



# MARKETING OPPORTUNITIES

FOR ADVANCING SCIENCE, FOSTERING RELATIONSHIPS, AND BUILDING CAREERS

## Eastern Association for the Surgery of Trauma

Advancing Science, Fostering Relationships, and Building Careers

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TraumaEAST



@EAST\_TRAUMA

**The Eastern Association for the Surgery of Trauma (EAST)** is a 501(c)(3) organization with a multidisciplinary membership of more than 2,000 who are part of the Trauma Service Team and involved in the treatment and care of the injured patient. EAST believes that the interpersonal interaction among trauma care providers is as important as medical progress. EAST provides supporters a friendly, receptive atmosphere, affording them the opportunity to promote improved care of traumatized and critically ill patients. EAST is an organization that continues to grow and thrive as a leading scientific organization, providing leadership and development for young surgeons active in the care of the injured patient.

#### **MISSION STATEMENT**

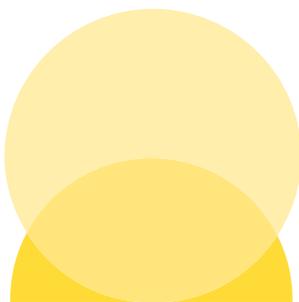
EAST is a scientific organization providing leadership and development for young surgeons active in the care of the injured patient through interdisciplinary collaboration, scholarship, and fellowship.

#### **VISION STATEMENT**

EAST seeks to improve the care of the injured by providing a forum for the exchange of knowledge in the practice of trauma surgery; to promote trauma prevention, research, and improved trauma systems design; to encourage investigations and teaching of the methods of preventing and treating trauma; and to stimulate future generations of surgeons to meet the challenge.

#### **CORE STRATEGIC GOALS**

- 1. Leadership**  
Prepare young surgeons to become leaders
- 2. Development**  
Promote unique programs for the career development of young surgical leaders
- 3. Scholarship**  
Provide education and training across the continuum of acute surgical care
- 4. Fellowship**  
Encourage a sense of community for personal professional growth
- 5. Collaboration**  
Work with our stakeholders to advance patient care and trauma systems



**east**

## TRAUMA: A PUBLIC HEALTH CRISIS

Trauma is the leading cause of death in the USA among those age 46 and younger, resulting in 213,981 deaths from injuries and violence in 2015, according to the Centers for Disease Control<sup>i</sup>. In that first half of life, more Americans die from injuries and violence such as road traffic accidents, suicides, or homicides than from any other cause, including cancer, HIV/AIDS, or the flu.

The resulting costs in total medical and work loss expenses are \$671 billion annually, with non-fatal injuries accounting for \$457 billion of those.<sup>ii</sup>

Yet despite the significant impact of this public health crisis, trauma is one of the most poorly funded areas of research relative to disease burden, or the impact of a health condition as measured by prevalence, mortality, morbidity, financial cost, and other indicators. The graph below depicting the relationship between disease burden and National Institutes of Health funding shows how vastly underfunded injuries are relative to the burden of disease, with diseases such as HIV/AIDS and cancer receiving disproportionate support.

The resulting costs in total medical and work loss expenses are **\$671 billion annually.**

Investment is required if advances in injury control and prevention are to be realized and the burden of disease reduced. EAST does invest through scholarships that support research. Between 2002 and 2016, 45 publications, 15 grants, 6 National Institute of Health Career Development Awards or Research Grants, 1 Department of Defense award, and 8 local, regional, or specialty awards resulted directly or indirectly from an EAST scholarship. Additional support and partnerships are needed to continue to advance science and research and improve the care provided to those critically injured.

In furtherance of its 501(c)(3) purposes, EAST established the EAST Development Fund ("Fund") to support initiatives designed to reduce the incidence of trauma and improve the care of the injured patient. The initiatives supported by the Fund are in the areas of research, injury control and violence prevention, education and leadership development.

**Injuries are vastly underfunded** relative to the burden of disease, with HIV/AIDS and cancer receiving disproportionate support.

Dot Data Blog, Jan 13, 2015. Percent of total NIH funding is calculated by dividing the condition-specific funding amount by the total NIH spending amount for the 27 listed conditions. Percent of total burden of disease was calculated by dividing the condition-specific disability-adjusted life years (DALYs) amount by the total DALYs for all 27 listed conditions. Source: eTable 3. NIH Disease-Specific Research Funding and Burden of Disease for Selected Conditions. Moses HM III, Matheson DHM, Cairns-Smith S, George BP, Palisch C, Dorsey ER. The Anatomy of Medical Research: US and International Comparisons, JAMA. Doi:10.1001/jama.2014. 15939



## A MESSAGE FROM EAST PRESIDENT ANDREW C. BERNARD, MD, FACS

EAST has grown into the nation's largest organization that provides leadership and development for young trauma surgeons. Its members are ready around the clock and around the nation for every accident, disaster and surgical emergency. Most EAST members are early- and mid-career and have steep growth trajectories. In today's world of extramural funding, 90% of surgeon investigators are unsuccessful at finding support to conduct life-saving research. So when a company or individual invests in EAST members, the return is doubled: both patients and EAST members benefit. We hope that you will consider making an investment in the future of trauma and emergency surgery. EAST is committed to developing relationships that are mutually beneficial to both sponsors and our organization, and we look forward to your partnership.



**Andrew C. Bernard, MD, FACS**  
*University of Kentucky  
College of Medicine*

## A MESSAGE FROM EAST DEVELOPMENT COMMITTEE CHAIR BABAK SARANI, MD, FACS, FCCM

The mission of EAST is to “advance science, foster relationships, and build careers”. Doing so requires investment of time, energy, and money in projects that meet these endpoints. Examples of current, ongoing projects include INVEST-C, which links our established investigators with our junior members to mentor them through the process of designing robust scientific projects and obtaining funding for them; the EAST Trauma Research Scholarship, which seeks to provide seed money for our members to commence a life-long career in insightful research; and the Templeton Fund, which provides research funding to a junior investigator for research in injury prevention. In order to continue these efforts, and as importantly, launch new programs, it is imperative that we have a reliable pool of funds from which to draw. It is because of this that donating to the Development Fund is vital. Only by continuing to support these efforts can we stay true to our mission and continue to launch the careers of our younger members while also advancing the science needed to save the lives of our patients.



**Babak Sarani,  
MD, FACS, FCCM**  
*George Washington  
University*

**100%** of the **EAST Board of Directors**

HAVE GIVEN TO EAST

## EAST MARKETING OPPORTUNITIES SUMMARY

The Eastern Association for the Surgery of Trauma (EAST) offers a variety of marketing opportunities that allow companies to familiarize, educate, and inform trauma and acute care surgery healthcare providers about their products and services. Our members are trauma and acute care surgeons, emergency physicians, EMS providers, nurses, advanced practitioners, and physician assistants who are prominent members of the trauma community. Many are recognized academic authorities, directors of trauma centers or intensive care units, and are leaders in their respective medical centers. See the table below and refer to pages 6-16 for detailed information.

OPPORTUNITY AVAILABLE	NO./QTY. AVAILABLE	RECOGNITION LEVEL: PLATINUM	RECOGNITION LEVEL: GOLD	RECOGNITION LEVEL: SILVER	RECOGNITION LEVEL: BRONZE
<b>Injury Control &amp; Violence Prevention/Community Outreach</b>					
EAST Community Outreach Event	2		✓		
Injury Prevention Research	Unlimited				✓
<b>Research &amp; Development</b>					
Trauma Research	Sliding scale - Minimum contribution \$10,000				
INVEST-C	Sliding scale - Minimum contribution \$10,000				
Multicenter Trials Junior Investigator Award	Sliding scale - Minimum contribution \$6,000				
Giving Tuesday Match	Unlimited			✓	✓
<b>Education &amp; Leadership Development</b>					
GRADE Workshop Scholarships	Sliding scale - Minimum contribution \$5,000				
EAST Oriens Award	Sliding scale - Minimum contribution \$5,000				
EAST Traumacasts	4				✓
EAST Webinars	4				✓
EAST Traumacast/Webinar Package	4				✓
<b>Miscellaneous</b>					
EAST Newsletter	4		✓	✓	✓
EAST Industry Market Research Surveys	2				✓

Rules Regarding Industry Support and Interactions with Companies: EAST, with its education partner, the American College of Surgeons (ACS), complies with all Accreditation Council for Continuing Medical Education (ACCME) rules and regulations regarding industry support. In addition, EAST refers to the Council on Medical Specialty Societies' (CMSS) Code for Interactions with Companies regarding industry support opportunities.

For information regarding other EAST marketing opportunities contact:  
**Christine Eme, CAE, CMP, EAST Executive Director** at [ceme@east.org](mailto:ceme@east.org)

## EAST MARKETING OPPORTUNITIES

### Injury Control and Violence Prevention/Community Outreach

Injury Control and Violence Prevention/Community Outreach Program	
<b>Description</b>	<p>Members of the EAST Injury Control and Violence Prevention Committee (ICVP) travel into the community during the EAST Annual Scientific Assembly and deliver a high-quality, high-profile injury prevention program around public health topics such as distracted and impaired driving, vehicle safety, teen violence, and substance abuse. Between 2012 and 2016, the program educated more than 3,000 high-school students on the dangers of distracted and impaired driving. In 2017 and 2018 EAST directed its outreach efforts toward training more than 500 non-medical personnel on hemorrhage control in the wake of the gun violence epidemic. The 2019 program will be as relevant and as impactful as past programs. EAST determines the content and faculty for the Community Outreach Program.</p> <p>The Society of Trauma Nurses (STN) partners with EAST to offer this program annually. More than 100 volunteers representing both EAST and STN participate in the program each year.</p>
<b>Investment</b>	\$15,000
<b>Recognition Level</b>	Gold Partner
<b>No. of Available Opportunities</b>	Two (2)
<b>Next Year Available</b>	2019
<b>2018 Supporter</b>	None

### EAST Community Outreach - YouTube Videos & Testimonials

- 2017 - EAST Community Outreach held during the 30th Annual Scientific Assembly. [See the YouTube Video.](#)
- 2016 - EAST Community Outreach held during the 29th Annual Scientific Assembly. [See the YouTube Video.](#)
- 2015 - EAST Community Outreach held during the 28th Annual Scientific Assembly. [See the YouTube Video.](#)
- 2014 - EAST Community Outreach held during the 27th Annual Scientific Assembly. [See the YouTube Video.](#)
- 2013 - EAST Community Outreach held during the 26th Annual Scientific Assembly. [See the YouTube Video.](#)
- 2012 - EAST Community Outreach held during the 25th Annual Scientific Assembly. [See the YouTube Video.](#)



Volunteers gather to teach students about the dangers of distracted and impaired driving at the 2016 Community Outreach Program. Motor vehicle crashes are the leading cause of death for U.S. teens, according to the Centers for Disease Control and Prevention.<sup>iii</sup>

## Injury Prevention Research in Honor of John M. Templeton, Jr., MD

<b>Description</b>	EAST is truly appreciative of Drs. Jack and Pina Templeton's support which has aided in the growth and development of injury prevention research within EAST. Thanks to their support, the John M. Templeton, Jr., MD Injury Prevention Research Scholarship and the Cox-Templeton Injury Prevention Paper Competition recognize injury prevention research and award those making advances in the field of injury prevention. For additional details on the research supported by the scholarship and award in Dr. Templeton's name, please visit the <a href="#">John M. Templeton, Jr., MD, Injury Prevention Research Scholarship</a> and the <a href="#">Cox-Templeton Injury Prevention Paper Competition</a> pages.
<b>Investment</b>	\$5,000
<b>Recognition Level</b>	Bronze Partner
<b>No. of Available Opportunities</b>	Unlimited



Non-medical personnel learn how to apply tourniquets to save lives at the 2017 & 2018 Community Outreach Programs held during the EAST Annual Scientific Assembly. Recent mass shootings have brought a heightened awareness of the importance of early hemorrhage control performed by first-responders, law enforcement, and the general public to save lives.

## Research Initiatives

### EAST Trauma Research Scholarship

<b>Description</b>	Support the EAST Trauma Research Scholarship. Scholarship recipients are judged on the basis of the merit of their proposal and the anticipated future contributions of the recipient to the science and practice of the surgery of trauma. Visit the <a href="#">EAST Website</a> for a list of past recipients and the research that has been supported since 2001.
<b>Investment</b>	Minimum \$10,000
<b>Recognition Level</b>	Sliding Scale
<b>No. of Available Opportunities</b>	Multiple
<b>Next Year Available</b>	2019
<b>Former Supporters</b>	Wyeth-Ayerst, Pfizer, and KCI & LifeCell

LUCY ZUMWINKLE KORNBLITH, MD, UCSF MEDICAL CENTER, DEPARTMENT OF SURGERY  
2018 RECIPIENT OF THE EAST TRAUMA RESEARCH SCHOLARSHIP

“My ultimate career goal is to become an independently funded trauma surgeon-scientist. The EAST Research Scholarship gives me the opportunity to perform critical preliminary investigations toward identifying the mechanistic role of platelets and platelet-endothelial interactions in trauma-induced coagulopathy. In an atmosphere of scarce funding opportunities, this scholarship will allow me to build a scientific foundation upon which I can study post-injury platelet biology to ultimately reduce the morbidity and mortality associated with post-injury hemorrhage through novel platelet-based therapies.”

*Area of Research: Post-injury platelet biology*



CHERRISSE BERRY, MD, R ADAMS COWLEY SHOCK TRAUMA CENTER, TRAUMA AND SURGICAL CRITICAL CARE  
2016 RECIPIENT OF THE EAST TRAUMA RESEARCH SCHOLARSHIP

“As a young surgeon scientist, the EAST Trauma Research Scholarship gave me the opportunity to conduct my first clinical trial. I will now have the necessary preliminary data to apply for a NIH K award or R21 with the goal of eventually achieving R01 funding to support large prospective trials.”

*Area of Research: Cerebral autoregulation and cerebral vasospasm in patients with traumatic brain injury*



MICHAEL CRIPPS, MD, FACS, UT SOUTHWESTERN/PARKLAND, DEPARTMENT OF SURGERY  
2015 RECIPIENT OF THE EAST TRAUMA RESEARCH SCHOLARSHIP

“As an assistant professor with a desire to discover new methods of caring for the injured, I’ve found that in this era of limited resources, startup funding for novel investigators and projects is scarce. The EAST Trauma Research Scholarship has allowed me the phenomenal opportunities both to create a new project from the ground up and to build the foundation for becoming a funded, independent investigator in the future.”

*Area of Research: Viscoelastic guided resuscitation versus fixed ratio resuscitation in trauma*



MAYUR B. PATEL, MD, MPH, FACS, VANDERBILT UNIVERSITY MEDICAL CENTER, DEPARTMENT OF SURGERY  
2013 RECIPIENT OF THE EAST TRAUMA RESEARCH SCHOLARSHIP

“The EAST Trauma Research Scholarship is a key investment in motivated trauma surgeon-scientists. Here’s the math: This \$40K scholarship raised confidence in my institution to award me a \$300K Career Development Award, and I’ve parlayed this capital into my \$3M 5-year Single PI NIH R01 grant (INSIGHT-ICU: GM120484), the first in our Vanderbilt Division of Trauma’s >30-year history – all within 3 years of the conclusion of EAST’s support. Excluding other associated small awards, that’s a >75-fold return on investment, which more importantly serves to advance and elevate the science for our injured patients.”

*Area of Research: DASH After TBI Study: Decreasing Adrenergic or Sympathetic Hyperactivity After Severe Traumatic Brain Injury, A Pilot Randomized Controlled Trial Using Propranolol and Clonidine*



## INVESTigator Support Team Core (INVEST-C)

<b>Description</b>	Early career trauma and acute care surgeons face many barriers to the implementation and completion of research. The project may get stuck in any one of the various phases along the line from idea generation to eventual dissemination and publication of research results. This lack of progress often stymies further effort by potentially talented researchers or very good research ideas never reach their full potential because they lack the proper resources or expertise. INVEST-C provides research mentorship, research design assistance, multicenter collaborations, statistical support, and editorial services using a combination of EAST members and other resources. Support the annual EAST INVEST-C Research Hackathon where 5-10 aspiring researchers collaborate with established researchers to develop trauma and acute care surgery research ideas.
<b>Investment</b>	Minimum \$10,000
<b>Recognition Level</b>	Sliding Scale
<b>No. of Available Opportunities</b>	Multiple
<b>Next Year Available</b>	2019

JASON W. SMITH, MD, PHD, FACS, UNIVERSITY OF LOUISVILLE, ASSOCIATE PROFESSOR, CHIEF OF GENERAL SURGERY  
DEPARTMENT OF SURGERY, DEPARTMENT OF PHYSIOLOGY  
EAST INVEST-C PROGRAM DIRECTOR



“Programs like INVEST-C are important because they provide new and innovative ways to support young surgical scientists. We know that for a young scientist, the ability to obtain early external funding is a huge predictor of success in research. However, as an organization, how do we accomplish this other than by supporting only one person with one grant every year? INVEST-C will help to pair some of our best young minds in trauma research with some of our seasoned members who have been successful in their research careers in order to develop innovative ideas, research plans, and roadmaps to success in funding applications. In other words, we are trying to “hack” the entire early career research funding process by spending less to support more and getting a larger return on investment for our organization.”

BEN L. ZARZAUR, MD, MPH, FACS, INDIANA UNIVERSITY SCHOOL OF MEDICINE  
ASSOCIATE PROFESSOR OF SURGERY, DEPARTMENT OF SURGERY  
EAST INVEST-C PROGRAM DIRECTOR



“INVEST-C is designed to propel a budding research idea from the concept stage to the implementation and dissemination phase as rapidly as possible. Using concepts from Silicon Valley and implementation science, such as hackathons and rapid transformation, we intend to shorten the time from research idea to widespread dissemination. By doing this, we aim to improve the health of the acutely ill and injured patients that we care for every day.”

STEPHANIE BONNE, MD, FACS, NEW JERSEY MEDICAL SCHOOL  
DEPARTMENT OF SURGERY, DIVISION OF TRAUMA AND SURGICAL CRITICAL CARE  
2017 EAST INVEST-C PROGRAM PARTICIPANT



“The EAST INVEST-C program was a real game-changer for me. This innovative program was unlike any other in that it allowed me the time and space to consider my research ideas and pathway in a supportive, collaborative and positive environment with mentors who have had success and remember the challenges of being an early faculty member. As a result of the program, I applied and was awarded my first society grant, which will no doubt be the seed that will allow my academic career to flourish. The quality and the dedication of the EAST senior members who participated in this program cannot be understated, and we all owe them a tremendous debt of gratitude!”

## Multicenter Trials Junior Investigator Award

<b>Description</b>	The EAST Multicenter Trials Junior Investigator Award was established to assist one junior primary investigator to successfully conduct and publish a multicenter trial assembling data from five or more centers that seeks to answer an important and novel question in the practice of trauma, acute care surgery, or surgical critical care which will change or significantly affect the care of injured or critically ill patients. The award amount is \$6,000 for one (1) year only and the project must be completed within five (5) years. Visit the <a href="#">EAST Multicenter Trials</a> page for information on EAST approved multicenter research.
<b>Investment</b>	Minimum \$6,000
<b>Recognition Level</b>	Sliding Scale
<b>No. of Available Opportunities</b>	Multiple
<b>Next Year Available</b>	2019

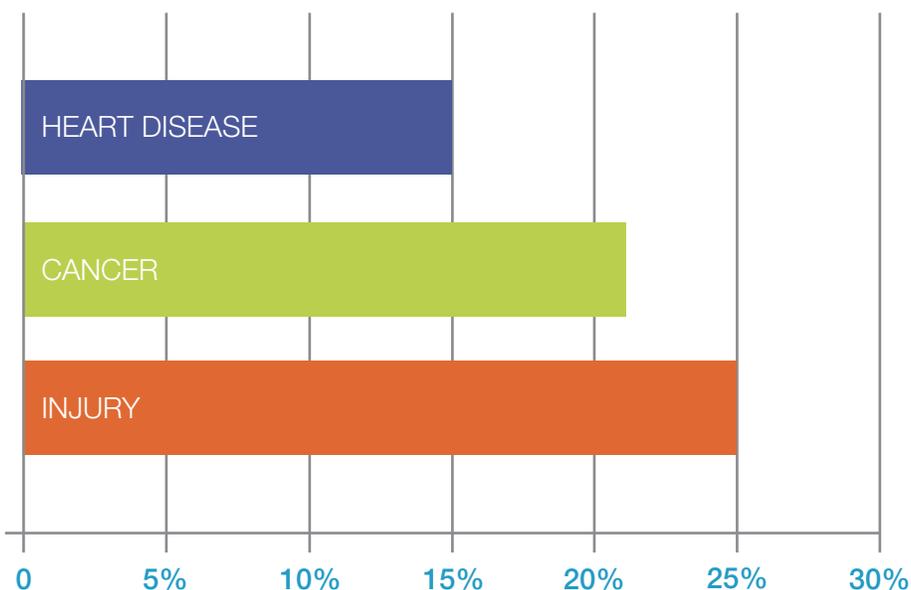
BRIAN K. YORKGITIS, DO, FACS  
 UNIVERSITY OF FLORIDA- JACKSONVILLE  
 RECIPIENT OF THE 2018 EAST MULTICENTER TRIALS JUNIOR INVESTIGATOR AWARD



“As a young academic surgeon, balancing clinical responsibilities and research can be difficult. Funding to jump-start a research career is often challenging and complex. The EAST Multicenter Trials Junior Investigator Award has allowed me to turn a research idea that every trauma surgeon faces into an active study. The assistance EAST provides allows improved recruitment of participating centers and financial assistance to create a solid foundation for the success of my multicenter trial. With EAST’s support, I can grow as a surgeon and researcher to improve the lives of the injured patient.”

*Multicenter Prospective Observational Study of Trauma Patients on Antiplatelet Agents*

## YEARS OF POTENTIAL LIFE LOST (YPLL) BEFORE AGE 75



Years of potential life lost (YPLL) is an estimate of the average years a person would have lived if he or she had not died prematurely. It is, therefore, a measure of premature mortality. In 2015, the leading causes of YPLL were injury, cancer, and heart disease, with injury (i.e., unintentional injury, suicide, and homicide) accounting for a quarter of YPLL.

Centers for Disease Control and Prevention. Web-based Injury Statistics Query and Reporting System (WISQARS) [Online]. (2015). [Cited Feb 23, 2018]. Available at: <https://webappa.cdc.gov/sasweb/ncipc/ypll.html>

## Education & Leadership Development

### GRADE Workshop Scholarships

<b>Description</b>	Fund EAST members to attend an evidence-based medicine and GRADE Workshop. EAST is committed to using the GRADE (Grading of Recommendations, Assessment, Development, and Evaluation) methodology for all Practice Management Guidelines (PMGs) in development. This approach is the “gold standard” methodology and has been endorsed by over 60 national and international organizations for use in guideline development. See the <a href="#">PMG page</a> on the EAST website for a list of PMGs currently in development.
<b>Investment</b>	Minimum \$5,000
<b>Recognition Level</b>	Sliding Scale
<b>No. of Available Opportunities</b>	Multiple
<b>Next Year Available</b>	2018 & 2019

NICOLE FOX, MD, MPH, FACS, COOPER UNIVERSITY HEALTH CARE  
 MEDICAL DIRECTOR OF PEDIATRIC TRAUMA  
 RECIPIENT OF EAST GRADE WORKSHOP SCHOLARSHIP



“Evidence-based Practice Management Guidelines form the broad foundations of our approach to decision-making in patient care. The EAST GRADE Scholarship provided me with a chance to participate in an interactive Guideline-Development Workshop focusing on defining a problem, appraising the evidence, and formulating recommendations. This learning opportunity for promoting patient-centered care was priceless!”

RISHI RATTAN, MD, UNIVERSITY OF MIAMI, ASSISTANT PROFESSOR  
 DIVISION OF TRAUMA SURGERY & CRITICAL CARE, DEPARTMENT OF SURGERY, LEVEL I TRAUMA CENTER  
 RECIPIENT OF EAST GRADE WORKSHOP SCHOLARSHIP



“EAST’s commitments to forwarding the best possible care for trauma patients worldwide with robust evidence-based guidelines and the development of future leaders in trauma care and research are embodied by their EAST Development Fund scholarships for the GRADE Workshop. I feel privileged to have been selected for this mentored experience in helping to create higher levels of patient-centered care founded on the strongest possible science. EAST is invested in the future of trauma surgeons and the entire field of surgical critical care, trauma, and acute care surgery. I have found the experience essential in allowing me to meaningfully contribute alongside my EAST colleagues.”

## The EAST Oriens Award

<b>Description</b>	Support the future of Trauma and Acute Care Surgery Medicine. <a href="#">The EAST Oriens Award</a> is an essay competition where residents and fellows submit an essay on why they chose trauma and acute care surgery. Each year more than 30 inspiring essays are submitted and two are selected (one Resident and one Fellow). The two award recipients present their essays during the EAST Oriens Plenary Session held during the EAST Annual Scientific Assembly.
<b>Investment</b>	Minimum \$5,000
<b>Recognition Level</b>	Sliding Scale
<b>No. of Available Opportunities</b>	Multiple
<b>Next Year Available</b>	2019

CHRISTOPHER FORAN, MD, LOS ANGELES COUNTY + UNIVERSITY OF SOUTHERN CALIFORNIA  
2018 RESIDENT ESSAY WINNER

“EAST provides a host of opportunities for surgical trainees to advance their clinical and academic careers. As the resident winner of the 2018 Oriens Award, I was graciously given full financial support to attend the 2018 EAST Annual Scientific Assembly, which allowed me to learn the most up-to-date acute care surgery paradigms. Programs such as the Oriens Award demonstrate the value EAST places not only on clinical excellence, but also on thoughtfulness, reflection, and personal expression. Without question, EAST has tangibly proven its commitment to imbuing the field of surgery with humanity.” **Read Dr. Foran’s award winning essay.**

ASHLEY B. HINK, MD, MPH, MEDICAL UNIVERSITY OF SOUTH CAROLINA  
2017 RESIDENT ESSAY WINNER

“Winning the 2017 Oriens Award was a great honor, not necessarily because of the award, but because I was able to share how important the practice of trauma surgery is to me and hopefully remind others why they also went into the field. We work tirelessly to help patients at critical times in their lives, and it's easy to forget how amazing it is to be a part of that and truly provide care for anyone in need of care. Sharing my reflection of this role at EAST hopefully reinvigorated similar memories that inspired surgeons to enter the field and reminded them what an amazing profession this is. This was my first time at EAST, and it was a great opportunity for networking, creating research and advocacy collaborations, and education. There are many ways for residents to be involved, and they should take advantage of the many opportunities EAST provides.” **Read Dr. Hink’s award winning essay.**



DANIELLE A. PIGNERI, MD, ROBERT PACKER HOSPITAL  
2017 FELLOW ESSAY WINNER

“The human aspect of trauma is the often unspoken underlying force which motivates us to push science forward, to keep looking for solutions, and to try our hardest every day. The Oriens Award is a unique award which highlights and celebrates the emotional drive and reward that comes with a career in trauma and acute care surgery. Winning this award and the experience of presenting my essay to a room of surgeons has been an adventure and an honor. I was met with an incredible degree of support, enthusiasm, and solidarity. I am so thankful for this humbling experience and will never forget EAST 2017.” **Read Dr. Pigneri’s award winning essay.**



## EAST Traumacasts

<b>Description</b>	The <b>EAST Traumacasts</b> are a popular “on the go” resource for trauma and acute care surgeons and allied healthcare providers involved in the care of the injured patient. Through the EAST Online Education Committee, more than 90 Traumacasts have been produced covering the most relevant topics in trauma and acute care surgery. They have become a signature offering within EAST and have established a following among the Trauma Community. Work with EAST to coordinate a supported EAST Traumacast on a subject matter related to your company’s product line or service. EAST will control the topic/content and faculty selection.
<b>Investment</b>	\$5,000
<b>Recognition Level</b>	Bronze Partner
<b>No. of Available Opportunities</b>	Up to four corporate supported Traumacasts per calendar year

DAVID S. MORRIS, MD, FACS, INTERMOUNTAIN MEDICAL CENTER

“The EAST Traumacast is a great way to stay in touch with what’s happening in the field of Trauma and Acute Care Surgery. I like to listen during my commute or when I’m doing yard work. The Master Classes have also been an easy way to learn about new techniques and products.”



CARRIE VALDEZ, MD, COVENANT HEALTHCARE

“EAST online education helps me stay up to date on current topics in Trauma and Acute Care Surgery. Interactive Webinars allow direct contact and communication with leading experts in the field throughout the year. The online library of previous Webinars and Traumacasts is a valuable resource I return to time and time again!”



MATTHEW MARTIN, MD, FACS, MADIGAN ARMY MEDICAL CENTER

“The new EAST Traumacast Town Hall forums and debates have really brought a new level of analysis and discussion to areas in medicine and surgery where there are multiple options, conflicting evidence, and controversy. Hearing multiple experts talk about both sides of an issue and debate the details really gives me a broader understanding of that topic compared to listening to a static lecture.”



## EAST Webinars

<b>Description</b>	Work with the EAST Online Education Committee to support a live webinar that features your company's product line or service. EAST will control the topic/content and faculty selection. These webinars will not be eligible for CME. After the live webinar is held, the program will be hosted on the EAST website for 12 months.
<b>Investment</b>	\$5,000
<b>Recognition Level</b>	Bronze Partner
<b>No. of Available Opportunities</b>	Up to four corporate supported Webinars per calendar year.

RICH LESPERANCE, MD, BROOKE ARMY MEDICAL CENTER

"As a junior trauma surgeon, I am expected to continue to learn and expand my skills by learning from senior partners and mentors. EAST Traumacasts and Webinars essentially widen my pool of teachers and bring me experienced experts to review and discuss hot changing topics (CT only for C-spine clearance) and advanced skills (rib plating). It is as if I had multiple high-level experts with me at morning report every day. To support these resources is one of the reasons I became an EAST member."

## EAST Traumacast/Webinar Package

<b>Description</b>	Get the benefits of the EAST Traumacast and Webinar opportunities in one package. Work with EAST to coordinate a supported EAST Traumacast and Webinar on a subject matter related to your company's product line or service. EAST will control the topic/content and faculty selection. After the live webinar is held, the program will be hosted on the EAST website for 12 months. Webinars are not eligible for CME credit.
<b>Investment</b>	\$8,000
<b>Recognition Level</b>	Bronze Partner
<b>No. of Available Opportunities</b>	Up to four corporate supported combined Traumacast/Webinars per calendar year.

According to the CDC, trauma accounted for \$671 billion in medical costs and lost productivity in 2013, with non-fatal injuries accounting for \$457 billion of those.

Centers for Disease Control and Prevention. Web-based Injury Statistics Query and Reporting System (WISQARS) [Online]. (2015). [Cited Feb 23, 2018]. Available at: <https://wisqars-viz.cdc.gov/>

## Miscellaneous Opportunities

### EAST Newsletter Advertisement

<b>Description</b>	Reach our trauma community by showcasing your products and/or services in <a href="#">EAST News</a> , EAST's quarterly newsletter available to members online. The newsletter covers topics such as new initiatives, member recognition, new CME programs, and upcoming deadlines. With an open rate of nearly 40% versus an average 25% for the non-profit industry, your advertisement is guaranteed a wide reach. One full-page advertising spot is available per quarter and is filled on a first-come, first-served basis. Reserve yours today!
<b>Investment</b>	\$5,000/Quarterly Newsletter or \$17,000 for 4 Quarters
<b>Recognition Level</b>	Bronze Partner for 1 Quarterly Newsletter. Silver Partner for 2 Quarterly Newsletters. Gold Partner for 3-4 Quarterly Newsletters.
<b>No. of Available Opportunities</b>	Four

### Industry Market Research Surveys

<b>Description</b>	Interested in launching a new product or service? Increase your competitive advantage by gathering market research insights from our community of trauma surgeons. The total number of surveys to EAST's membership is limited to two per EAST's fiscal year with each corporate sponsor restricted to one 5-10 minute survey. Each survey must be approved by EAST. EAST will distribute the survey to EAST members.
<b>Investment</b>	\$2,500
<b>Recognition Level</b>	Bronze Partner
<b>No. of Available Opportunities</b>	Two

### Giving Tuesday Match

<b>Description</b>	Match contributions from EAST members and the community on EAST's Day of Giving held annually on "Giving Tuesday," the Tuesday immediately following Thanksgiving. See our <a href="#">Donor Stories</a> and find out why our members give to EAST. Matching contributions will be unrestricted and used to support EAST initiatives as designated by the EAST Board of Directors.
<b>Investment</b>	Match dollar for dollar up to \$10,000
<b>Recognition Level</b>	Silver Partner (Bronze if under \$10,000, with a minimum pledge of \$1,000 regardless of total individual contributions received).
<b>No. of Available Opportunities</b>	Unlimited
<b>Next Year Available</b>	2018

## 2018-2019 RECOGNITION MATRIX

The table below outlines what each level of commitment offers your company.

Promotions & Levels	Platinum	Gold	Silver	Bronze
	\$25,000+	\$15,000	\$10,000	\$2,500 - <\$10,000
Opening Ceremony Recognition at the 2019 Scientific Assembly*	✓	✓	✓	✓
Exhibit Space Signage Noting Support Level (8.5"x11") (must be a confirmed EAST exhibitor to receive this recognition)	✓	✓	✓	✓
Recognition at the 2019 EAST Donor and Exhibitor Reception (must be a confirmed EAST exhibitor to receive this recognition)	✓	✓	✓	✓
EAST Mobile App Visibility (Development Partners Section)	✓	✓	✓	✓
EAST Donor Ribbon Distributed at the 2019 Scientific Assembly	✓	✓	✓	✓
Invitation to 2019 EAST Donor and Exhibitor Reception	✓	✓	✓	✓
Company Listed on the EAST Development page on the EAST Website	✓	✓	✓	✓
Recognition Signage at the Scientific Assembly	✓	✓		
Recognition in the EAST Newsletter	✓			

### \*Rules Regarding Industry Support and Interactions with Companies

EAST, with its education partner, the American College of Surgeons (ACS), complies with all Accreditation Council for Continuing Medical Education (ACCME) rules and regulations regarding industry support. In addition, EAST refers to the Council on Medical Specialty Societies' (CMSS) Code for Interactions with Companies regarding industry support opportunities.



EAST recognizes its corporate partners at the 2018 EAST Development Fund Donor and Exhibitor Appreciation Reception.

See our list of [Corporate Partners](#).

## ANNUAL SCIENTIFIC ASSEMBLY MARKETING OPPORTUNITIES

### EAST Annual Scientific Assembly Summary

The Eastern Association for the Surgery of Trauma (EAST) also offers a variety of marketing opportunities at the EAST Annual Scientific Assembly, which provides valuable interaction between trauma and acute care surgeons and the companies that work with them in the care of the seriously injured. The amount of face-to-face physician interaction and caliber of the surgeons and allied healthcare professionals who attend represent an exceptional value to your corporation. Some valuable statistics regarding the EAST Annual Scientific Assembly held January 9-13, 2018 at the Disney's Contemporary Resort in Lake Buena Vista, Florida are as follows:

#### **1053 Total Registered Attendees**

482	Member Registrants
346	Non-Member Registrants
104	Exhibitors
121	Other Registrants

The Eastern Association for the Surgery of Trauma's (EAST) 32<sup>nd</sup> Annual Scientific Assembly will be held January 15-19, 2019 at the JW Marriott Austin in Austin, Texas. To learn more about these opportunities, please refer to the *32<sup>nd</sup> EAST Annual Scientific Assembly Exhibitor Prospectus* or contact Judy Hambrick, EAST Exhibit Coordinator, at [jhambrick@facs.org](mailto:jhambrick@facs.org).



Attendees of the **2018 EAST Annual Scientific Assembly** learn about the latest trauma research.

<sup>i</sup>Centers for Disease Control and Prevention. Web-based Injury Statistics Query and Reporting System (WISQARS) [Online]. (2015). [Cited Feb 23, 2018]. Available at: <https://wisqars-viz.cdc.gov/>

<sup>ii</sup>Centers for Disease Control and Prevention. Web-based Injury Statistics Query and Reporting System (WISQARS) [Online]. (2013). [Cited Feb 23, 2018]. Available at: [https://www.cdc.gov/injury/wisqars/overview/cost\\_of\\_injury.html](https://www.cdc.gov/injury/wisqars/overview/cost_of_injury.html)

<sup>iii</sup>Centers for Disease Control and Prevention. Web-based Injury Statistics Query and Reporting System (WISQARS) [Online]. (2015). National Center for Injury Prevention and Control, Centers for Disease Control and Prevention (producer). [Cited Feb 23, 2018]. Available at [https://www.cdc.gov/motorvehiclesafety/teen\\_drivers/teendriv\\_ers\\_factsheet.html](https://www.cdc.gov/motorvehiclesafety/teen_drivers/teendriv_ers_factsheet.html)

## **Eastern Association for the Surgery of Trauma**

Advancing Science, Fostering Relationships, and Building Careers

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