



AMERICAN ASSOCIATION FOR RESPIRATORY CARE  
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## **AARC Current Topics Sponsorships**

**Sponsorship Cost: \$4,200**

This educational DVD annual series offers an in-depth exploration of recent scientific advancements in respiratory care and the evidence-based practices that improve delivery of care and reduce readmissions. Presented by the leaders in respiratory care, the series is designed to cultivate high-performing respiratory therapists who are equipped to educate patients and implement best practices in care.

Each topic is presented as a one-hour lecture and the DVDs offer flexibility for group or individual viewings. Purchase of the 2017 DVD series (a total of eight DVDs), ensures that one DVD will be delivered each month to your facility beginning in March 2017 through October 2017. Each program is approved for one hour of CRCE® credit after successful completion of the test <http://www.aarc.org/education/group-courses/current-topics-in-respiratory-care-2016/>.

These programs have become widely favored by the respiratory care profession and typically house 60-100 purchases for each DVD.

### ***Deliverables for Sponsorship:***

1. With your company's sponsorship, your logo will be added to the current listing in Current Topics Page and in the AARC e-Store where these are sold.
2. All marketing and advertising of the Current Topics program will also contain your company's logo. We will also include your logo and sponsorship recognition of the DVD jacket that is distributed.
3. Sponsors are provided with a slide and narrative at the beginning of the program as well. The slide and narrative will come from your company and will be approved by our marketing department prior to the live date. We have the following parameters on the sponsorship slides:
  - a. Maximum time of sponsored lead-in: 120 seconds
  - b. Maximum of 3 slides
  - c. Sponsor provides script to be read by AARC staff d. AARC must approve content prior to recording
4. We will provide you with 3 complimentary copies of the DVD (and accompanying CRCE materials and instructions) to be provided to 3 of your customers for their entire staff to receive free CRCE for the event.

**Timothy Myers MBA, RRT-NPS, FAARC**

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972-358-0018

# **Current Topics in Respiratory Care**

## **2017 Program Guide**

**March 2017**

**Noninvasive Respiratory Support**

**Dean Hess PhD, RRT, FAARC**

**April 2017**

**Outcomes Based Sleep Medicine: PAP Compliance**

**Jessica Schweller RRT, NP**

**May 2017**

**Coordinating Spontaneous Breathing and Spontaneous Awakening**

**Rich Kallet RRT, FAARC**

**June 2017**

**COPD Case Management by Respiratory Therapists**

**Krystal Craddock RRT, COPD Case Manager**

**July 2017**

**Carbon Dioxide Monitoring in the Neonatal-Pediatric Population**

**Craig Smallwood RRT**

**August 2017**

**The Future of Mechanical Ventilation for ARDS**

**Eddy Fan, MD**

**September 2017**

**ECMO: Who would have ever imagined**

**Ira Cheifetz, MD**

**October 2017**

**Pulmonary Rehabilitation: Where we've succeeded and Where we've failed**

**Richard Casaburi, PhD, MD**