

The Monell Center
[Towards Universal Chemosensory Testing \(TUCT\) Conference](#)
November 5-7, 2023
The Quorum, University City Science Center, Philadelphia, PA 19104

SPONSORSHIP OPPORTUNITIES

The Monell Center is convening a broad group of stakeholders committed to making routine taste and smell testing a reality. We invite you to join us as a sponsor of our events, which are critical to realizing a future when your doctor inquires about your sense of smell.

Presenting Sponsor \$40,000

At this level of sponsorship, you join the major funder of this conference, NIH NIDCD, as a lead sponsor with the following benefits:

- Prominent logo presentation on event materials, print and digital, distributed by the Monell Center and our partners¹
- Prominent presentation of logo on event signage.
- Opportunity to speak about connection to routine chemosensory testing.
- Opportunity to introduce a conference session
- Your sponsorship included in event coverage: Monell publications, annual report
- 10 reserved seats at event
- Physical exhibition space at the conference
- Invitation to dinner with event organizers during the three-day series of events
- Platinum level remote exhibitor space via zoom platform includes: large booth, 5 sponsor images, 5 downloadable PDFs, booth space for 20 representatives
- An open invitation to discuss other potential benefits that would be of interest

Supporting Sponsor \$25,000

- Logo presentation on event materials, print and digital, distributed by the Monell Center and our partners. Logo on event signage.
- Opportunity to speak about your connection to routine chemosensory testing
- Your sponsorship included in event coverage: Monell publications, annual report
- 5 reserved seats at event
- Invitation to dinner with event organizers during the three-day series of events
- Gold level remote exhibitor space via zoom platform includes: medium booth, 3 sponsor images, 5 downloadable PDFs, booth space for 20 representatives
- An open invitation to discuss other potential benefits that would be of interest

¹ The Monell Center is the lead and geographic host for the conference organized with the University of Florida, The Ohio State University, and Harvard University. The patient-centered events are organized by Monell, the Smell and Taste Association of North America and Thomas Jefferson University Hospital Department of Otolaryngology.

Sustaining Sponsor \$10,000

- Logo presentation on event materials, print and digital, distributed by the Monell Center and our partners
- Logo on event signage
- Your sponsorship included in event coverage: Monell publications, annual report
- 2 reserved seats at event
- Silver level remote exhibitor space via zoom platform includes: small booth, booth space for 20 representatives

Sponsor \$5,000

- Logo presentation on event materials, print and digital, distributed by the Monell Center and our partners
- Logo on event signage
- Your sponsorship included in event coverage: Monell publications, annual report
- 1 reserved seat at event

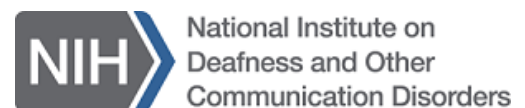
How Your Sponsorship is Made Visible

- Youtube: 221,000+ views
- Twitter, Facebook, Instagram, Youtube, and LinkedIn: 13,500+ followers/subscribers
- Average monthly website users: 13,000
- Average monthly website appearances on Google Search: 300,000
- Viewership of the 2022 annual report: 2,000+
- Monell News Audience: 8,000+
- Expected in person conference attendees: 150
- Maximum remote conference attendees: 1000
- Audience for Post-Conference publication and materials: 10,000+

Committed Funders and Sponsors at July 17, 2023

BERJÉ

Mary Bertino



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Why Do Taste and Smell Screening Matter?

- *Sensory disorders can lead to poor nutrition, depression, and risk from environmental hazards. Screening can help healthcare professionals identify sensory disorders early and appropriately manage patients' overall health and wellbeing.*
- *Changes in taste and smell can be warning signs of serious medical conditions. Screening will allow doctors to monitor variations in taste and smell over the lifetime as sentinels of other medical conditions, including heart and neurological diseases.*
- *Smell dysfunction is underreported due to lack of objective testing and an inability for most people to self diagnose. Screening will contribute to accurate numbers of people experiencing smell dysfunction, making the case for the importance of increasing research output.*

Rationale/Background

People with smell and taste disorders experience disrupted connections with their surroundings, including family and friends, food, and the environment, compromising diet and nutrition, increasing risk from environmental hazards (e.g., fire, gas leaks, and spoiled food), and significantly reducing positive mood and quality of life. Taste and smell disorders can also signal several health conditions, including infections and neurodegenerative diseases. Currently, routine clinical evaluation of smell and taste is rare; it is critical to develop a consensus roadmap to integrate taste and smell testing into regular health care.

**A Texas family who lost their sense of smell...
nearly died when a fire engulfed their house. ***

Problem Being Addressed

Despite its role in signaling disease, as well as safety, attachment, and quality of life, the diagnosis of taste and smell disorders has, to date, been far from accessible for most patients or routinely employed by most health care providers.

The COVID-19 pandemic has brought smell and taste dysfunction to mainstream attention. In response, in the past two and a half years, we have seen the development of new taste and smell tests. While this is good news for public health, there are still significant barriers to using these tests in health care settings, making smell screening nearly nonexistent outside a few limited studies.

Thus, we currently have a missed opportunity. Rapid inexpensive smell tests are available yet we have little information being shared among patients, researchers, physicians, and public health officials about the need and benefits of monitoring taste and smell function throughout the lifespan.

When we bridge this gap, we will be able to incorporate taste and smell function more widely into research protocols, contribute to new scientific discoveries, and change the course of clinical care – for you and your healthcare provider. For instance, consider the field of precision medicine: the status of your taste and smell can significantly impact nutritional health, as smell is a key component of food flavor and, when lost or distorted, significantly alters the food choices people make.

Our Solution

Our solution is a series of events to bring together scientists, clinicians, public health officials, healthcare industry professionals, and people with lived experience with taste and smell disorders to identify opportunities and challenges for implementing routine chemosensory testing nationwide.

The series of events includes a hybrid conference and patient-centered multi-stakeholder virtual and hybrid events.

The Conference (November 6-7)

This two-day conference is a collaboration among four institutions that have been funded by the NIH RADx-Rad initiative to develop chemosensory testing for COVID-19: the Monell Chemical Senses Center (in Philadelphia, geographic host), the University of Florida, Massachusetts General Hospital University/Harvard University, and the Ohio State University. The four Principal Investigators each represent one of these institutions and together bring unique expertise to the leadership team:

- Dr. Valentina Parma (Assistant Director/Assistant Member, the Monell Center)
- Dr. Mark Albers (Assistant Professor, Mass General Hospital, Harvard University)
- Dr. Steven Munger (Professor, University of Florida)
- Dr. Kai Zhao (Associate Professor of Otolaryngology, Ohio State)

This in-person/hybrid conference includes live talks, videos, and plain language materials (in English and Spanish) for the broader public. Together, these activities will advance the use of taste and smell testing in multiple contexts, to speed diagnosis of taste and smell disorders and associated health problems, facilitate therapeutic and supportive interventions for affected individuals, and improve human health and quality of life for us all.

During the conference, attendees – including people with taste and smell disorders, general practitioners, nurses, otolaryngologists, chemosensory scientists, patients, insurance executives, and public health professionals – will develop proposed strategies for routine testing across the lifespan. Majority and minority views of the group will be developed and shared with the scientific community via a white paper to be published in a peer-reviewed academic journal under an open-access license.

This conference is both timely and valuable to scientists and clinicians interested in public health and to patients with smell or taste disorders.

Continuing Medical Education credits will be available through Ohio State University.

Barrie Smith was diagnosed with Parkinson's Disease in his 50s, but 18 years before he was given his diagnosis, he developed a very strange and permanent symptom. One day he detected "a strong smoky smell, like burning wires", he says. Since then, he has never smelt anything again. ***

TUCT Conference Day 1, November 6th

- Welcoming Remarks, Conference Organizers
- Panel Discussion, Chemosensory Tools
- Panel Discussion, Chemosensory Testing in Clinical Practice
- Panel Discussion, Roadblocks to Chemosensory Testing
- Trainee Roundup in Lay Language

TUCT Conference Day 2, November 7th

- Keynote Address, Testing Challenges and Opportunities
- Panel Discussion, Success stories of population screening of sensory function
- Panel Discussion, Imagining a chemosensory-screened world
- Trainee Roundup in Lay Language

Patient-Centered Wrap-Around Events (Nov 5 and 7)

The conference opens and closes with events developed by and for patients and clinicians.

November 5 (Virtual Only)

A recent survey of people with taste and smell dysfunction showed that not receiving a diagnosis has impacted the management of their health and well-being. During this 2-hour event, we will hear first-hand stories from people with smell and taste disorders of how smell and taste screening could have validated their lived experience and, in fact, changed the course of their lives. We will also hear from

scientists about what a lack of smell and taste testing means to them and to their science, as we are still struggling to just count the number of people that are affected by these disorders, limiting the research on mechanisms. Clinicians will end this event by recognizing the impact that patient stories have in their clinical practice and how having better prevalence data on smell and taste disorders can help them in differential diagnosis as well as identify treatment options.

In their 2023-2027 Strategic Plan, the National Institute on Deafness and Other Communication Disorders (NIDCD) describes a future in which routine smell testing can help medical providers identify people more likely to develop neurodegenerative disorders.****

November 7 (Hybrid)

Those for whom routine chemosensory testing will make an *immediate* difference are patients with smell and taste loss, who can attest to the difficulty of receiving a diagnosis for chemosensory loss. This 1.5-hour roundtable puts patients in direct conversation with scientists, clinicians (PCPs, ENTs, Gerontologist/Neurologists, Nutritionists, Psychologists, Public Health Professionals), foundations and public health officials. Thanks to the moderation by a seasoned patient engagement specialist, the goal of this round table is to center solutions that will make universal chemosensory testing a reality with the patient experience. This stakeholder convening has been developed by:

- Katie Boateng and Pamela Silberman (Smell and Taste Association of North America)
- Dr. Gurston Nyquist (Thomas Jefferson University Hospital Department of Otolaryngology)
- Dr. Valentina Parma (The Monell Center)

Audiences

Our goal is to include in the audience scientists, health care professionals, members of academic institutions, governmental agencies, advocacy groups, industry, and people with lived experience with taste and smell dysfunction – all groups who will be impacted by the implementation of population-level chemosensory screening programs.

These events have the secured commitment of several leaders of professional associations to advertise and disseminate the conference and its findings. Specifically, we have the support of the Association for Chemoreception Research (AChemS), the major chemosensory scientific society worldwide; the Smell and Taste Association of North America (STANA), a patient advocacy group for people with smell and taste loss; the Global Consortium for Chemosensory Research (GCCR), a group that includes as members scientists, clinicians, and others on a global scale; and the World Taste and Smell Day Association (WTSDA), a recent organization that sponsors the celebration of smell and taste every September 14. Additionally, we have secured the support from the American Academy of Otolaryngology, American Rhinologic Society, and the American Academy of Neurology. Spanish-speaking communities will also be directly involved, thanks to the translations of the conference materials in Spanish coordinated by Dr. Yanina Pepino, a chemosensory expert and native Spanish-speaker who has been involved in the coordination of translations of research materials in Spanish. Monell has a mail list of 6,000 people and STANA has a mail list of 2,000.

The US Department of Health and Human Services Healthy People 2030 Initiative has a stated goal to increase the percentage of adults with smell or taste disorders who have seen a healthcare provider about their disorder from 20.3% to 26.2% by the year 2030. **

We are acutely aware that because smell loss can affect us all and is associated with other diseases including neurological and heart disease, as well as aging, routine chemosensory testing is not just important to people with smell and taste dysfunction, but to all of us. An important secondary audience, therefore, is the general population who we will reach as we disseminate post-event materials, which will be available in both Spanish and English.

Why Sponsor? Why Now?

We are all at risk of losing smell or taste function, the causes or consequences perhaps unknown. **Do you want your health professional to have the knowledge and tools to understand and manage that risk?** Purposefully focused, this conference begins the important conversations and work that will lead to the innovations and disseminated guidance to foster understanding and find solutions.

*<https://www.cnn.com/2021/01/18/us/17-year-old-saves-family-fire-covid-smell-trnd/index.html>

**<https://health.gov/healthypeople/objectives-and-data/browse-objectives/sensory-or-communication-disorders/increase-proportion-adults-smell-or-taste-disorders-who-discuss-problem-provider-hoscd-12>

***<https://www.bbc.com/future/article/20210302-how-your-sense-of-smell-predicts-your-overall-health#:~:text=Barrie%20Smith%20was%20diagnosed%20with,has%20never%20smelt%20anything%20again>

****<https://www.nidcd.nih.gov/about/strategic-plan/2023-2027-nidcd-strategic-plan>