



# Spine Health Leadership Council Program

Collaborating with Industry Leaders for a Healthier Spine Future



# The National Spine Health Foundation (NSHF)

The nation's premier patient-centered nonprofit dedicated to spinal healthcare, invites companies to join the **Spine Health Leadership Council (SHLC)**. Membership in the SHLC positions organizations as influential leaders in the transformation of informed patient care, driving innovation, and advocating for greater access. Partners benefit from prominent visibility, collaboration with top medical experts, and enhanced corporate impact.

**Join us in making a difference and creating a brighter, healthier future for spine patients.**



## **WHY ALIGN WITH NSHF?** to elevate impact, foster innovation, and drive meaningful advancements.

### **SHLC members can:**

- > Engage:** Collaborative thought leadership through various meetings, webinars, special events, research initiatives, and more.
- > Reinforce:** Solidify standing as an industry leader committed to advancing spinal healthcare and improving patient outcomes through active involvement and support.
- > Access:** Obtain critical information on patient advocacy, essential education, and cutting-edge research issues that impact spinal healthcare, directly influencing your business strategies and decision-making.
- > Elevate:** Boost brand visibility year-round through prominent recognition opportunities at NSHF national events and across all NSHF communication channels.
- > Participate:** Join meetings and discussions on NSHF's current priorities and initiatives and stay informed on emerging trends and advancements in spinal health that are crucial to your corporate interests.
- > Network and Collaborate:** Connect with NSHF's Medical and Scientific Board members, executive leadership, and industry stakeholders, to address current issues in spinal health and patient care, fostering collaboration and innovation.

# Impact of Your Corporate Support



## Awareness

**Impact:** Members are highly instrumental in amplifying NSHF's efforts to **advocate** for and raise awareness of crucial spinal health issues. Support for NSHF enables targeted campaigns, via expert driven task force leadership that address significant public health challenges within these four strategic pillars:

- **Spine & Bone Health**
- **Opioids, Pain and Spine Health**
- **Motion Preservation**
- **Military & Veterans**

Advocacy helps promote equitable access to vital information and resources, providing patients and their families with the knowledge and hope necessary to effectively manage their spinal health.

## Empowerment

**Impact:** Members significantly bolster NSHF's capacity to **educate** and empower patients. By supporting the creation of educational materials like: **Spine Health Journal, Spine-Talks, 'Get Back To It' podcast**, partners help deliver targeted content aligned with the strategic pillars. This ensures patients receive authoritative guidance on topics such as spine and bone health, opioid management, pain treatment, artificial disc advancements, and specialized care for military and veterans, enabling informed decision-making and enhancing patient confidence.

## Innovation

**Impact:** Contributions from corporate partners drive NSHF's **research** and innovation initiatives. Our Task Forces are dedicated to the four key strategic pillars, while corporate partners facilitate the advancement of new treatment methodologies and technological innovations. This collaboration integrates cutting-edge research into patient care practices, ultimately improving outcomes and quality of life for individuals.

<b>Membership Level</b>	<b>Platinum (P) \$75,000</b>	<b>Gold (G) \$50,000</b>	<b>Silver (S) \$25,000</b>	<b>Bronze (B) \$10,000</b>
<b>Acknowledgment(s)</b>				
NSHF: Events, Annual Report, SHLC webpage <i>*P,G Lvl: Logo/Description/Link S,B Lvl: Logo</i>	✓	✓	✓	✓
NSHF: Social Media Platform(s) Shout Out	4	3	2	1
NSHF Exhibitor Booth ( <i>printed signage or monitor display</i> )	✓	✓	✓	✓
<b>Content Participation &amp; Access</b>				
Spine Health Journal Acknowledgment	2 issues	1 issue	1 issue	
Spine-Talk Webinars Acknowledgment	3 webinars	2 webinars	1 webinar	
Podcast Acknowledgment	3 podcasts	2 podcasts	1 podcast	
<b>Interactions &amp; Collaboration</b>				
Bi-annual Meetings with NSHF Staff Leadership/Board Representative	✓	✓	✓	✓
Breakfast Reception(s): Hosted during society conferences with key leaders on industry topics.	4 tickets	3 tickets	2 tickets	1 ticket
Joint Quarterly Coalition/Leadership Council Meetings ( <i>virtual</i> )	✓	✓		
Task Force Participation ( <i>when applicable</i> )	✓	✓		
Patient Survey Question Contributions ( <i>when applicable</i> )	3	2		
Check-in calls throughout the year with NSHF Program Lead on topics of mutual interest and potential collaborations (# of calls)	4	3	2	1
<b>Promotional Rights</b>				
Use of NSHF Logo	✓	✓	✓	✓
<b>Communication and Exclusive Benefits</b>				
Subscription ( <i>all staff</i> ) Spine Spotlight monthly e-newsletter: <i>*P,G, logo/link. S,B: Co. Name</i>	✓	✓	✓	✓
NSHF Annual Report: ( <i>company name, logo and tier level</i> )	✓	✓	✓	✓

\*NSHF is a 501(c)3 IRS designated public charity, EIN 55-0803996. Contributions are tax-deductible to the extent permitted by law.

# Spine Health Leadership Council Benefits

The SHLC is an elite network of industry leaders dedicated to advancing spinal health through strategic partnership with the NSHF. As a member, your company will play a pivotal role in shaping the future of spinal care, gaining unparalleled opportunities for recognition, collaboration, and influence. From exclusive event participation and high-impact acknowledgments to direct engagement with our leadership, Medical and Scientific Board, and contributions to cutting-edge content, the SHLC offers a comprehensive platform to align your brand with excellence in spinal health.

*\*benefits are based on tier level: Platinum 'P'; Gold 'G'; Silver 'S'; Bronze 'B'*

## Overview of Offerings

### Acknowledgments

**Events** (*when applicable*): NSHF hosts several events throughout the year. SHLC members are recognized on printed signage, marketing promotions, and verbal recognition.

**Annual Report:** Showcases NSHF's year-long achievements in advancing spinal healthcare. This comprehensive report not only highlights our initiatives and impact but also recognizes our SHLC members. Each partner is acknowledged with their logo and tier level—reflecting their invaluable contribution to our mission. *\*P, G level (logo, description) S, B (logo)*

**SHLC Webpage:** Corporate partners receive recognition on the official Spine Health Leadership Council webpage:

- **Platinum/Gold:** Prominently featured logo, description, and link.
- **Silver/Bronze:** Acknowledged with logo.

**Social Media Shout Out:** As a valued member of the SHLC, partners receive dedicated shout-outs across NSHF's social media platforms. This strategic visibility opportunity celebrates their support and significantly enhances brand exposure.

### Content Participation & Access

**Spine Health Journal:** Partners are recognized in the Spine Health Journal, which provides leading insights into spinal care from top specialists. Opportunities include acknowledgments and potential content contributions.

**Spine-Talks Webinar:** Participation in Spine-Talks Webinars grants acknowledgment during these influential discussions, which feature cutting-edge topics in spinal health and attracts a wide audience.

**Podcast Acknowledgment:** The **'Get Back to It' Podcast** offers opportunities, for mentions, allowing partners to reach a global audience of listeners interested in spinal health stories and recovery journeys.

### Interaction & Collaboration

**Bi-annual Meetings with NSHF Staff Leadership/Board Representative(s):** Members engage in bi-annual meetings with NSHF leadership and a board representative, providing direct input and aligning on strategic initiatives.

**Invitation to VIP Breakfast Galas:** Exclusive invitation(s) to VIP Breakfast Galas being held alongside major society and industry events throughout the year offering networking opportunities with NSHF's Medical and Scientific Board members, Board of Directors and executive leadership, industry thought leaders, and experts in the field.

**Joint Quarterly Coalition for Spine Health/Leadership Council Meetings** (Virtual): Participation in quarterly virtual meetings fosters collaborative discussions on advancements and shared projects within the spinal health community. *\*P, G tiers only.*

**Task Force Participation** (*when applicable*): Involvement in specialized task forces addressing key issues in spinal healthcare.

### Promotional Rights

**NSHF Logo Usage:** Partners are authorized to use the NSHF logo on marketing materials and websites, symbolizing commitment and alignment with NSHF's mission in spinal health.

### Communication & Exclusive Benefits

**Spine Spotlight e-newsletter:** A crucial marketing asset, providing access to **16,000 opt-in subscribers** deeply engaged in spinal health. Enhances brand visibility among healthcare professionals, patients, and industry stakeholders. This targeted audience, actively seeking insights and advancements in spine care, offers partners an opportunity to elevate brand presence, and drive engagement.

*\*P, G tiers logo and link. S, B company name listed.*

**NSHF Annual Report:** Partners are celebrated in the Annual Report with company name, logo, and tier level prominently displayed. This recognition highlights the pivotal role in advancing spinal healthcare and provides the corporate partner with an exclusive preview of the report featuring key achievements and initiatives.

# Join the Leaders in Spine Health

We proudly collaborate with esteemed industry partners who are at the forefront of advancing spinal health.

## Elevate Your Impact

### Join the Spine Health Leadership Council Today!



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SCAN TO JOIN



#### Corporate Affiliation Guidelines

The National Spine Health Foundation's Spine Health Leadership Council (SHLC) invites companies dedicated to advancing spine health and supporting our mission. Membership is for companies interested in supporting our mission of world class education, patient advocacy and award winning research. Renewed annually, membership may be terminated by either party. Contributions are not used for lobbying. Use of NSHF trademarks and intellectual property requires prior approval. Partners must not imply affiliation as agents, employees, or representatives of NSHF.

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