



MCMS  
PHYSICIAN  
CONNECT

ARE WE THE MISSING PIECE TO YOUR MARKETING PUZZLE?

# PHYSICIAN CONNECT PARTNERSHIP PROGRAM

Strategic connections to jumpstart your  
company's success in 2024

Connect with 1,600+  
local physicians



# Connect with Local Physicians

The MCMS Physician Connect Partnership Program 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 relies 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 2024!



## ACCESS

Join Physician Connect to gain access to Montgomery County/DC area physicians through strategic opportunities to reach your company's target audience. Access improves your bottom-line.



## ENGAGE

Engage with MCMS leaders and practice decision-makers through online events and activities, to generate qualified business leads and to improve your marketing results. Includes primary specialty care practices of all sizes.



## 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.



## REIMAGINE

Reaching physicians in our "new normal" is possible; Physician Connect creates a winning formula: Dynamic Sales Strategy + Effective Execution = Satisfied Physician Clients Leading to Improved Business Results



# Physician Connect is your missing piece.

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.

Our partnership program provides valuable access to more than 1,600 physicians throughout the DC area, offering 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.

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

*Please Note:*

- *Membership in Physician Connect is by application only and is subject to approval by the MCMS Executive Board.*
- *Partnership Fees are pro-rated by the remaining number of months in the calendar year.*



**MCMS PHYSICIAN CONNECT**



# 2024 Physician Connect Partnership Levels & Benefits

## Benefits at All Levels

All MCMS Physician Connect Partners receive the following benefits:

### Social Media

Receive a follow, likes, mentions, and other digital engagement with MCMS.

### Exclusive Lead-Generation

- MCMS staff exclusively refer physician members to Physician Connect Partners.
- Inclusion of company information in new member information.

### Year-Round Web Listings

Get listed on the Physician Connect & Online Resources Directory of the MCMS website that includes contact information and a link to your company's website.

### Visibility & Leads Through MCMS Events

- Receive a list of event attendees with addresses and specialties for sponsored events
- Opportunity to provide speakers for selected events
- Inclusion on Annual Report

### Exclusive Placements in MCMS's Enews Weekly Publication

- Announcement to when joining or renewing your Physician Connect Partnership
- Opportunity to submit articles for publication in Enews & MCMS Blog
- Feature in "Partner Spotlight" in Enews
- One-year subscription to MCMS weekly Enews

## Partnership Levels

### STRATEGIC 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.

**\$6,000 annually**

### BUSINESS CONNECTION

YEAR-ROUND EXPOSURE for the company that wants to IMPROVE its brand awareness, physician contacts, and business results.

**\$3,000 annually**

### RESOURCE CONNECTION

YEAR-ROUND EXPOSURE for the company that wants to be seen as a valuable resource to medical practices & build brand awareness.

**\$1,500 annually**



# 2024 Physician Connect Partnership Levels & Benefits

| Benefits by Level   |                      |                     |                         |
|---|----------------------|---------------------|-------------------------|
| EXCLUSIVE BENEFITS  | STRATEGIC CONNECTION | BUSINESS CONNECTION | RESOURCE CONNECTION     |
| Meet with & Present at One MCMS Board Meeting                               | ✓                    |                     |                         |
| Co-brand your own educational/ networking event, promoted & staffed by MCMS | ✓                    |                     |                         |
| Meet with MCMS staff to customize your marketing plan                       | ✓                    |                     |                         |
| Sponsor of MCMS General Membership Meetings                                 | ✓✓                   | ✓                   | 50% Off Sponsorship Fee |
| Sponsor of MCMS Pre-Meeting before CME meetings                             | ✓✓✓                  | ✓✓                  | ✓                       |
| Sponsor of Online Practice Management Updates                               | ✓✓                   | ✓                   | 50% Off Sponsorship Fee |
| Sponsor Online MCMS Physician Targeted networking events                    | ✓✓✓                  | ✓✓                  | ✓                       |
| Prominent placement on Physician Connect section on website                 | ✓                    | ✓                   | ✓                       |
| MCMS Weekly Enews Sponsor   | ✓✓✓                  | ✓✓                  | ✓                       |
| Website Weekly Partner Spotlight  | ✓✓✓                  | ✓✓                  | ✓                       |
| Dedicated faxes/emails sent by MCMS to physicians                           | ✓✓✓                  | ✓✓                  | ✓                       |
| Access to Member Mailing List to promote your company's services            | ✓✓                   | ✓                   |                         |
| Event/Product Advertisement in Enews OR Website Home Page                   | ✓                    |                     |                         |
| Dedicated webinar to introduce your services to practices.                  | ✓                    |                     |                         |