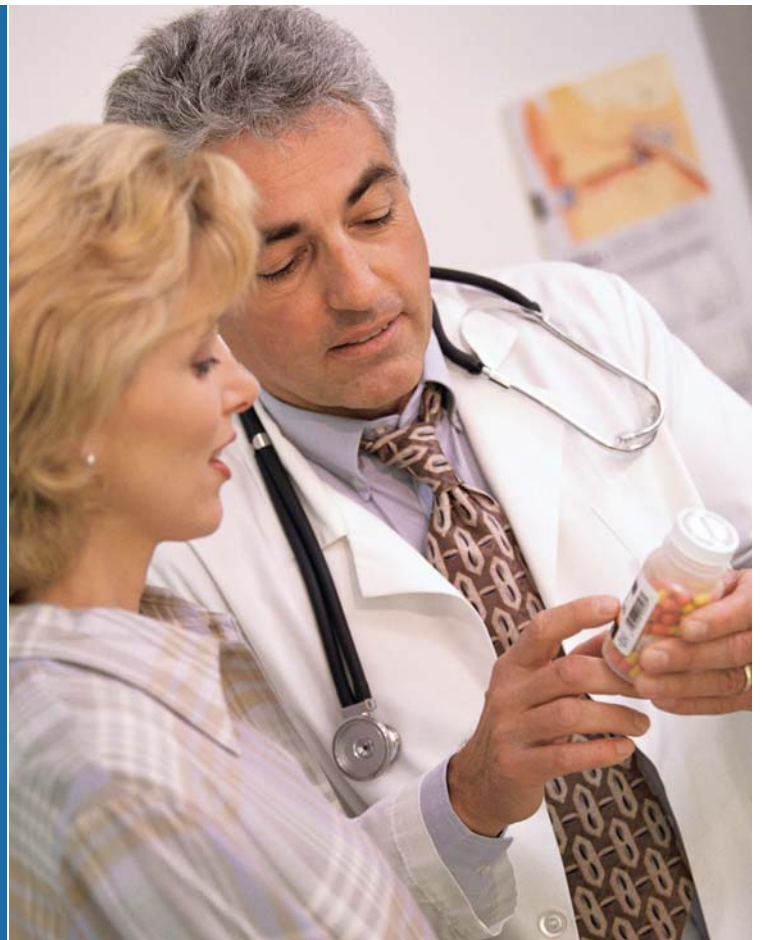


THE HORMONE FOUNDATION



IMPROVING HEALTH
THROUGH EDUCATION



ACROMEGALY

ADRENAL DISORDERS

BREAST CANCER

CARDIOVASCULAR
DISEASE

CUSHING'S SYNDROME

DIABETES

GROWTH DISORDERS

HORMONE ABUSE

HYPERTENSION

INFERTILITY

METABOLIC SYNDROME

MENOPAUSE

OBESITY

OSTEOPOROSIS

PITUITARY IMBALANCES

POLYCYSTIC OVARY
SYNDROME

PROSTATE DISEASE
AND CANCER

SEXUAL DYSFUNCTION

THYROID DISEASE
AND CANCER

We've already touched 200 million lives.

And we'll keep working
until we reach everyone.

OVERVIEW

The Hormone Foundation is a leading source of hormone-related information for the public, physicians, allied health professionals and the media. Founded in 1997 by The Endocrine Society—the largest and most active professional organization of endocrinologists in the world, representing more than 13,000 health professionals from more than 90 countries—the Foundation serves as a resource for the public by promoting the prevention, treatment and cure of hormone-related conditions through outreach and education.

Through its Web site (www.hormone.org), publications, public education events, and disease awareness campaigns, the Foundation has provided important and timely health information to more than 200 million people.

PARTNERING WITH THE HORMONE FOUNDATION

Partnering with the Foundation means being part of the best endocrinology-based health education, developed by leading expert members of The Endocrine Society.

The Foundation collaborates with supporting organizations to develop tailor-made, appropriate and effective strategies to reach the public with important information and resources. These efforts can include reaching patients directly or through physicians, other health professionals and the media.

PARTNERSHIP OPPORTUNITIES

The Hormone Foundation welcomes collaboration with corporations, patient support groups, government agencies and non-profit organizations to develop creative and targeted programs that are aligned with both organizations' mission. Here are a few examples of how your organization can partner with the Foundation:



EDUCATIONAL PUBLICATIONS

FACT SHEETS (ENGLISH-ONLY): \$15,000 – \$125,000

Comprehensive English-only fact sheets (1,200 words), written at the 12th grade reading level, that address a specific endocrine-related condition. Fact sheets include a description of the condition, the risks and symptoms associated with it, available treatment options and prevention issues.

FACT SHEETS (BILINGUAL): \$15,000 – \$125,000

The award-winning *Hormones and You* series of bilingual fact sheets offers a concise introduction (600 words) to an endocrine-related topic. These are written at the 9th-10th grade reading level in English and Spanish.

PATIENT GUIDES: \$15,000 – \$125,000

The Foundation's *Patient Guides* (1,200 word, English-only fact sheets) synthesize the contents of The Endocrine Society's Clinical Guidelines. The focus of these publications is to encourage communication between patients and their physicians to improve treatment outcomes.

BROCHURES: \$10,000 – \$250,000

The Foundation produces several types of brochures ranging from concise summaries of specific conditions, written at the 8th-10th grade reading level, to the more comprehensive *Get the Facts* series, which are written at the 12th grade reading level.

MEDIA EDUCATION GUIDES: \$40,000 – \$85,000

Understanding the value of a well-informed media, the Foundation develops media education guides designed to provide comprehensive information about a specific endocrine disorder. Media guides include a historical overview of clinical trials, signs and symptoms associated with the condition, available treatment options and their benefits and risks, lifestyle and prevention issues, and implications for patients. These also include information on ongoing and future research, as well as references.

Educational Publications Distribution Options:

- Foundation's Web site, www.hormone.org (cir. 120,000/month)
- Medem.com (cir. 1,000,000/month)
- *The Journal of Clinical Endocrinology & Metabolism* (cir. 9,800)
- *Endocrine News* (cir. 31,000)
- Direct Mail to physicians, allied health professionals, etc.
- Media Education Events and Conferences



WEB-BASED AND MULTIMEDIA EDUCATION

WEB SITE SECTION ON WWW.HORMONE.ORG: \$5,000 – \$25,000

Web pages designed to highlight programs and educational materials. These can offer general information on a specific condition, house a collection of resources affecting a specific population, or address a cluster of interrelated conditions. In addition, the Web pages can serve to house enduring materials from live events including transcripts, presentations, audio, and/or a Web cast.

WEB-BASED ANIMATION: \$30,000 – \$45,000

Health issues can be complicated for a lay audience to understand. To address differences in learning styles and to improve the impact of the educational messages, the Foundation develops educational animations to educate the public about specific conditions. Animations are posted on www.hormone.org.

OPINION POLLS: \$5,000 – \$25,000

Interactive online surveys on www.hormone.org, where visitors can gauge their knowledge about a variety of hormone-related conditions before and after they've reviewed the educational content on the site. Polls can include animation, sound effects and real-time feedback. More advanced features can also track user IP addresses, date/time, and the ratio of correct to incorrect answers.

CD-ROMS: \$10,000 - \$50,000

Publications, fact sheets, transcripts, animations and a variety of other educational content can be packaged on a CD-ROM and distributed to target audiences. CD-ROMs are useful in disseminating a collection of publications or enduring materials (e.g., transcripts, presentations) from a live event. Distribution can include a mailing to physicians' practices (cir. 5,000 to 10,000/physicians).

Web-based and multimedia education materials can be further disseminated through a targeted promotional campaign.

LIVE EDUCATIONAL EVENTS

PUBLIC EDUCATION FORUMS: \$50,000 – \$100,000

Live educational event in which experts address a specific health concern for a lay audience. A forum is 90 minutes in length and includes presentations, a question and answer period, distribution of educational materials, and a local promotional campaign.

EXPERT ROUNDTABLES: \$25,000 – \$75,000

Expert guests are invited to participate in a moderated roundtable discussion (in person or via Web conferencing) to contribute their expertise about emerging health issues in endocrinology. The event includes presentations, a moderated discussion and the development of enduring materials.

MEDIA EDUCATION ROUNDTABLES: \$50,000

Live educational event in which media representatives can interact with experts about new science, emerging health issues, treatment guidelines and more. Health and science writers from top media markets are invited to participate in person or via conference call.

Live Educational Events Enduring Materials and Further Distribution

- Transcripts, presentations and/or Web cast posted on the Foundation's Web site, www.hormone.org (cir. 120,000/month)
- CD-ROM with transcripts, presentations and/or Web cast with distribution (cir. 5,000 – 10,000 physicians)
- Fact Sheet or monograph with insertion in *Endocrine News* (cir. 31,000)
- Further dissemination of information through a promotional campaign

PUBLIC AWARENESS/ NEEDS ASSESSMENT SURVEYS

FOCUS GROUP RESEARCH: \$20,000 – \$45,000

Telephone focus group research gathers information about a variety of issues including needs assessment for educational materials, emerging health concerns for patients, compliance, and difficulties in diagnosing complicated conditions. The results of the focus groups can be used to develop future programs, publications and public awareness campaigns.

CONSUMER SURVEYS: \$45,000 – \$85,000

Targeted telephone and online consumer surveys are a reliable and cost-effective way to gather information about issues that are important to patients including diagnosis, symptom management, access to care, quality of life, and perception of benefit vs. risk of treatments. These surveys provide information that can be used to develop future educational programs, publications and public awareness campaigns.

OMNIBUS SURVEYS: \$25,000 – \$75,000

Omnibus surveys are a fast, cost-effective and reliable way to obtain information on a variety of topics too brief to warrant a survey on their own. The surveys are comprised of about 5 to 10 questions conducted by telephone. They are usually combined with other surveys and conducted each month. Omnibus surveys are useful for providing quick answers to questions of immediate concern to patients, or measuring the effectiveness of an education campaign.

PUBLIC AND MEDIA AWARENESS CAMPAIGNS

DESK-SIDE BRIEFINGS: \$10,000 – \$25,000

The Foundation, in conjunction with The Endocrine Society, coordinates one-on-one on-site interviews between experts and top media representatives. Briefings are designed to give influential reporters direct access to the experts and to provide an opportunity for the Foundation to educate reporters on controversial and complex health issues.

PUBLIC AWARENESS CAMPAIGNS: \$25,000 – \$500,000+

The Foundation designs communication campaigns to raise public awareness about specific endocrine conditions. A campaign can be short-term and focused on a specific disorder, or it can be long-term and address the broad implications of an issue. These campaigns can include a combination of tactics to achieve goals, including press/newswire releases, satellite media tours (SMT), public service announcements (PSA), advertorials, paid placements, public forums, omnibus surveys and more.

MEDIA CAMPAIGNS: \$25,000 – \$150,000+

The Foundation designs awareness campaigns to educate the media and provide local and national outlets with resources to develop accurate and balanced stories about endocrine disorders. Especially useful when clarifying controversial and complex health concerns, a campaign can include tactics such as press/newswire releases, media education guides, public service announcements, B-roll, desk-side briefings, and media roundtables.

ADS/ADVERTORIAL/EDITORIAL PLACEMENTS: \$5,000 – \$250,000

The Foundation works with third parties to develop ads and articles to raise awareness about specific endocrine-related conditions and promote educational resources. These efforts can include one placement or a more extensive, long-term effort and can be targeted at national, regional or local publications.

SATELLITE MEDIA TOURS: \$50,000 – \$75,000

The Foundation works with third-party vendors to develop satellite media tours (SMT) to provide national and local media outlets (television and radio) with the opportunity to interview health experts in 8–10 minute increments. SMTs are a cost-effective and efficient way to gain exposure about controversial issues, announce survey results or explain complex and new scientific data that impacts the public.

PUBLIC SERVICE ANNOUNCEMENTS (PSA): \$25,000 – \$125,000

The Foundation works with third party vendors to produce targeted PSAs (audio and video) to raise awareness about important health concerns. A PSA may run for a short time or for an extended number of weeks. It may also run nationwide or be applied to specific markets.



**For more information on
partnering with The Hormone
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