



## **THIRD-PARTY VENDOR MEMBER BENEFITS “PEDIATRIC PARTNER” POLICY AND PROCEDURE**

### **Introduction**

The Alabama Chapter-American Academy of Pediatrics (AL-AAP) occasionally receives requests from third-party organizations to offer certain benefits to its 850 members across Alabama. The AL-AAP has launched a Pediatric Partner Program as a means of providing such member benefits. The following outlines the official AL-AAP policy regarding this program.

### **Policy**

Requests from third-party organizations/individuals to offer membership benefits must be submitted by completing the AL-AAP Pediatric Partner Application with a non-refundable \$250 application fee (indicating level of participation/investment) and forwarding it to the Executive Director. A comprehensive proposal needs to accompany the application. Proposals should include:

- Clear outline of the benefit to its members;
- A substantial and measurable benefit to its members, such as deeply discounted products or services;
- Indication that the offer is a benefit to members only and that non-members must become members of the Alabama Chapter in order to receive the benefits offered;
- A statement that the organization does not discriminate based upon age, disability, economic capability, gender, religion, race/ethnic background and/or sexual orientation;
- A statement that the organization/individual understands that:
  1. AL-AAP may accept other organizations' proposals to offer similar benefits to its members and as such, it may not be the exclusive provider of such a benefit;
  2. AL-AAP does not endorse any organization, vendor, service or product. It further understands that AL-AAP's goal is to bring discounts and benefits to its members, and any organization providing these discounts and benefits is independent from AL-AAP;
  3. AL-AAP will protect the privacy of members' email addresses and will not distribute these directly to the vendor for promotional purposes;
  4. No mailings shall be sent and/or contacts shall be made to members without prior approval from the AL-AAP Chapter President and/or the Executive Board as determined by the Chapter President.
- A statement explaining what type of customer support the organization provides to members as clients.

### **Procedure**

1) Applications are accepted on a rolling basis.

2) Upon receipt of an application, the AL-AAP Executive Director:

- Reviews it to verify that it meets the above criteria;
- Conducts market research to determine the strength and validity of the proposal offer;

- Conducts due diligence by contacting other medical society references provided in the application;
- Forwards the application to the Chapter President for review.

3) The Chapter President:

- Can suggest amendments to be incorporated into the proposed benefit;
- Decides whether or not the Chapter should proceed with acceptance of the application/proposal;
- [If proceeding] Distributes it to the Chapter Executive Board for input and ultimately, full and final approval or rejection.

4) Once an application/proposal is approved by the Executive Board, a contractual agreement of terms is executed and signed by the third-party organization and the AL-AAP. The agreement will include:

a) The elements of the vendor's proposal with any amendments, as Exhibit B;

b) The AL-AAP's standard Pediatric Partner contract language, with points of the above policy outlined, along with the following points regarding promotion of the benefit to AL-AAP members:

- The AL-AAP will approve all advertising/promotional copy and activities prior to promotion to members. The AL-AAP Pediatric Partner logo will be made available to the vendor but its use and that of the AL-AAP organization name must be pre-approved by the AL-AAP Executive Director or her designee;
- The Pediatric Partner agrees to submit camera-ready artwork for all advertisements to AL-AAP for approval. The Pediatric Partner shall be responsible for the cost and production of all such camera-ready artwork;
- Vendor shall actively support AL-AAP-sponsored events by providing (without charge) samples of Pediatric Partner's approved products for use as promotional items at such events, as requested by AL-AAP;
- The AL-AAP will communicate the benefit to members at the level selected by the vendor on the Pediatric Partner Application (See Pediatric Partner Application.);
- The AL-AAP will place a disclaimer on group emails, newsletter articles and similar forms of promotion regarding its non-endorsement policy and that the benefit is communicated on behalf of a paid third-party organization/individual. The disclaimer on group emails will also include an "opt" out" sentence, allowing for a member to opt out of similar email communications in the future.

5) On or before the date of execution of the agreement, the vendor will submit the annual participation investment fee (amount based on level selected by the vendor). Participation is designated on an annual basis and fees will begin on the date of the signed contract. Participation is subject to review and payment of participation fees each year.

6) If the application is rejected, the designated contact will receive a written response to the application.