

## Webinar Protocol for HealthCom Media

Webinars are terrific tools to communicate best practices, innovation, and education. Webinars have terrific reach, they're interactive, have long shelf-lives and incorporate multi-media tools and services that make them more dynamic than ever.

HealthCom Media (HCM) produces and disseminates scores of sponsored and non-sponsored webinars each year that reach thousands upon thousands of unique viewers.

Because HCM is focused on delivering the best quality webinar experience possible for all involved, we operate on the following principals.

### SPONSORS:

Webinars have long been valuable channels to highlight the innovation and thought leadership of our partner companies and front-line practitioners. Webinars draw leads, increase SEO, deliver valuable front-line insights on key topics, and more. Therefore, webinar sponsors are a key ingredient in the HCM webinar model.

Sponsors can expect to:

- Select the topic direction/theme and approve webinar titles
- Guide the framework of content (suggest key therapeutic points, best practices, clinical success stories), though may not directly influence participating experts in presentation, opinions, or unduly sway the content from objectivity.
- Clients may recommend practitioners and thought leaders for participation, though HCM retains the responsibility of approval of all participants.
- Review materials (speaking deck) prior to airing/recording for accuracy, quality, or overt conflicts with the direction/theme of the webinar (with the exception of Continuing Education).
- Request and review branded multi-media aspects such as accompanying video, downloads, calls-to-action (with the exception of Continuing Education).
- Expect "reasonable" branding through the webinar stages (with the exception of Continuing Education). Reasonable includes branded links, corporate branding on the webinar and registration platforms, slide footers, event promotion and follow-up materials. Branding is not permitted in the body of the content unless specific branded trade names are used for the purpose of case studies and application. //I'm unclear what this means.
- Webinars must not contain commercial messaging; these best practices pieces must retain clinical credibility and thought leadership.

#### SPEAKERS/PRESENTERS/THOUGHT LEADERS:

Speakers agree to present their professional perspectives, thought leadership, relevant data, personal experience and impartial views on subjects, and agree in principle to the direction/theme of the webinar. Participation in the webinar is explicit agreement in the principles/theme of the webinar. Speakers must declare all possible conflicts before and during the webinar. HCM will determine if any conflicts affect the standards or mission of the content and may rescind the speaking invitation based on conflict.

HCM personnel will co-create, or shepherd the creation of, all content in cooperation of with the speakers.

HCM is responsible for final approval of all speakers and moderator, although the sponsor may provide recommendations.

Webinars may be live or recorded. If recorded, speakers may re-record any portion of the event during the production window. Webinars will not be re-recorded outside of that production window.

#### HCM'S RESPONSIBILITIES:

HCM retains the responsibility to ensure the best possible quality content, production standards, state-of-the art platform technology, effective marketing and all associated metrics of the webinars. With this responsibility, HCM will edit materials for all areas below:

- length, quality standards
- clinical integrity, conflicts of interest
- overall professionalism, adherence to direction/theme
- unwarranted or inappropriate language
- unwarranted or inappropriate content with regard to political or social issues.

HCM is responsible for maintaining the highest standards of clinical and professional best practice information.

HCM will design the marketing strategy, handle marketing and co-marketing tactics, produce, manage technical aspects of the webinar, including post-event housing for a minimum of one year and post-event promotion.

HCM will arrange timelines and rehearsals and manage all questions not answered during live broadcasts.

Effective as of October 2019