

HYDROCEPHALUS ASSOCIATION

CORPORATE COUNCIL OPPORTUNITIES

Hydrocephalus Association



HYDROCEPHALUS ASSOCIATION'S

MISSION &VISION

Our mission is to find a cure for hydrocephalus and improve the lives of those affected by the condition.

We will accomplish this by collaborating with patients, caregivers, researchers and industry, raising awareness and funding innovative, high-impact research to prevent, treat and ultimately cure hydrocephalus.

Our vision is a world without hydrocephalus.

Why support the Hydrocephalus Association?

1. There is no cure for hydrocephalus.
2. Hydrocephalus is a life-threatening condition that affects approximately one million Americans.
3. One out of every 770 babies will develop hydrocephalus, making it as common as Down syndrome and more common than spina bifida or brain tumors.
4. Anyone at any age can develop hydrocephalus.
5. An estimated 800,000 seniors are believed to have normal pressure hydrocephalus (NPH) but are often misdiagnosed with Alzheimer's disease, Parkinson's disease, or dementia.
6. Often called "treatable dementia," NPH is one of the few causes of dementia that can be controlled or reversed.
7. Brain surgery is the only effective treatment for hydrocephalus.
8. Hospital charges for hydrocephalus are over $2 billion per year.
9. More than 36,000 shunt surgeries are performed each year (one every 15 minutes) and more than half of them represent emergencies.

Why join the Corporate Council Program?

HA's Corporate Council Program (CCP) is an effort to bring even more value to these partnerships and further the HA Mission. Partners will receive benefits throughout the year via HA event and program offerings, and access to our patient and provider community via surveys and focus groups. Participants will also have annual opportunities to meet virtually and in-person to explore relevant issues in the industry.

The CCP aims to drive efficiency and improve research and therapies by connecting partners with subject matter experts to accelerate the discovery and development of safe and effective treatments, education, and support for the hydrocephalus community.

CCP partners will impact the development and expansion of HA's mission and enhance their engagement with the scientific and patient/family communities while highlighting their own contributions to the industry.



ACHIEVE PATIENT-DESIRED OUTCOMES

The CCP emphasizes the inclusion of patients, their caregivers, and treatment providers in discussions with industry leaders to ensure their input is included in the treatment development process. HA's recent two-year Community Research Priorities project was driven by the opinions of these groups to help inform our direction and continues to influence our programmatic work.

UNIQUE OPPORTUNITIES

Exchange open dialogue and information with patients and caregivers, leading experts in the field, and others on a wide variety of topics related to clinical development, regulatory approval, and market access of treatments for hydrocephalus.













Key Activities

CCP Roundtable Meetings

Partners will have the opportunity to hear from key speakers about industry-relevant topics and interact with researchers/care providers.
Suggested topics:

- Patient access to treatment
- Access to industry-relevant data
- Access to novel therapies
- Reimbursement

**in-person will be in conjunction with biennial patient conference or other gathering.*

WALK to End Hydrocephalus (Fall)

Annual community event in 40+ locations. Opportunity to engage with the hydrocephalus community, raising awareness, and vital funds for HA programs.

Hydrocephalus Awareness Month (September)

Inspire engagement throughout the month using social media, email and videos sharing relevant and impactful stories that highlight HA's mission to improve lives and fund research to find cures.

Key Activities continued







HA Community Support & Education Programs

During non-conference (odd-numbered) years, HA presents several support and education opportunities for our community. Our webinar program provides various learning opportunities for all facets of our community – from research updates, to treatments, mental health, care resources, and more. We also have a robust Community Network program that provides information and support to various facets and regions of our community. Our families and medical community members participate in these offerings across the country.

During conference (even-numbered) years, The National Conference on Hydrocephalus, HA CONNECT, is a biennial opportunity for exhibitors and sponsors to reach and connect with people throughout the community, including medical professionals, researchers, representatives of the health industry, corporations, and people affected by the condition. The goal of these programs is to provide the hydrocephalus community with tools and connections to address the medical, educational, and social complexities of living with hydrocephalus and to learn from world-renowned medical professionals and researchers.

The Hydrocephalus Association has a growing and diverse group of partners who are engaged, committed allies interested in developing and improving effective therapies for hydrocephalus.

To learn more about the benefits of partnering with HA, please contact:

Linda Riley,
National Director of Development
linda@hydroassoc.org
240.483.4475

Hydrocephalus Association

Corporate Council Program Opportunities

Level	Platinum $75,000	Gold $50,000	Silver $25,000	Bronze $15,000	Copper $7,500	Friend $5,000
CC Program Recognition						
Recognition on HA Corporate Council Page for (1) Year	Logo/Link	Logo/Link	Name/Link	Name/Link	Name	Name
Story in (1) HA Newsletter and Link on HA Corporate Council Page	✓	✓				
Recognition as a Corporate Council Member on All E- and Print Newsletters	Logo/Link	Logo/Link	Name/Link	Name/Link	Name/Link	Name
Recognition as a Corporate Council Member in the Annual Report	Logo	Logo	Name	Name	Name	
Exclusive Social Media Post (Facebook/Instagram)	2	1	1			
Member Benefits						
Annual Gatherings with Council Members and Industry Influencers (# of Attendees)	4	3	2	1	1	1
Annual Call with HA CEO, Board Chair, and Research Director	✓	✓				

Corporate Council Opportunities continued

Level	Platinum	Gold	Silver	Bronze	Copper	Friend
Industry Services						
Opportunity for (1) Focus Group and Coordination of Up to 10 Patient/Medical Professional Participants	1	1				
Email to HA Contact List for Survey Recruitment, Information Sharing, or Other Sponsored Content	2	1				
HydroAssist Subscription	✓	✓	✓			
WALK to End Hydrocephalus						
National Sponsorship Level	Platinum	Gold	Silver			
Local Sponsorship Level (Number of Sites)				4	3	1
Recognition at WALK Site from Stage	✓	✓	✓	4	3	1
Recognition on National WALK Website	✓	✓	✓			
Recognition on All WALK T-Shirts	✓	✓	✓			
National Social Media Recognition	✓	✓	✓			
Local Social Media Recognition	✓	✓	✓	4	3	1

Corporate Council Opportunities continued

Level	Platinum	Gold	Silver	Bronze	Copper	Friend
Support and Education						
National Webinar Series (4 Total) - Recognition in Promotion as CCM and at Start of Meetings	**4**	**3**	2			
Community Network - (2) National Gatherings on Key Topics. Recognition in Promotion and at Start of Meeting	**2**	**1**				
Chronic Pain Group (3 Meetings) - Recognition in Promotion	3	**2**	**1**			
Vision Panel with CVI	✓	✓	✓			
Hydrocephalus Awareness Month (September)						
Recognition on HAM Page	**Logo/Link**	**Logo/Link**	**Name/Link**	**Name/Link**		
Video Message Created by CCP Member to Be Posted on All of HA's Social Media Channels	✓					
Social Media Post - Level Recognition	**1 Story Highlight**	**1 Story Highlight**	**1**	**1**		
Recognition on HAM Emails	**Logo/Link**	**Logo/Link**	**Name/Link**	**Name/Link**		
TOTAL VALUE	**$113,500**	**$75,000**	**$47,500**	**$27,500**	**$17,500**	**$9,000**

SCAN ME

@Hydroassoc

Hydrocephalus Association