ABOUT SCCT

The Society of Cardiovascular Computed Tomography (SCCT) is the international professional society representing physicians, scientists and technologists advocating for research, education and clinical excellence in the use of cardiovascular computed tomography.

MISSION:
SCCT is a professional medical membership organization that addresses all issues pertaining to the field of cardiovascular computed tomography. The mission of SCCT is to:

- Foster optimal clinical effectiveness of cardiovascular CT through professional education, establishment of standards for quality assurance and professional training and development of evidence-based guidelines for its use to enhance patient care and improve the quality of cardiovascular medical practice.
- Ensure state-of-the-art application of cardiovascular CT through training and accreditation.
- Support coordinated research efforts to promote further development and applications of cardiovascular CT, and to investigate accuracy, effectiveness, and cost-effectiveness in cardiovascular diagnosis.
- Serve as an advocate for cardiovascular CT in all interactions with the healthcare industry, medical policy development and reimbursement organizations.
- Cultivate close working relationships with other related societies.

CONTACT US

To learn more, please contact:
CLAIRE JOHNS, Director, Membership, Marketing and Communications
EMAIL: cjohns@scct.org
PHONE: +1.703.766.1712
SCCT MEMBERSHIP

AUDIENCE

SCCT is a community of over 2,500 cardiovascular CT professionals.

MEMBERSHIP REPRESENTATION

- 35% Physician/Scientist
- 18% Fellow/Resident
- 16% Emerging Markets

PRIMARY SPECIALTY REPRESENTATION

- 33% General clinical cardiology
- 21% Cardiovascular CT
- 11% Radiology

FOCUS REPRESENTATION

- 70% Cardiology
- 20% Radiology
BENEFITS OF ADVERTISING WITH SCCT

- Targeted/focused outreach through the only society dedicated to CCT
- Directly reach clinicians and researchers who lead the field
- Flexible sponsorship include webcasts, digital ads and more
- Transparent reporting on impressions and click through rates

JOURNAL

SCCT developed the *Journal of Cardiovascular Computed Tomography*, a bi-monthly, peer-reviewed scientific journal that focuses primarily on original research as well as the clinical and technical aspects of CCT.

Mailed print issues go out to all U.S.-based SCCT physician members (approx. 1,000). Digital – 10,374 average monthly visits; eTOC open rate 23.06%. Contact Aileen Rivera at a.rivera@elsevier.com for more information.

ANNUAL SCIENTIFIC MEETING

Each July, SCCT holds an Annual Scientific Meeting which provides up-to-date information on the technical principles, methods, clinical results, potential applications and limitations of CCT. The next meeting will take place July 11 - 14, 2019 in Baltimore, MD.

E-NEWSLETTER ADVERTISING

$750 for 650x90
$1,000 for 690x150

For more Annual Scientific Meeting sponsorship opportunities, click here.

SOCIETY NEWSLETTER

The bi-monthly newsletter contains the latest news from the Society and the field. Emailed to all members, this is one of the most popular communications SCCT provides. Average open rate: 38.6%; average click rate 13.2%

E-NEWSLETTER ADVERTISING

$750 for 650x90
$1,000 for 650x150

WEBSITE

Average monthly impressions 25.7K

BANNER ADS

$2,500 for 3 month run of 250X250

17.5 million Twitter impressions were generated by the SCCT2018 Annual Meeting
SCCT ONLINE LEARNING: WEBCASTS

Leading faculty present recorded sessions on cutting-edge basic and advanced cardiovascular CT topics. These webcasts are hosted on the SCCT learning platform and may be accredited with CME credits. SCCT webcasts are:
- Pre-recorded and include slides and audio
- 30 – 45 minutes
- Available free or at very low cost to members
- Initiated by the SCCT Education Committee who then select the presenting faculty
- A great way to acknowledge industry support will align with ACCME standards.

Acknowledgement of industry is:
- Within webcast description
- On opening title screen
- On webinar promotions (email, social media, SCCT website)

SAMPLE TOPICS (ADDITIONAL TOPICS MAY BE AVAILABLE)

BEST EDUCATION AIMED AT WIDE CLINICAL AUDIENCE
- Introduction to cardiovascular CT
- CCTA: the basics
- The optimal CCTA report
- Cardiovascular disease in women
- Coronary artery calcium scoring
- Aortic assessment
- Basics of congenital heart disease

ADVANCED EDUCATION TOPICS FOR A DEEPER DIVE
- CT in the ED
- Dynamic CT myocardial perfusion
- Advanced TAVI
- TMVR and beyond
- Advanced congenital heart disease

SPONSORSHIP INCLUDES

PROMOTION:
Webcast sponsors will be recognized in all marketing material for the selected webcast including e-Blasts, on-line ads, social media promotion, and printed material.

PRICING:
**TIER 1:** OUTSIDE PRODUCTION STUDIO, Starting at $7,500 per webcast
**TIER 2:** USE THE GO-WEBINAR PLATFORM, $3,500 or $5,000 with CME per webcast