

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

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### 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 Philanthropy Board of Advisors, 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 two-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 two-year term. 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.
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### Benefit FAQs

#### CHEST Membership Benefits

- To obtain your Basic CHEST Memberships (one for Silver, two for Gold, four for Platinum), 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: [chestnet.org/store](https://chestnet.org/store)
  - Access the CHEST Member Directory: [chestnet.org/membership-and-community/membership/member-directory](https://chestnet.org/membership-and-community/membership/member-directory)
  - Access the CHEST Career Connection site: [healthcareers.com/chest/search-jobs](https://healthcareers.com/chest/search-jobs)

#### Corporate Recognition

- Link from the CHEST website to your corporate website
  - Send Rachel Cahill your company logo and URL

#### CHEST Annual Meeting Benefits

- Send Rachel Cahill your company logo by June 1 for recognition on signage in the Exhibit Hall
- To receive your complimentary registrations:
  - Send names and email addresses to Rachel Cahill by October 1
  - Silver IAC Members are entitled to two complimentary registrations
  - Gold IAC Members are entitled to four complimentary registrations
  - Platinum IAC Members are entitled to eight 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 Silver, 10 Priority Points for Gold, and 16 Priority Points for Platinum IAC Members will be applied for the CHEST 2025 Exhibit Hall booth selection
  - Note: IAC benefits must be paid in full by October 1 to receive this benefit

## CHEST Communications

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

- *CHEST Today*® (daily Mon-Fri and Sunday)
  - An email digest of the most important and timely news in chest medicine and health care policy
  - Total audience: More than 60,000 CHEST members and health care specialists
- *CHEST NewsBrief*® (weekly on Saturday)
  - An email newsletter featuring upcoming events, educational opportunities, new resources, journal research, and more
  - Total audience: More than 8,000 highly engaged CHEST members and health care specialists
  - Average open rate of 34.8%
- *CHEST Physician*® (twice a month)
  - An email newsletter highlighting recently published articles on [chestphysician.org](http://chestphysician.org). *CHEST Physician* provides cutting-edge reports on timely news, research, and clinical advances in the world of chest medicine. Regular columns feature the areas of pulmonary, critical care, and sleep medicine, as well as association news and updates from CHEST leadership.
  - Total audience: More than 48,000 CHEST members and health care specialists

## Placement in *CHEST NewsBrief*

- Platinum IAC members can place product and/or medical information in the form of editorial content in the *CHEST NewsBrief* email per partnership and approval from CHEST. See above for *CHEST NewsBrief* reach and open rate details.
- Your content will appear in an issue date agreed upon by you and CHEST
- CHEST will provide standard reporting, including total sent, open rate, and number of clicks on your link
- Send Rachel Cahill the following materials for your placement:
  - A brief blurb of editorial content (maximum 250 characters, including spaces)
  - A link to your landing page

## Critical Advancements Webinars

- Contact Rachel Cahill to schedule a call with the team to discuss our offerings

## Clinical Trial Postings

- IAC members can post up to three different clinical trials, for a 90-day period each, on the CHEST Clinical Trials webpage: [chestnet.org/membership-and-community/membership/clinical-trials-registry](http://chestnet.org/membership-and-community/membership/clinical-trials-registry)
- To post a current trial, please email the following to Rachel Cahill:
  - 75-character headline (including spaces)
  - 700-character blurb (including spaces)
  - A URL can also be provided to link out to more information
- Trials will be posted in a timely manner upon 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 five research questions (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 30 business days of receiving the questions
- Aggregated results will be returned within approximately 10 to 15 days after closing the survey
- 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 Focus Groups and Survey Work

- 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 philanthropy events
- One 1:1 60-minute meeting with select CHEST leadership (can be scheduled based upon availability)