



The leading membership of pharmaceutical drug safety executives and scientists

Signature Partnership Program

Programming Definition and Responsibilities

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DSEC is organized and funded by Cambridge Healthtech Associates (www.chacorporate.com).

The *Signature Partnership Program* is an opportunity for technology and service providers to be part of DSEC programming, and content, as well as interact directly with members. The Signature Partnership Program is limited to eight (8) Partner Companies (hereafter Partner).

Objectives

The overall objective of the Signature Partnership Program is to integrate a Partner's expertise and insights into DSEC programming while also growing the Partner's revenues/sales by establishing their organization within the DSEC community as a leading expert and service provider. Specific objectives include:

Benefits to Signature Partner

- Integrate expertise and knowledge into DSEC programming
- Generate leads (members interested in your solution or service)
- Showcase technology, products or services to your target market
- Conduct market research and gather feedback around product, services and/or brand
- Build or grow important relationships with leaders in drug safety
- Position your company as an underwriter of DSEC, an organization lead by heads of global safety (advisory board) and focused on improving the drug development process

Following is a list of the DSEC programming components, their definitions and the responsibilities of both DSEC and the Partner as they pertain to each.

Webinar

This is a live event. Webinars typically feature a panel of experts (members, guest subject matter experts, regulators, etc.) and are moderated by Jack Reynolds (or potentially the Partner). Each session is sixty-minutes in length, promoted heavily to members and qualified non-members (for membership recruitment). During the session, members may be asked live polling questions. Each session is followed by an interactive survey/feedback form displayed during Q&A. Webinars tend to be recorded and then archived on the site for 6-12 months.

DSEC responsibilities:

- ◆ host webinar session through DSEC web/ teleconference account
- ◆ recruitment of panel
- ◆ promotion
- ◆ slide development including polling slides
- ◆ chair/host session
- ◆ authoring of survey
- ◆ capture data (attendance, polling data, survey data)
- ◆ share data with Partner (excluding member contact info, unless they request direct follow-up from Partner)

Partner responsibilities:

- ◆ suggest topic for session (to be approved by DSEC management) required before formal scheduling
- ◆ suggestions for panelists
- ◆ draft of an abstract if requested (this would be a title and questions to be asked during session) one-week prior to first promotion of event (promo schedule determined by DSEC)
- ◆ suggestions for polling questions at least two-days prior to event
- ◆ suggestions for 2-4 questions, at least two-days prior to event, for survey/feedback form to be displayed during Q&A
- ◆ subject matter expert to serve on panel or moderate, including photo and bio

Discussion Forum

Online, discussion thread hosted on a password protected website. The discussion forum is facilitated by a subject matter expert and promoted via email. These asynchronous sessions will be promoted for 2-to-4 weeks and remain on the web site indefinitely.

DSEC responsibilities:

- ◆ host session on web site
- ◆ promotion
- ◆ consultation to Partner

Partner responsibilities:

- ◆ suggest topic for session (to be approved by DSEC management) required before formal scheduling
- ◆ draft of an abstract (title and bullets that describe theme of the session) two weeks prior to promotion)
- ◆ facilitation of the session via:
 - a. minimum of one posting per week by subject matter expert for the four weeks
 - b. responsible and timely responses to comments and questions from members by Partner's subject matter expert

Virtual Roundtable

A two-way teleconference that is facilitated. Attendance is limited to eight members, usually accepting reservations for twelve (expecting 33% attrition) and sometimes allowing overflow to join in listen-only mode. Partner can facilitate the session or simply be a “guest expert attendee” on call.

DSEC responsibilities:

- ◆ host session through DSEC teleconference account
- ◆ serve as chairperson/host
- ◆ promotion

Partner responsibilities:

- ◆ suggest topic for session (to be approved by DSEC management) required before formal scheduling
- ◆ draft of an abstract, (title and bullets that describe theme of the session) one-week prior to promotion of the event
- ◆ prepare and share questions with DSEC management two-days prior to event (questions to be eventually asked to participants as a mechanism to stimulate conversation)
- ◆ subject matter expert to attend as guest or facilitator

Technology Showcase

Thirty-minute webinar lead by Partner where Partner can announce the services they provide, and present a case study or some other value-added content that is connected to the Partner's services. Session is followed by an interactive survey/feedback form displayed during Q&A, as time permits. The archived recording will be on-site for duration of partnership.

DSEC responsibilities:

- ◆ physically host webinar session
- ◆ serve as chairperson/host
- ◆ promotion
- ◆ assist in development of any polling slides
- ◆ authoring of feedback form/survey
- ◆ capture data
- ◆ share data with Partner (excluding member contact info, unless they request direct follow-up from Partner)
- ◆ consultation to Partner

Partner responsibilities:

- ◆ draft of title and abstract
- ◆ slide development
- ◆ suggestions for 3-6 questions for survey/feedback form
- ◆ subject matter expert to present
- ◆ prepare and share slides with DSEC management two-days prior to event (presentation must be no longer than 25 minutes)

Other Terms Used in the Signature Partner Program

Survey/Feedback Form: Displayed towards the end of DSEC's live, virtual events, usually asking a variety of questions around customer service, hot areas and market research (15-20 multiple choice questions). Currently executed via Survey Monkey.

Monthly Poll: Online poll, via survey money, that is distributed to members via email and posted on web site (4-8 multiple choice questions)

Live Polling Slides: Displayed as slides, via Microsoft Live, during DSEC's live, virtual events. Allows members to answer question live, during webinars. Blinded Results can be displayed in real time.

Final Notes:

- √ All events' promotional schedules determined by DSEC
- √ Subjects suggested by partner must meet DSEC approval before an event is added to formal schedule