

Professor's Rounds

Good Things Happen When Education Meets Opportunity

Educational Grant

Professor's Rounds deliver to respiratory care departments an outstanding lineup of topics and speakers that provide a targeted marketing opportunity for your brand and company. All programs are delivered throughout the year in a convenient DVD format with a complete continuing education packet. This format gives longer life and more exposure to sponsors. Plus, new subscribers purchase the programming throughout the year. With every program, sites have sixty days for their staff to view the DVD program, take the post-test, and return the attendance log for CRCE credit. They can continue to, and often do, use the DVD for future in-service programs. This gives sponsorships longer exposure and longer life. And, sponsorship recognition will continue to appear on the DVDs sold for two to three years after release.

This Educational Grant fee earns the following:

- 1) Recognition on all copies of the DVDs distributed by the AARC throughout the year for Professor's Rounds as well as future sales of the DVD. DVDs are kept in the active catalog of the AARC for an average of three years.
- 2) Company will receive recognition on course materials for this program.
- 3) Company will receive a 30-second PBS style/corporate awareness commercial on the DVD. This can consist of a brief PowerPoint® presentation prepared by the Company.
- 4) Company name will appear in the *AARC Times* and RESPIRATORY CARE ads promoting the program as well as on the Professor's Rounds web page.

Educational Grant Fee: \$5,500 (net)

Contact: [Dale L. Griffiths](#)

Educational Scholarships (Multi-Site Purchases)

Professor's Rounds provide Respiratory Care departments with a lineup of highly-focused continuing education topics. Each program is delivered in a convenient DVD format with a complete continuing education packet. Sites have sixty days for their staff to complete the program for CRCE credit. Sponsors distribute to the sites to reward their best customers or use as a value-added product to close the sale with a new customer. This is an especially effective program if a company is sponsoring a session with an Educational Grant. The AARC will distribute participation instructions and course materials directly to each site registered by the sponsor.

Sponsors purchasing Multiple Site Scholarships are responsible for the creation, production, and distribution of fliers for the recruitment of sites (flier must be approved by the AARC) and the recruitment of sites by its sales force. The AARC will work with the sponsor to assist in the development of the flyer. Sponsor may not approach sites already registered for programs by the AARC.

Scholarship Fee: \$150 per site (net), minimum 12 sites

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2006 Programs – Sponsorships Available

- Disaster Preparedness - What Happens When the Lights Go Out?
- The Hottest Trends in Patient Safety Initiatives
- Managing ARDS: Are You Using all the Tools?
- MDIs and DPIs in Aerosol Therapy: It's More Than Just Breathing!
- "But we've always done it that way!" – An Evidence-based Clinical Practice Update
- Medical Management of Asthma: Are you up to Date?
- Pediatric Essentials for Therapists Who Work With Adults.
- Pulmonary Rehabilitation - What you Need to Know to Do it Right.

American Association for Respiratory Care

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