

Scholarly Publishing of the Future: Venturing Forward

A Society Publisher's Future Perspective

Kevin Fitzpatrick
SVP, Business Development
American College of Cardiology



*Helping Cardiovascular Professionals
Learn. Advance. Heal.*

Overview

- Introduction to the American College of Cardiology
- Overview of JACC Publishing Program
- Revenue Analysis
- Business Drivers
- Competitive Environment
- New Initiatives
- Strategic Growth Plan



*Helping Cardiovascular Professionals
Learn. Advance. Heal.*

ACC Confidential

The ACC is the world's primary professional organization for cardiovascular care providers

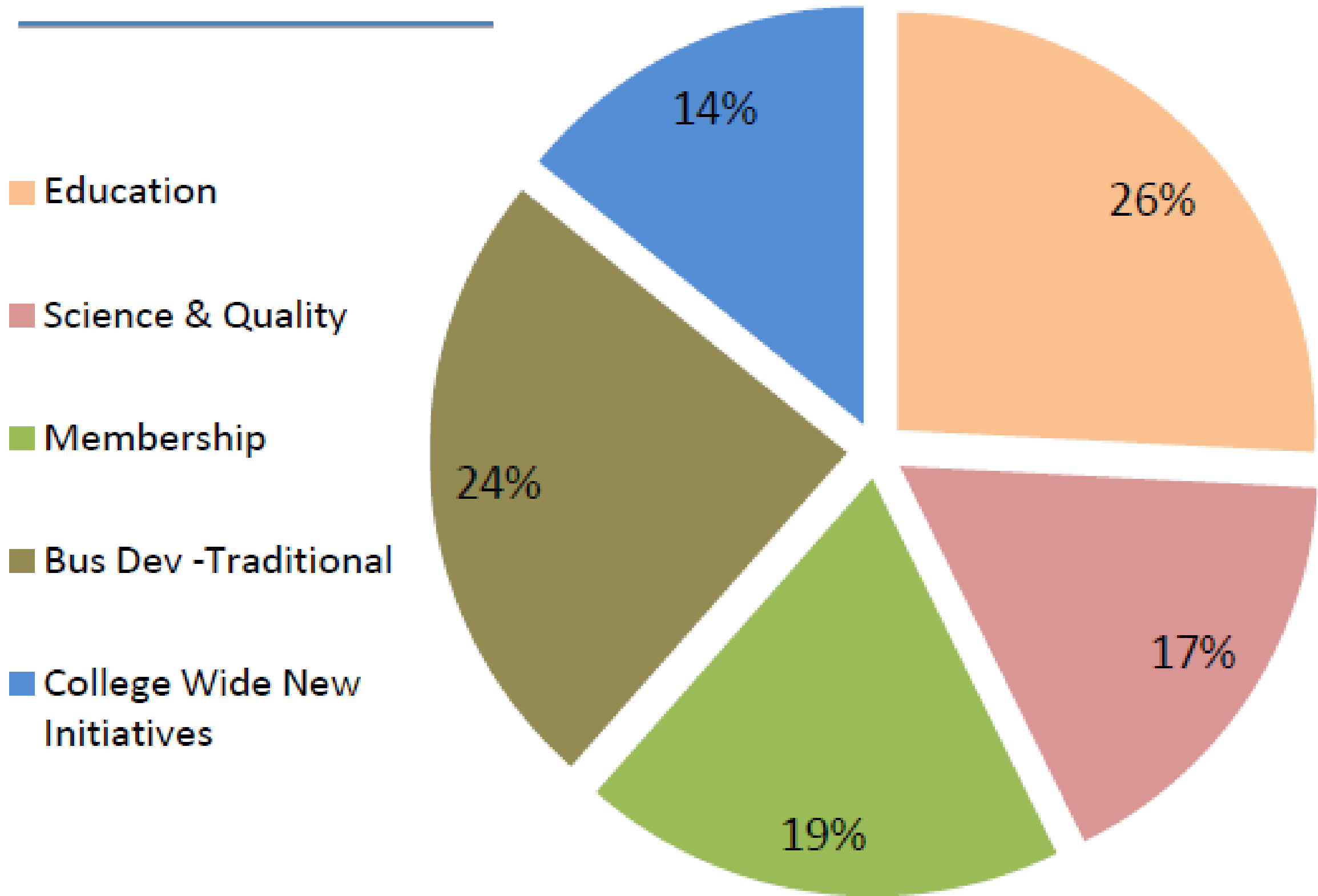
- Over 30,000 meeting attendees
- Over 40,000 professional members
- Over 147,900 journals distributed every month
- Over 250,000 patient to patient visits per year
- Over 10,000,000 research records
- Over 100,000,000 patients visits per year



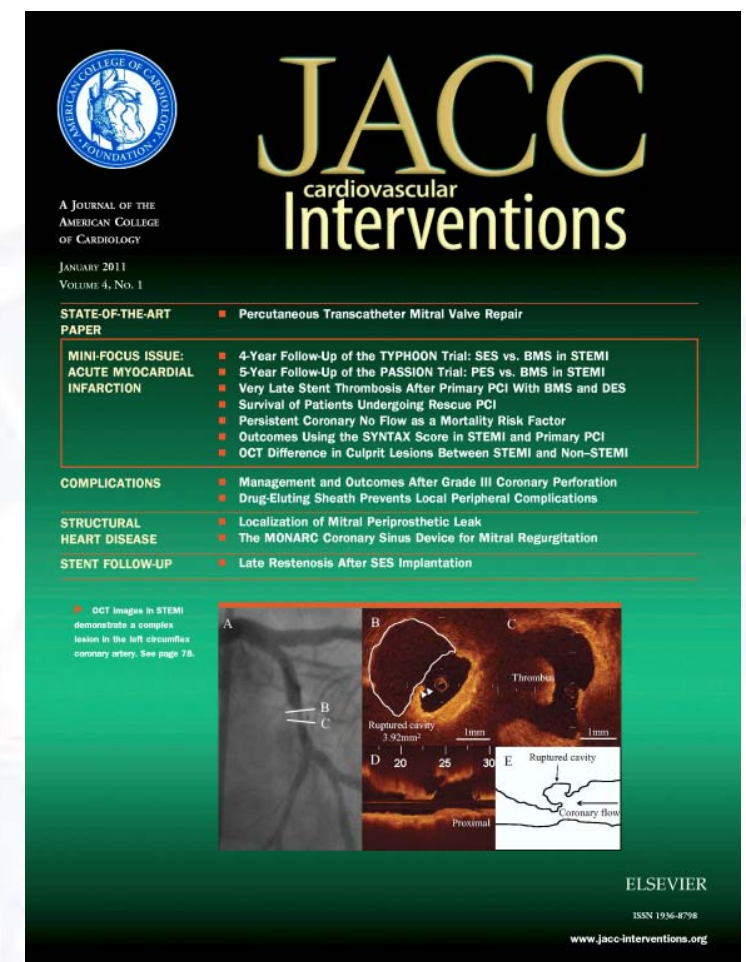
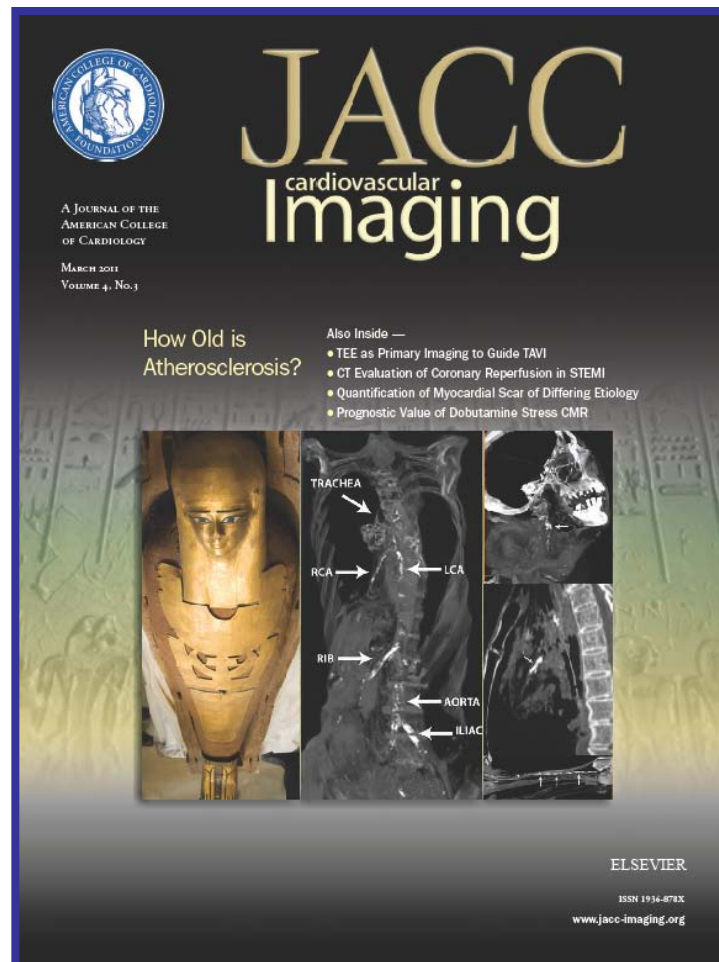
*Helping Cardiovascular Professionals
Learn. Advance. Heal.*

ACC Confidential

ACC Revenue Drivers



The Core of ACC's Journal Publishing Program



Helping Cardiovascular Professionals
Learn. Advance. Heal.

ACC Confidential

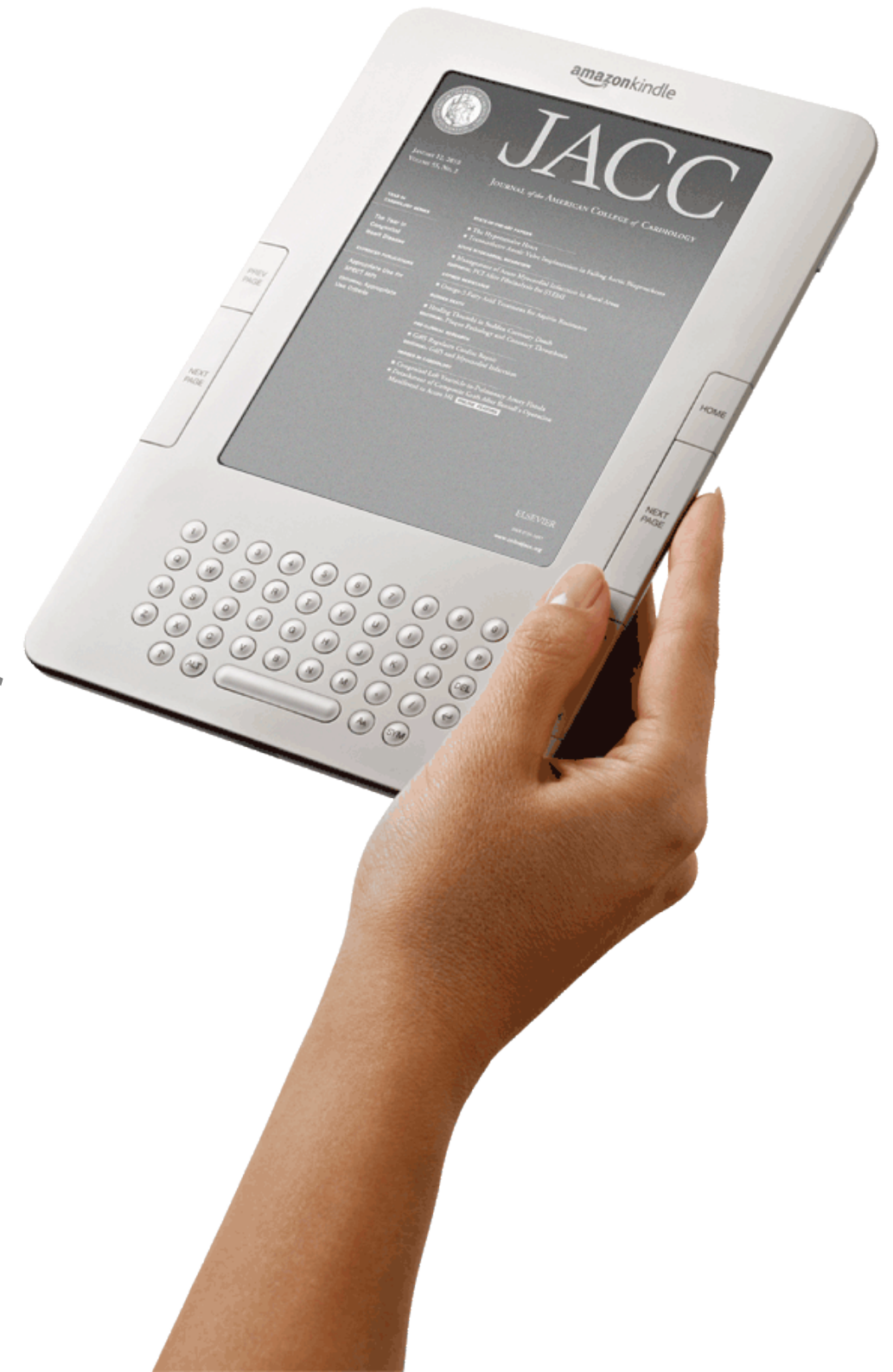
The ACC is committed to continuous innovation in publishing

“The best way to predict the future is to create it.”

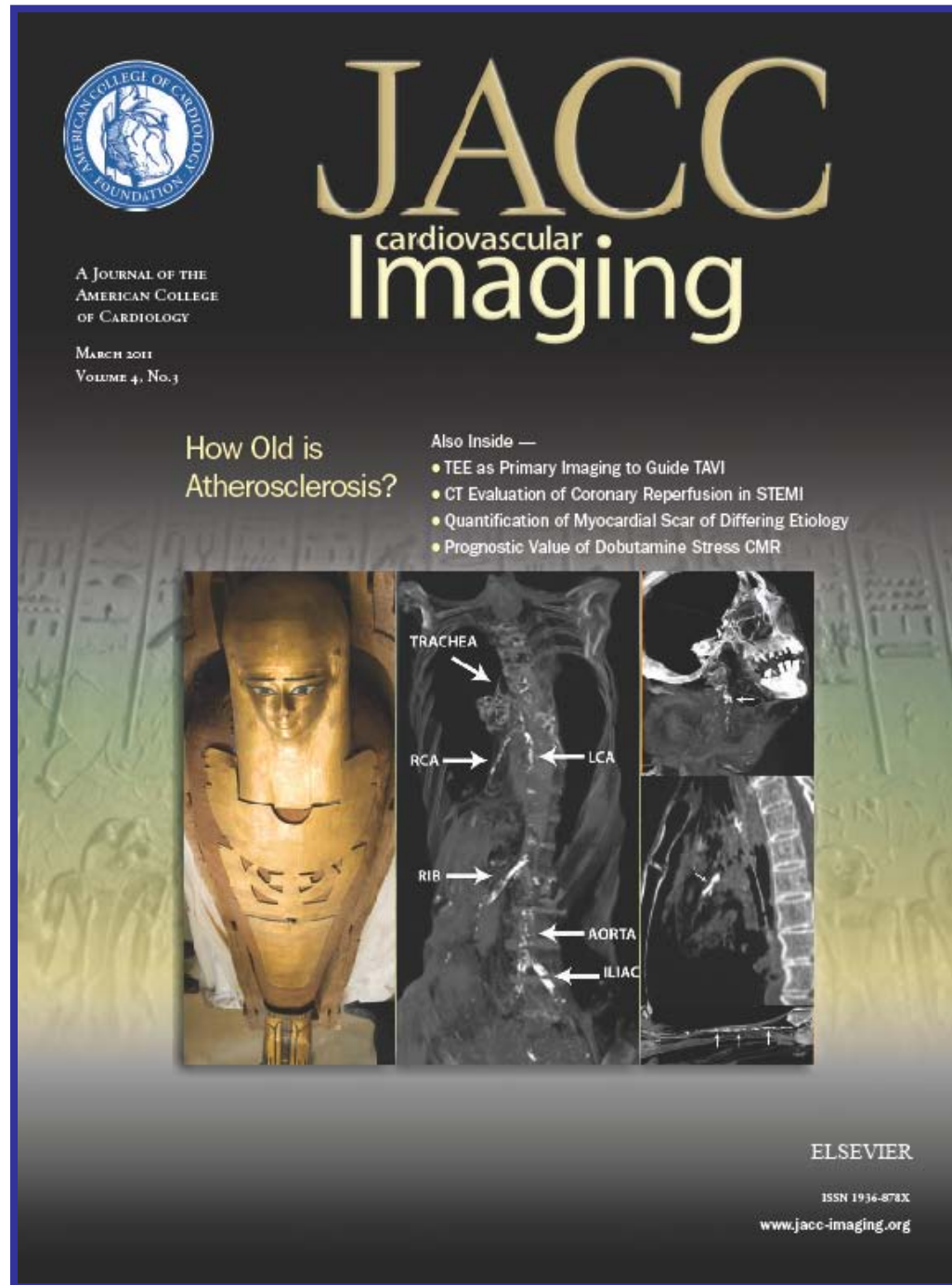
Peter Drucker

“You’re either at the table or you’re on the menu.”

Jack Lewin



Leadership in Publishing



Internet-Based Assets:

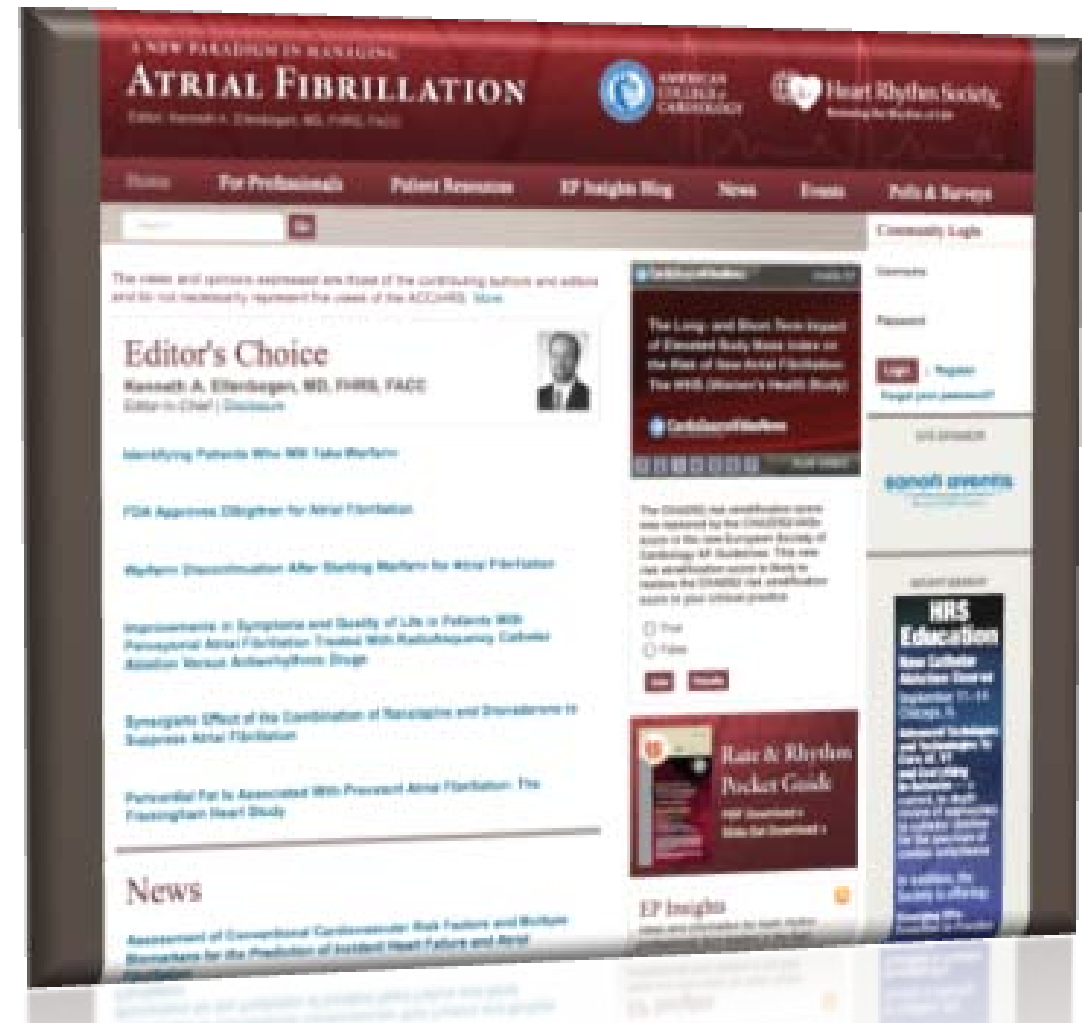


- Most heavily utilized professional cardiology website
 - 1 million+ annual page views
 - 227,000+ monthly page views
 - 120,000+ unique users each month
- A Global Resource
 - 31% of page views international
 - Widespread international presence
- Editor-in-Chief: Chris Cannon MD, FACC



Afib Professional Clinical Community

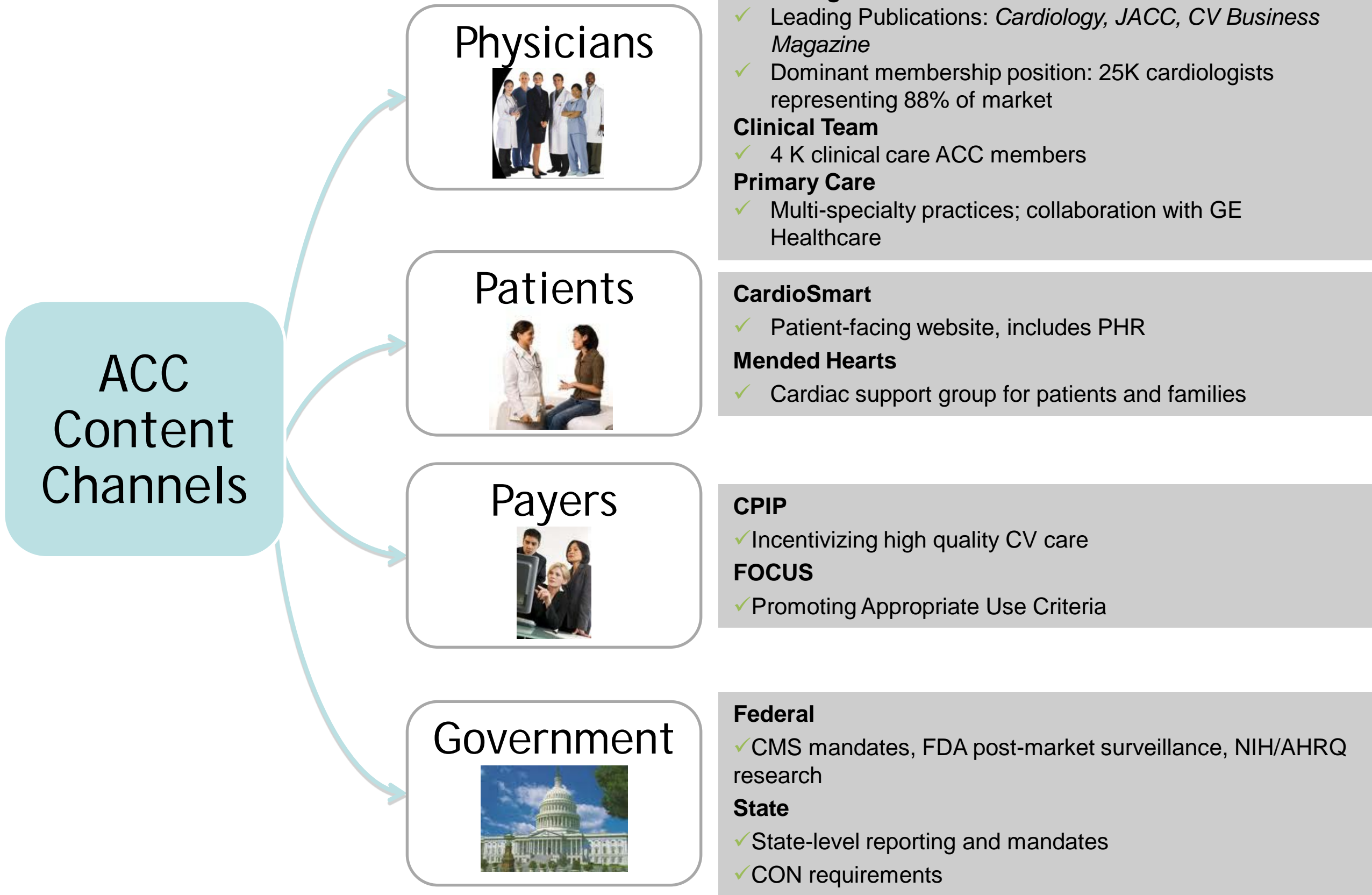
- Condition-Specific Community
- Launched Spring 2010
- ACC & HRS Partnership
- Web 2.0 capabilities
- Videos and MP3 downloads
- www.afibprofessional.org



Winning Business Strategies

- The future belongs to the best collaborators
- Get your content where people can find it
- Maximize your content's pricing power
- Look for adjacent markets
- Repurpose content to serve new customers
- Take risks in developing new types of content
- Actively seek new business relationships
- The most creative digital providers will prevail

The ACC Communications Channels Reach Key Stakeholders



ACC Sales Force Accreditation

- Rigorous, high quality training and certification program
- Designed, reviewed and monitored by ACC KOL's
- Certification provides:
 - ✓ Comprehensive, evidenced-based overview of etiology, diagnosis and treatment options
 - ✓ Focus on treatment challenges from the physician's point of view
 - ✓ An overview of patient-related issues and desired outcomes
 - ✓ Enhanced exchange of information with clinicians



CardioSourceVideoNews

American College of Cardiology

- Online and live coverage of cardiology meetings
- Interviews with leading cardiovascular experts



- Reach MD is available on XM Radio and online
- Subscription base of 500,000
- Exclusive CVD provider

....began as a patient-oriented website

Broadening into:

- a multi-faceted program supporting guideline-based CV care and prevention
- an extension of the patient/provider interaction
- a resource to corporate wellness programs and a vehicle for health-oriented messaging



Patient Outreach



- Major new initiative of the ACC
- Grounded in the Doctor-Patient relationship
- Powered by leading consumer product companies



Patient Outreach



New Relationships Will Power ACC Growth...



Scholarly Publishing of the Future: Venturing Forward

A Society Publisher's Future Perspective

Kevin Fitzpatrick
SVP, Business Development
American College of Cardiology



*Helping Cardiovascular Professionals
Learn. Advance. Heal.*

Monday March 13