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## **ACC International – Overview of Responsibilities for Business Partners**

### **Introduction**

The ACC has a network of business partners that are essential to the College's strategic objective to expand internationally and further realize our mission of improving cardiovascular health and promoting patient care on a global scale. Each of the College's relationships with our international business partners is unique and takes into account the health care environment, physician needs, and cultural considerations in each of our priority markets. That said, all of the ACC's business partners are responsible for a similar set of activities in their respective regions. These activities are described below and are not exhaustive; the ACC may ask our business partners to take on new responsibilities as the opportunities in each of our respective markets and the strategic priorities of the College shift and evolve over time.

### **Scope of Responsibilities**

The scope of responsibilities for each of the ACC's international business partners can be summarized into three main streams – market intelligence, business development, and program management and execution. It is difficult to estimate the time commitment that each of our business partners dedicates to the ACC as the workload is often cyclical and largely dependent on two factors – business trips by ACC staff and faculty to the country or region in question and number of active programs being implemented. More details on each of the three areas of responsibility are included below:

#### **1) Market intelligence**

- Provide market intelligence that identifies developments in the respective country's health care market and potential business or relationship development opportunities with hospitals, pharmaceutical companies, medical device companies, and the public sector.
- Keep the international affairs and business development teams generally aware of interesting developments through email.

#### **2) Business development for educational programs and product sales**

- In advance of trips to the region for ACC international affairs and business development staff, assist with organizing business meetings with pharmaceutical companies, medical device companies, or other private sector entities that may be interested in working with the ACC on medical education programs, content development, or content licensing. (Note: This is generally a team effort – ACC international affairs and business development staff have an extensive network of relationships with global pharma teams that assist us in connecting with country teams; we also rely on our business partners to generate leads and set up some meetings for us.)
- Manage most logistics for ACC staff travel to Southeast Asian countries, including hotel lodging and transportation (ACC handles air travel through our travel agency)
- Assist with all aspects of the business development process once a viable lead has been generated, including:
  - Reviewing proposals drafted by ACC international affairs staff to ensure proposal takes into account local health care conditions and the needs of local physicians/patients.
  - Following up in real-time with leads to ensure that we receive feedback on our proposals.
  - In coordination with ACC international affairs, negotiate with potential sponsor on pricing and specific program activities so as to quickly finalize agreement and move to contract phase.



- In coordination with ACC international affairs and ACC legal, liaise with sponsor to ensure that the contract and its provisions are in line with sponsor's compliance requirements and local regulations.
- In addition to educational programs, develop and execute opportunities to resell ACC educational content i.e. journals, meetings on demand, acc.org content, and other publications.

### 3) Program Management and Execution

- In coordination with ACC international affairs, liaise with sponsor and local cardiology society/KOLs to select local faculty to participate in the program.
- In coordination with ACC international affairs and educational design division, assist in soliciting input from sponsor and local cardiology society/KOLs on how to customize and localize educational content to meet the needs of the target audience i.e. Southeast Asian cardiologists, other specialists, etc.
- In coordination with ACC international affairs and educational design division, assist with soliciting feedback from sponsor and local cardiology society/KOLs on the program's monitoring and evaluation (M&E) components, including a needs assessment and pre and post-program surveys.
- Assist with translation into the local language of educational (i.e. PPT slides) and M&E content for the program.
- With support from ACC international affairs, liaise with sponsor and local cardiology society/KOLs to manage the logistics of each of the program's educational activities, including confirming venue, ensuring maximum amount of participation from target audience, and working with sponsor and venue to arrange A/V and other technical arrangements.
- For each educational activity associated with the sponsored program in which ACC faculty will be traveling to Southeast Asian countries, arrange logistics for ACC faculty and staff, including lodging and transportation, as well as meetings with the sponsor and participating local KOLs to finalize substantive and logistical details before the educational event takes place.
- Assist ACC with any follow-up activities after an educational activity has taken place.

### Regular Outputs Requested from Business Partner

- One-hour weekly phone call with ACC international to check in on business development pipeline and logistical arrangements for current programs.
- Monthly market research report that provides updates on the macro-environment in the country's health care system, notable trends in the pharmaceutical industry, and potential business opportunities arising from activity in the private health care sector.
- Bi-monthly activity report which outlines tasks completed for each open lead and identifies future action items for either the business partner or ACC to ensure proposals move forward.

### Compensation for Business Partners

The ACC customizes compensation for the College's international business partners based on the country and region and expected level of business activity. All or a portion of compensation is based on commission from revenue-generating programs for which the business partner will be supporting implementation; compensation may also include a monthly payment commensurate with ongoing services provided.