Welcome to the Academy
Training designed for the Pregnancy Help Movement

Heartbeat International’s Academy is where pregnancy help organizations go to excel at the work they were called into. Being intentional about providing the best care for your center and your community encourages continued learning from pregnancy help experts.

We understand that each person learns differently and that is why we provide key training in-person, online, and in print so that no matter the style you prefer, we’ve got you covered.

Heartbeat International has been training pregnancy centers for nearly 50 years. Whether you’re starting a new organization or you’ve been around as long as we have, we have something for you!

Welcome to the Heartbeat Academy.

Our Mission

Heartbeat International’s life-saving mission is to REACH and RESCUE as many lives as possible, around the world, through an effective network of pregnancy help to RENEW communities for LIFE.

To achieve our mission, we do the following:

We REACH those who are abortion-vulnerable through Option Line’s® 24-hour contact center and cutting-edge website, www.OptionLine.org.

“Reach down your hand from on high; deliver me...” Psalm 144:7

We RESCUE those who are reached through our life-support network of pregnancy help organizations and the Abortion Pill Rescue Network where lives are saved and changed every day.

“Rescue me, O Lord, from evil men; protect me from men of violence.” Psalm 140:1

We RENEW broken cities around the world through the development of pregnancy organizations where abortion clinics are presented as the only choice for abortion-vulnerable women.

“He sent me to bind up the brokenhearted...to proclaim the year of the Lord’s favor... They will renew the ruined cities that have been devastated for generations.” Isaiah 61:1-4

OUR LIFE-SAVING VISION

Our vision is to make abortion unwanted today and unthinkable for future generations.
Heartbeat International Affiliation Cost:

$250.00 per year (U.S.)

-or-

$200.00 per year (dual-affiliate discount)

We know that we are better together. Receive 20% off your affiliation cost if you are a member of one (or more) of the following:

- National Institute of Family and Life Advocates (NIFLA)
- Care Net
- Christian Life Resources
- International Life Services
- National Life Center
- Life Matters Worldwide
- National Christian Adoption Fellowship
- ICU Mobile
- Save the Storks

-or-

$70.00* per year for each organization outside the U.S.

*complimentary for non-U.S. orgs if affiliated with ACfL, AFLA, Be’ad Chaim, CAM, CAPSS, MvP, PHA, ProVida, or PSSA.

The Heartbeat Difference

Heartbeat International is a Christian-based, interdenominational association of pregnancy help organizations that provides the training, support, and resources members need to be effective, creative, and entrepreneurial in their own communities, as the Lord leads.

We are the largest pregnancy help association in the world, currently supporting, starting, and strengthening over 2,700 pregnancy help locations—including international affiliates on every inhabited continent—to provide alternatives to abortion. Our affiliates include pregnancy help centers, medical clinics, maternity homes, nonprofit adoption agencies, and abortion recovery programs.

Heartbeat International Provides...

- 20% Discount on resources and products – Extend Web Services and Next Level
- Exclusive access to the Heartbeat Retirement Plan
- Listing on OptionLine.org, our 24/7 emergency client helpline
- Access to more than 250 live and on-demand webinars via the Heartbeat Academy
- Comprehensive trainings covering all aspects of pregnancy help
- Unlimited consultations with Heartbeat experts
- Complimentary Materials at HeartbeatServices.org
- Life-Affirming Specialist pregnancy help professional certification
- Invitation to our Babies Go to Congress event to meet with your lawmakers
- Unique pregnancy center training opportunities on Human Trafficking, Online Ultrasound Trainings, and Abortion Pill Reversal
Heartbeat International is committed to providing top-level training to the pregnancy help movement through our printed materials, on-site trainings and conferences, and online academy resources. We believe that all pregnancy help organizations should have access to quality training at all times. Certain topics allow for continuous education through a variety of channels as indicated below.

<table>
<thead>
<tr>
<th>Management and Training</th>
<th>InPrint</th>
<th>Online</th>
<th>eNews</th>
<th>On-site</th>
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</thead>
<tbody>
<tr>
<td>Directing Essentials</td>
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<td>Staffing Essentials</td>
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<td>Legal Essentials</td>
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In-Person: Heartbeat Experts on Your Side

2020 Event Calendar

- Babies Go to Congress – January 23
- Annual Training Conference – April 14-16
- Nurses Appreciation Week – May 6-12
- Pregnancy Help Institute – July 27-31
- Pregnancy Help Appreciation Week – November 9-13

Conference

Be a part of the largest pregnancy help conference in the world from April 14-16, 2020 in Seattle, Washington and receive professional training from the experts. This conference is full of learning and networking opportunities to train pregnancy center leaders and staff on all aspects of pregnancy help. Go to HeartbeatServices.org/training for more details.

Pregnancy Help Institute

Join us at Heartbeat International’s headquarters in Columbus, Ohio, July 27-31, 2020, for Pregnancy Help Institute. The Institute consists of four week-long focused tracks. Whether you’re a new director, fundraising specialist, seasoned professional, or aspiring ultrasound technician, we have a training designed for frontline lifesavers like you. Registration opens in the spring at HeartbeatServices.org/Training.

Consults and Retreats

In-person, in-depth, on-site. Call (888) 550-7577 or email Trainings@HeartbeatInternational.org to book your in-person training today!

The Love Approach

Introduce trainees to the tools that they need to begin helping in a life-affirming organization using The LOVE Approach™ Training manual. Paid and volunteer staff explore specific concerns with a Heartbeat expert, creating confidence leading into their initial client interviews, whether on the phone or in the office.

Regular Price: $900 | Affiliate Price: $700

Abortion Pill Rescue Network Training

The decision to join the Abortion Pill Rescue Network is exciting but also can also feel a bit daunting. This training will bring a Heartbeat expert on-site to answer your questions and guide you through the APRN implementation process as you join one of the fastest-growing pro-life networks in the world.

Regular Price: $900 | Affiliate Price: $700

Talking About Abortion

Volunteers learn the answers to tough questions in this in-depth training. The tried-and-true experience of Heartbeat affiliates and Option Line packed into this training helps volunteers learn how to adopt the Talking About Abortion© manual as a ready reference when talking with clients.

Regular Price: $900 | Affiliate Price: $700

Sexual Integrity

Prepare your organization through Heartbeat’s Sexual Integrity© Program, and bring the bright future of God’s universal plan for sexuality to your community. The Program covers the reproductive system, healing sexual abuse trauma, biblical foundations for God’s Plan for sexuality, and it is adaptable for diverse ethnic groups.

Regular Price: $900 | Affiliate Price: $700

Governing Essentials Board Training

A Heartbeat expert will work with your board members to discover and evaluate ways to grow in their roles in relationship to the executive director, staff, community, and each other based on Governing Essentials: Your Personal Board Member Manual©.

Regular Price: $900 | Affiliate Price: $700

Sexual Integrity

Prepare your organization through Heartbeat’s Sexual Integrity© Program, and bring the bright future of God’s universal plan for sexuality to your community. The Program covers the reproductive system, healing sexual abuse trauma, biblical foundations for God’s Plan for sexuality, and it is adaptable for diverse ethnic groups.

Regular Price: $900 | Affiliate Price: $700

Abortion Recovery

Heartbeat experts give personalized guidance regarding how to implement and facilitate an abortion-recovery program. Based on the H.E.A.R.T.® manual, the training includes a step-by-step approach and screening technique.

Regular Price: $900 | Affiliate Price: $700

Strategic Planning

Heartbeat experts can work with you to answer the questions, “What should our organization look like in three to five years?” and “How do we get there?” Advanced planning is required of your organization in preparation for the onsite visit.

Regular Price: $900 | Affiliate Price: $700

Center 360° Assessment

Gain organizational perspective as you make decisions to adopt new programs, meet leadership challenges, or work through staff changes. The Center 360° Assessment© reviews organization operations, including legal and medical issues. A detailed, written report summarizes your organization’s needs, strengths, and challenges.

Regular Price: $2,100 | Affiliate Price: $1,700

(Prices includes single-day, on-site training)

Ministry Retreats and Banquets

Let Heartbeat experts help you make the most of your special events. For facilitator and inspirational speaker availability and fees, please call (888) 550-7577 or email Trainings@HeartbeatInternational.org.
E-News Publications
Are you and your team receiving these E-Newsletters?
If not, contact us at Support@HeartbeatInternational.org

Online: The Heartbeat Academy

The Heartbeat International Academy™ provides life-affirming leaders, staff, and supporters with access to online workshops, forums, and courses on timely pregnancy help topics such as the abortion-minded client and how to identify victims of human trafficking.

The Academy’s easy access to an ever-growing knowledge base appeals to people engaged in any life-affirming organization, and those interested in getting involved.

The Academy is your online source for:
- Access to More Than 250 Live and Recorded Webinars
- Life-Affirming Specialist Certification
- Nursing Contact Hour Courses
- Online Training Courses
- Private Customized Courses
- Ultrasound Training for Nurses

Webinars:
- Easy access anytime, anywhere with an internet connection
- On-demand training, 24/7
- Ever-increasing selection of programs
- Cost-effective prices

Online courses:
- Customizable for group instruction or self-paced study
- Accessible 24/7 via internet
- Dynamic, multi-media activities with progress-tracking features

Start Your Online Learning Experience Today...

Join the Academy for online courses that are more engaging and user-friendly than ever! Online courses give you, your paid and volunteer staff, and board members a jump-start on knowledge and skills with flexible choices, even as you wait for your organization to organize its next in-house group training!

To learn more, visit HeartbeatServices.org/Academy to create an account and sign up for any online course today. Ask about custom training options by contacting ELearning@HeartbeatInternational.org.
Management and Training

In Print: Dynamic resources at your fingertips

Legal Essentials
A reality too often overlooked is anybody can sue anybody else for any reason at any time. The question is, “Can they win?” Using real-life examples and ministry-proven criteria, Legal Essentials® is a legally sound, hands-on resource designed to help you set sensible policies and parameters, while giving you the framework to know when you need to seek legal help. Additional resources included as a complimentary download.

Product Code: 10LEGESS1.0
Regular Price: $124 | Affiliate Price: $99.20

Directing Essentials
The foundational resource for Heartbeat International’s New Director track of our annual Pregnancy Help Institute, the newly revised Directing Essentials® equips directors on Six Key Responsibilities of Directing an Organization, along with tips on fundraising, legal issues, gathering volunteers, and hiring staff, all in a context of framing the big picture squarely within our Christ-centered values. Additional resources included as a complimentary download.

Product Code: 10DIRWELL1.1
Regular Price: $124 | Affiliate Price: $99.20

Online: The Heartbeat Academy

Academy Courses:
Raising the Standard: An Introduction to Our Commitment of Care and Competence
How often do you think about the Commitment of Care and Competence? Brush up on this vital ethical code of practice with a webinar through the Academy, available now for $4.95 (complimentary for affiliates!) at HeartbeatServices.org/Resources.

Pregnancy Help Podcast:
The Pregnancy Help Podcast provides information and education on the pregnancy help movement in short episodes to fit into your schedule.
Go to HeartbeatInternational.org/Podcast and subscribe today.

E-News Publication:
Subscribe to Pulse today at www.HeartbeatServices.org/Resources.
Medical Essentials
Equip your board and medical staff to serve women with high-value medical services. From adding ultrasound and STD/STI testing to abortion pill reversal and more, Medical Essentials is your go-to guide for adding and improving the tools and expertise you need to help each client make the healthiest choice for everyone involved in an unexpected pregnancy. Additional resources included as a complimentary download.

Medical Impact

In Print: Dynamic resources at your fingertips

Medical Essentials
Equip your board and medical staff to serve women with high-value medical services. From adding ultrasound and STD/STI testing to abortion pill reversal and more, Medical Essentials is your go-to guide for adding and improving the tools and expertise you need to help each client make the healthiest choice for everyone involved in an unexpected pregnancy. Additional resources included as a complimentary download.

Sample Medical Policies and Procedures
Available as Digital Download!
The manual includes approved samples of procedures and guidelines for Pregnancy Help Organizations offering medical services including: Operating & Administrative Policies, OSHA, HIPAA, Patient Charting, Pregnancy Testing, Ultrasound, Pregnancy Confirmation Examinations, Prenatal Care, Abortion Pill Rescue, as well as sample medical forms and job descriptions.

Online: The Heartbeat Academy

Academy Courses:

Abortion Pill Rescue Network Training Bundle
No woman in your community should be kept in the dark about options to rescue her baby. This training will provide the tools and information needed to become a part of the Abortion Pill Rescue Network, assisting women who have started chemical abortion and are experiencing regret.

In this training bundle, you’ll receive access to five core trainings that will provide your organization with a strong understanding of the Abortion Pill Reversal protocol, including:

- Adding APR
- Progesterone Safety
- How to Identify and Assist Victims of Human Trafficking
- Identifying Fake Clients
- Pregnancy Loss at Pregnancy Centers

Ultrasound Training
This course is designed to empower and equip nurses and sonographers with the knowledge, skills, and abilities necessary to provide high quality limited obstetric ultrasound within the pregnancy help community. Whether you are looking to begin performing scans in your center or are looking to refine and enhance your current skills, this training is for you.

Available now at HeartbeatServices.org/Resources.

Ultrasound Refresher Course
This course is designed to enhance the skills of nurses and sonographers within the pregnancy help community currently performing limited obstetric ultrasound. The didactic portion of the training is composed of seven modules appropriate for nurses and sonographers on important topics like ultrasound physics, first trimester scanning, and more. Available in a convenient and easily accessible on demand format, the didactic portions of the training can be completed on your own schedule over a six month period.

Available now at HeartbeatServices.org/Resources.

E-News Publication:

The LOVE Approach Leader’s Guide

The LOVE Approach™ is Heartbeat International’s foundational training resource for life-affirming staff and volunteers. Simple to learn, yet explosive in its impact, The LOVE Approach Leader’s Guide™ (LOVE ApproacManual included) captures and communicates the essence of what it means to reach a woman in the “valley of decision” with the life-saving power of compassion and hope.

www.HeartbeatInternational.org

LOVE Approach Leader’s Guide Code: 10LOVE-LG1.0
Regular Price: $50  |  Affiliate Price: $40

Bundle and Save!

2 great offers on great Heartbeat resources...

The LOVE Approach Bilingual Kit
- The LOVE Approach Leader’s Guide™
- La Propuesta del AMOR

Product code: 10LOVE
Regular Price: $75.00  |  Affiliate Price: $60

Volunteer Training Package
- The LOVE Approach™ and
- Talking About Abortion®

Product code: 20TRAIN
Regular Price: $50.00  |  Affiliate Price: $40

Built By Design

Your guide to starting a pregnancy help organization from scratch, Built By Design® is a field manual to walk you through the foundational elements of starting a nonprofit life-saving entity.

Product Code: 5BBD1.0
Regular Price: $49  |  Affiliate Price: $39.20

Talking About Abortion

The phone rings. The caller tells you her situation: She needs an abortion and she needs one right away. What do you say? What would your volunteers say?

Talking About Abortion™ is the go-to resource for training staff and volunteers speaking either on the phone or sitting face-to-face with a woman who feels abortion is her only choice.

Product Code: 10TALKAB5.0
Regular Price: $25  |  Affiliate Price: $20


Lead your clients into a Scripture-based journey of healing from past abortion experiences with Healing the Effects of Abortion-Related Trauma, better known as the H.E.A.R.T. Manual©.

Utilizing outlines, readings, Biblical passages, pages for journaling, letter-writing and more, H.E.A.R.T. is designed to meet the needs of church groups, pregnancy help organizations and counseling agencies wrestling through the difficult reality of post-abortion pain.

Manual Code: 10HEARTM
Regular Price: $18  |  Affiliate Price: $14.40
Leader’s Guide Code: 10HEARTL
Regular Price: $28  |  Affiliate Price: $22.40

The LOVE Approach™ Online

Heartbeat International’s most popular resource is available online through the Heartbeat Academy.

You and your staff can learn at your own pace with The LOVE Approach™ Online.

Governed Essentials: Your Personal Board Member Manual
Move your organization to the next level of effectiveness, and your governing body to the unreached heights of connectivity and teamwork with Governing Essentials: Your Personal Board Member Manual®. Diving deep into six irreplaceable areas of essential board governance, the manual includes sample org charts, job descriptions, calendars, financial reports, vision and mission statements, and more.

A Health Assessment for Your Organization
As any doctor can tell you, good health starts with honest assessment. Just as there’s no way to beat cancer without a proper diagnosis, there’s no way to fix organizational problems at your life-saving nonprofit without identifying them first. A Health Assessment for Your Organization® is a perfect place to start. Download this complimentary resource today in the Affiliates Only section of HeartbeatServices.org.

Pregnancy Help Salary Survey
The Pregnancy Help Salary Survey® is a biennial resource that gives you the latest in compensation trends and averages throughout the pregnancy help community. Including salary comparisons for executive directors, client services managers, nurse managers, and development directors. Download this complementary resource today in the Affiliates Only section of HeartbeatServices.org.

In-Person: Heartbeat Experts on Your Side

Governing Essentials Consult
Get everyone on the same page with a one-day, on-site Governing Essentials consultation. Heartbeat experts will help your team focus on your center’s realities: vision and mission, legal obligations, planning and implementation, policies and evaluations, Board function and development, finances, development, and much more. Email Trainings@HeartbeatInternational.org to book your in-person training today!

Online: The Heartbeat Academy

Academy Courses:

Online Legal Review
For affiliates only, Heartbeat International’s Legal Review assesses eight (8) key areas of legal concern for your organization. With Heartbeat International’s online Legal Survey, your organization can complete the first steps of the review process quickly and efficiently, as you quickly walk through the eight areas of review and submit documents for our legal counsel’s review.

To begin using the Online Legal Review, contact Heartbeat International at Support@HeartbeatInternational.org.

E-News Publication:

Free to affiliates, the Leadership Subscription includes monthly newsletters, On the LeaderBoard and Capitol Matters. Non-affiliates can also purchase this subscription at www.HeartbeatServices.org/Resources.
Fundraising Help

In Print: Dynamic resources at your fingertips

How to Write a Winning Grant Proposal
Leveraging decades in the nonprofit pregnancy help world, as well as priceless experience as a government-employed grant reader, Heartbeat International's Peggy Hartshorn, Ph.D., gives you a practical approach in How to Write a Winning Grant Proposal. You'll have everything you need to get a leg-up on other nonprofits seeking key partnerships with foundations, local governments, and more.

Product Code: 40GRANT3.0
Regular Price: $28  |  Affiliate Price: $22.40

Banquet Planning From Scratch
Squeeze the very most you can out of your upcoming banquet—both in terms of fundraising and “friend-raising”—with Banquet Planning from Scratch from Heartbeat International's Kirk Walden. A long-time pregnancy help leader and full-time pregnancy help banquet speaker, Kirk’s tips and ideas come directly from life-affirming efforts just like yours.

Product Code: 10BANQ2.1
Regular Price: $124.00  |  Affiliate Price: $99.20

This top-selling manual—at more than 250 pages—is yielding results across the country. Cutting-edge ministries understand that a strong financial future depends upon solid monthly support. While fundraising events are important, sustaining—and building—your ministry over the long term hinges on those who remember you each and every month. Whether your ministry is looking to build monthly support by $5,000 or $500,000, Firm Foundations can help you get there.

Product Code: 10FOUNDAT1.0
Regular Price: $124  |  Affiliate Price: $99.20

Online: The Heartbeat Academy

Academy Courses:
How to Write a Winning Grant Proposal
Funding is the fuel that keeps the ministry moving toward its mission. But while donors and fundraising events are indispensable, winning even one grant may spark a new season of sustainability and progress.

Included with Heartbeat International’s How to Write a Winning Grant Proposal, this online training provides an overview of the grant writing process and equips you with the tools you need to write—and win!—major funding through an irresistible grant proposal.

New Course Coming in 2020! Advancement Boot Camp
In this course, you’ll join Kirk Walden as he guides you through the revenue streams your organization should be tapping into and helps you ensure you are making the most from your fundraising efforts. Whether you are starting from nothing, or have a sophisticated development plan in place, this video-based training will walk you through an assessment reviewing where you are in each area and offer you guidance on what next steps to take, and how to take your plan a step further.

E-News Publication:
A monthly e-publication focusing on fundraising, leadership, and more is complimentary for affiliates.

Non-affiliates can subscribe at HeartbeatServices.org/Resources.
In Print: Dynamic resources at your fingertips

Maternity Housing Essentials
Glean from seasoned servants in the National Maternity Housing Coalition and learn what you need to start or improve a maternity home of your own. Maternity Housing Essentials© includes sample policies and procedures that were developed from a variety of housing leaders all over the U.S.

Product Code: 10MATESS1.0
Regular Price: $124 | Affiliate Price: $99.20

My Baby and Me
Developed by Loving & Caring, My Baby and Me is a series of workbooks for counselors to use with pregnant girls as they work through important decisions in their lives.

The My Baby and Me series includes client workbooks on the following topics:

- Basic Decision Making
- Looking at Adoption
- Looking At Parenting
- The Me I See (with corresponding Leader’s Guide)
- What About Adoption
- A Place To Call Home

Place your order today at HeartbeatServices.org/Resources

E-News Publication:
Subscribe to Heart and Home today at www.HeartbeatServices.org/Resources.

Sexual Integrity Program Essentials
A negative-test client arriving at your organization time and again for a pregnancy test because, “This time I’m sure I’m pregnant” presents you with a unique challenge:

How can we get this young woman to understand, appreciate, and embrace God’s Plan for Sexuality, so she can express the gift of sexuality throughout life in a true, excellent, honest, and pure way?

Whether your clients are teens or adults, married or single, Sexual Integrity Program Essentials© equips you to grow a Sexual Integrity© Program customized to the community you serve. Now, your organization will be ready to empower all of your clients to make positive choices for the future.

Product code: 10SIPRESS1.0
Regular Price: $59 | Affiliate Price: $47.20

Online: The Heartbeat Academy

Care for the Whole Woman
Advances to fertility care have progressed rapidly in the last few years. Now more than ever, we’re seeing fertility care programs that offer true alternatives to pharmaceutical driven women’s care.

In this training series, you’ll hear from fertility experts around the United States who are not only making fertility education more accessible to clients, but are pioneering ways to empower women through health care that works with their bodies.

This training series offers valuable insights from experts trained through various fertility approaches including FEMM: Fertility Education and Medical Management, NaPro Technology, as well as experts with training in the Creighton Model Fertility Care System and Natural Family Planning.

Provider approved by the California Board of Registered Nursing, Provider Number CEP 16061 for 4.0 contact hours.

E-News Publication:
Get the latest tips for your Sexual Integrity© Program. Subscribe at HeartbeatServices.org/Resources.
Are YOU a Life-Affirming Specialist?

Heartbeat International has developed a professional designation for those working in Life-Affirming Ministries. Its purpose is to show that you have studied and are aware of the latest research and findings surrounding life-affirming information and training. Email: LAS@HeartbeatInternational.org

Are YOU Courageously Pro-Life?

How are we, as believers, supposed to act on our pro-life beliefs if we don’t know what that means?

Courageously Pro-Life, is a twelve-week study designed for believers who know that they’re pro-life but also know they need to do more about it. Learn more at HeartbeatServices.org/couragously-pro-life-curriculum.

RESOURCE ORDER GUIDE

Use the guide below to gather all the information needed to place your order. When you’re ready, visit www.HeartbeatServices.org/Resources or call (888) 550-7577.

<table>
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Subtotal*  

*Final total will be calculated with UPS shipping charges.

Materials are needed by (date) ____________________

(Please allow minimum of two weeks for orders to be processed. Additional shipping costs may be required for expedited shipments.)

Billing Address

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Shipping Address (if different from billing address) **No P.O. Boxes**

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Questions? Call (888) 550-7577 or visit HeartbeatServices.org
INDEX OF RESOURCES

Place your order! Call (888) 550-7577 or visit HeartbeatServices.org

ORDERING HEARTBEAT RESOURCES

Additional copies of the Resource Order Form and the 2019 Academy Resource Catalog are available at HeartbeatServices.org or by request: email us at Resources@HeartbeatInternational.org or call us at (888) 550-7577. You can also place your order online at HeartbeatServices.org/Resources.

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