

## FOUNDATION FOR AIRWAY HEALTH

### POLICY ON CORPORATE RELATIONSHIPS | CORPORATE ROUNDTABLE BENEFITS

*The Foundation for Airway Health (FAH) is dedicated to helping the public realize their maximum potential by championing the recognition, diagnosis, and treatment of airway-related disorders through collaboration, awareness, research, education, and access to care.*

The FAH Corporate Roundtable was established in 2016 to foster open communication between the FAH leadership and industry organizations in a non-competitive environment. Members of the Corporate Roundtable are highly regarded private-sector organizations demonstrating a commitment to the goals and mission of the Foundation for Airway Health and dedicated to promoting and influencing airway health awareness and education for patients, practitioners, and the public.

**1. FAH's vision and values must drive the relationship and related activities.**

FAH should not have relationships with organizations or industries whose principles, policies or actions conflict with our mission. For example, relationships with producers of products that harm the public health (e.g., tobacco) are not appropriate for FAH.

**2. The relationship must preserve or promote trust in the FAH.**

Corporate relationships that could undermine the public trust in the FAH message—such as by questioning scientific principles, or the truthfulness of its public statements—are not acceptable.

**3. The relationship must maintain FAH's objectivity with respect to airway health issues.**

Exclusive relationships with manufacturers of airway-related health products could impair FAH's impartiality in the eyes of its constituents.

4. Any cooperative activity must provide benefit to the public's health, patient's care, or physician's practice of airway health medicine.
5. FAH will provide health and medical information, offered and provided by CRT members but will not directly involve itself in the production, sale or marketing to consumers of products that claim to have an airway health benefit.
6. The relationship must preserve FAH's control over any projects and products bearing the FAH name or logo.

**All relationships will be evaluated regularly for appropriateness.**

In its transactions with Corporate Roundtable members and other industry partners, the Foundation for Airway Health commits that its educational activities, scientific programs, products, services and advocacy positions are independent of Company influence, and, likewise, FAH in no way endorses the products or services of said Companies.

**Corporate Roundtable Members enjoy the following benefits and opportunities:**

Opportunity to offer incentives and market services to Advocates (supporters) and Pledged Providers (members)

Meet during the year with members of the Foundation Board; Foundation leadership; other members of the CRT

Recognition on Foundation website with logo and link to company's home page, listed on Foundation mailings

Recognition at Foundation White Flag Events, including signage and opportunity to distribute materials

Opportunity to speak at Foundation White Flag Events (if available)

Opportunity to provide article on FAH website, approved by FAH (2x per year)