analytics on all booth traffic—name, title, company of all visitors
- Contact information for conference registrants
- Up to 6 promotional video* uploads in booth
- Logo* included on "Virtual Passport"
- Assistance with virtual booth asset assembly
- Registration page created by conference for industry supported symposium

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SPONSORSHIP OPPORTUNITIES

VIRTUAL EXHIBIT PLUS

COST: \$3,500

-
- One complimentary promotional email blast* to registered conference attendees
 - Complimentary “badge” for up to three exhibitor employees
 - Logo* included on “Virtual Passport”
 - Banner* in Virtual Lobby and in Exhibit Hall
 - Enhanced Virtual exhibit booth, with up to eight clickable content tabs and a dynamic product video*
 - Pop-up promotional message* in lobby and virtual exhibit hall during exhibit hours
 - Full analytics on booth traffic
 - Assistance with virtual booth asset assembly

Questions about sponsor/exhibit opportunities?

Contact / Sally Cioci Fischer

P 973.290.8215

E scioci@medscapelive.com

VIRTUAL EXHIBIT

COST: \$3,000

-
- One complimentary email blast* to registered conference attendees
 - One month complimentary banner* on our Review Meetings page
 - Complimentary “badge” for one exhibitor employee
 - Logo* in Virtual Lobby and in Exhibit Hall
 - Virtual exhibit booth, with up to four, clickable content tabs*; no dynamic video
 - Full analytics on booth traffic
 - Assistance with virtual booth asset assembly

* Provided by Sponsor; Specs and deadlines to be provided at a later date.

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ON-DEMAND PROGRAM ENHANCEMENT

After 2 months on-demand access via the conference platform, enhance with the following:

- Video archived for 6 months with Medscape
- Dedicated URL for video
- Creation of banner traffic drivers to video
- Banner ads
- Invites
- Email blasts
- MLR approval of assets
- Guaranteed visits
- Utilize Medscape's cardiology list
- Option to include primary care physicians
- List matching available

Questions about sponsor/exhibit opportunities?

Contact / Sally Cioci Fischer

P 973.290.8215

E scioci@medscapelive.com

INDEPENDENT SYMPOSIA TIME SLOTS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
DECEMBER 7	DECEMBER 8	DECEMBER 9	DECEMBER 10	DECEMBER 11
12:30 PM – 1:15 PM	12:30 PM – 1:15 PM	12:30 PM – 1:15 PM	12:30 PM – 1:15 PM	12:30 PM – 1:15 PM
7:00 PM – 7:45 PM				
DECEMBER 14	DECEMBER 15	DECEMBER 16	DECEMBER 17	DECEMBER 18
12:30 PM – 1:15 PM	12:30 PM – 1:15 PM	12:30 PM – 1:15 PM	12:30 PM – 1:15 PM	12:30 PM – 1:15 PM
7:00 PM – 7:45 PM				

All Industry Symposia slots are listed in Eastern Time

To enhance your package to include this option, please consult with Sally Cioci Fischer, scioci@medscapelive.com for pricing and guarantees.