

Physician CONNECT

Strategic
connections
to jumpstart your
company's success
in 2017

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.

ACCESS.

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

ENGAGE.

Through **PHYSICIAN CONNECT**, engage with LEADERS of MCMS and practice decision-makers – both physicians and administrative staff – at the Society's events and activities throughout 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.

SUCCEED.

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 two 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.

STRATEGIC CONNECTION \$8,000 annually	BUSINESS CONNECTION \$4,000 annually
For the company that wants to MAXIMIZE its marketing resources to significantly improve its brand awareness, physician contacts, and business results.	For the company that wants to ENHANCE its brand awareness, physician contacts, and business results.

COMMON CONNECTION COMPONENTS

- Quality face time with MCMS members offered exclusively to members of **PHYSICIAN CONNECT**
- **NEW: Invitation to all Physician Connect companies to participate on the MCMS Corporate Advisory Board which meets at least twice during 2017 to enhance networking between companies and improve physician customer service**
- Year-round listing in **PHYSICIAN CONNECT** membership section of MCMS website that includes contact information and a link to your company's website
- Year-round company listing on MCMS Online Resources Directory
- Recognition on **PHYSICIAN CONNECT** signage on display at MCMS meetings and events; Acknowledgement at sponsored events
- List of event attendees with mailing addresses and specialties for sponsored events
- Opportunity to provide speakers for selected events
- Participation in all Practice Management Update events
- Announcement to MCMS members when joining or renewing your **PHYSICIAN CONNECT** membership
- Inclusion of company information in new member packets
- 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
- Social media follows, likes and mentions by MCMS



- EXCLUSIVE **Opportunity to Meet with MCMS Leaders** in Social Setting 1x/Yr
- EXCLUSIVE Opportunity to **Present @ One MCMS Board Meeting** During Yr
- EXCLUSIVE Opportunity to **Co-brand your own educational/networking event**, promoted & staffed by MCMS to meet your company's marketing goals
- 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**
- Exhibit space and acknowledgement of **PHYSICIAN CONNECT** membership at ALL General Membership Meetings (3/yr)
- Participate as attendee in MCMS' **Half-Day Seminars** (Appx. Feb, May, Sept, & Nov)
- Prominent placement on MCMS website** (montgomerymedicine.org)
- EXCLUSIVE **Opportunity to participate in MCMS Physician Targeted events**, including Women in Medicine & Early Career Physicians
- Inclusion in MCMS Annual Report & Invitation to Annual Meeting**
- Inclusion in Event Signage at all MCMS Events throughout year**
- Referrals to your business** directed to you by MCMS staff when requested by physician
- Participate in **ALL Practice Management Forums** (8/yr)
- Dedicated faxes/emails** each year sent by MCMS
- Access to **MCMS Member Mailing List** to promote your company's services
- Your company's **banner advertisement in ENEWS** to MCMS members

STRATEGIC CONNECTION		BUSINESS CONNECTION	
LEVEL DESCRIPTION		LEVEL DESCRIPTION	
YEAR-ROUND EXPOSURE for the company that wants to MAXIMIZE its marketing resources to significantly improve its brand awareness, physician contacts, and business results.		YEAR-ROUND EXPOSURE for the company that wants to IMPROVE its brand awareness, physician contacts, and business results.	
CONNECTION LEVEL BENEFITS			
	PREFERRED PLACEMENT		PREFERRED PLACEMENT
	ALL		2/YR
	Logo Included		Listing Included
	ALL		2/YR
	Logo Included		Listing Included
	Logo Included		Listing Included
	2/Yr		1/Yr
	2/Yr		1/Yr
	2/Yr		1/Yr



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

SELECT LEVEL OF CONNECTION YOUR COMPANY PREFERS

Strategic Connection \$8,000 Annual Fee*

Business Connection \$4,000 Annual Fee*

APPLICANT INFORMATION

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 _____

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 pameladalton@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. No stated benefits of the Physician Connect program with MCMS will be initiated until approved by the Board.

Questions? Call Pamela Dalton at 240.285.3375, or Susan D'Antoni at 301.921.4300.

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