

Physician CONNECT

Strategic
connections
to jumpstart your
company's success
in the 3rd & 4th Qtr
2020

ACCESS.

ENGAGE.

SUCCEED.

**SUCCESSFULLY
REACH PHYSICIANS
IN THIS
"NEW NORMAL"**

PHYSICIAN CONNECT provides your company with valuable access to physicians practicing and/or residing in the Greater Washington, D.C. area. With more than 1,600 physician and practice administrative members, Montgomery County Medical Society is the premier physician organization in the region.

PHYSICIAN CONNECT provides physicians with valuable personal and professional resources that help them thrive, and offers your business opportunities to develop quality leads, which will lead to your company's marketing success.

Professional and personal success rely on effective relationships. Join **PHYSICIAN CONNECT** today as **Strategic, Business or Resource Connect**. There's a level that can help you achieve your marketing goals in the remainder of 2020!

Join **PHYSICIAN CONNECT** as a member and gain access to Montgomery County/DC area physicians through strategic opportunities to reach your company's target audience. Membership guarantees you access. Access improves your bottom-line.

Through **PHYSICIAN CONNECT**, engage with LEADERS of MCMS and practice decision-makers – both physicians and administrative staff via the Society's online events and activities throughout the remainder of the year, to generate qualified business leads and the opportunity to improve your marketing results. Practices include large & small primary care and specialty care practices.

Through **PHYSICIAN CONNECT**, your company can maximize its marketing resources to succeed in today's competitive environment. Through exposure and referrals, companies recognize the value of the MCMS relationship.

PHYSICIAN CONNECT creates a winning formula:
Dynamic Sales Strategy + Effective Execution =
Satisfied Physician Clients Leading to Improved Business Results

Join today. Your organization's marketing success depends on **PHYSICIAN CONNECT**.

PHYSICIAN CONNECT is the KEY



Companies that want to target their marketing resources to the physician community in Montgomery County, Maryland and the metropolitan D.C. area are invited to be a part of **PHYSICIAN CONNECT**.

PHYSICIAN CONNECT provides valuable access to more than 1,600 physicians throughout the area.

PHYSICIAN CONNECT offers three levels of interaction. Depending on your marketing goals and resources, you may choose the level which reaches your company's goals for increased brand awareness, potential client access, and results.

Note: Membership in **PHYSICIAN CONNECT** is by application only and is subject to approval by the MCMS Executive Board.

Note: Partnership Fees are pro-rated by the remaining number of months in the calendar year.

Early decision to commit to 2021 Physician Connect Partnership locks in fee level and additional benefits in 2020!

STRATEGIC CONNECTION	BUSINESS CONNECTION	RESOURCE CONNECTION
YEAR-ROUND EXPOSURE for the company that wants to MAXIMIZE its marketing resources to significantly improve its brand awareness, physician contacts, and business results. \$8,000 annually	YEAR-ROUND EXPOSURE for the company that wants to IMPROVE its brand awareness, physician contacts, and business results. \$4,500 annually	YEAR-ROUND EXPOSURE for the company that wants to be seen as a valuable resource to medical practices & build brand awareness. \$2,000 annually

COMMON CONNECTION COMPONENTS

- Social media follows, likes and mentions by MCMS and engagement with partners digitally
- Quality lead-generating opportunities with MCMS members offered exclusively to members of PHYSICIAN CONNECT
- Year-round listing in PHYSICIAN CONNECT membership section of MCMS website that includes contact information and a link to your company's website
- Inclusion in enews as "Physician Connect" Member of the Week
- Year-round company listing on MCMS Online Resources Directory
- List of event attendees with mailing addresses and specialties for sponsored events
- Opportunity to provide speakers for selected events
- Announcement to MCMS members when joining or renewing your PHYSICIAN CONNECT membership
- Inclusion of company information in new member information
- Recognition in MCMS ENews, the official E-newsletter of MCMS
- Opportunity to submit articles for publication in ENews
- Feature in "Partner Spotlight" in ENews
- One-year subscription to MCMS weekly ENews



•EXCLUSIVE Opportunity to Meet with & Present @ One MCMS Board Meeting During Year

•EXCLUSIVE Opportunity to Co-brand your own educational/networking event, promoted & staffed by MCMS

•EXCLUSIVE positioning on MCMS' website home page with link to your company's website

•EXCLUSIVE Opportunity to meet with MCMS staff to customize your company's strategic marketing plan

•Sponsor of MCMS's member meetings throughout remainder of 2020 (Logo on Slide & Intro Remarks) 6 planned

•Sponsor of MCMS Pre-Meeting before CME meetings throughout remainder of 2020 (Logo on Opening Slide Deck & Intro Remarks before CME program begins) 4 planned

•Sponsor of Online Practice Management Updates (Logo on Slide & Intro Remarks) 6 planned

•Sponsor Online MCMS Physician Targeted events, including Women in Medicine & Early Career Physicians (Logo on Slide & Intro Remarks) 2 each planned

•Prominent placement on Physician Connect section on website

•MCMS Weekly Enews Sponsor (Remaining in the year)

•MCMS Website Weekly Partner Spotlight - Gen Info About Company

•Dedicated faxes/emails sent by MCMS

•Access to MCMS Member Mailing List to promote your company's services

•Event/Product Advertisement in Enews

•Event/Product Advertisement on MCMS's website

•Inclusion in MCMS Annual Report

•Webinar for your company to provide education & to introduce your services to practices.

•Referrals to your business directed to you by MCMS staff when requested

NOTE: Upon request, additional advertising or access to listed services may be available as part of partnership level or available at a 50% reduction of fees. MCMS reserves the right to determine availability and timing.

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CONNECTION LEVEL BENEFITS		
X		
X		
X		
X		
X 3xs	X 2xs	X 1x
X 2xs	X 1x	X 50% off sponsorship fee of \$250
X 3xs	X 2xs	X 1x
X 3xs	X 1x	X 50% off sponsorship fee of \$250
X	X	X
X 5xs	X 3xs	X 1x
X 2xs	X 1x	X 1x
X 4xs	X 2xs	X 1x
X 2xs	X 1x	X 1x
X 3xs	X 2xs	X 1x
X 2xs	X 1x	X 1x
X	X	X
X 2/Yr	X 1/Yr	X 50% off sponsorship fee of \$500
X	X	X



Yes, we want to be a member of PHYSICIAN CONNECT!

SELECT LEVEL OF 2020 CONNECTION YOUR COMPANY PREFERS

- Strategic Connection - \$8,000 Annual Fee
Business Connection - \$4,500 Annual Fee
Resource Connection - \$2,000 Annual Fee
Yes, we want to commit now to 2021 Physician Connect Partnership to lock in fee level and additional benefits in 2020! Payment due by 1/15/2021.

APPLICANT INFORMATION

Application Date: _____

Company Name (as it should be listed) _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

Twitter Handle @ _____ Facebook _____

PAYMENT INSTRUCTIONS

By check in the amount of \$ _____ made payable to Montgomery County Medical Society
By Credit Card (circle one) VISA MC AMEX

Credit Card # _____ Expiration Date _____

Security Code _____ Billing Zipcode: _____

Name on Card (print) _____ Amount \$ _____

Signature _____

Note: Please forward the completed application, payment and two letters of recommendation on behalf of your company, preferably from MCMS member physicians/practices. Letters of recommendation may be sent via email to sdantoni@montgomerymedicine.org.

* The term of the Physician Connect membership begins with approval by the Executive Board. Consideration by the Board will not be given until the application is complete, recommendations are received, and check or credit card payment is received.

Questions? Call Susan D'Antoni at 301.921.4300.

Please fax this completed form to 301.921.4368 or email it to sdantoni@montgomerymedicine.org.