



**MCMS  
PHYSICIAN  
CONNECT  
PARTNERSHIP PROGRAM**

**Strategic connections to  
build upon your company's success**

**Connect with 1,100+  
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 1,100 physician and practice administrator 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 a **Strategic, Business, or Resource Connect** partner. There's a level that can help you achieve your marketing goals!



## ACCESS

Join Physician Connect to gain access to Montgomery County/DC metro 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 with 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 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 1,100 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



# Partnership Benefits

All MCMS Physician Connect Partners receive the following benefits:

## Year-Round Website Listings

- Inclusion in rotating placement of your linked logo on MCMS homepage
- Listing in Physician Connect Online Resources Directory on the MCMS website including contact information and link to your company's website

## Visibility & Leads

- List of attendees to your sponsored events with addresses and specialties
- Opportunity to provide speakers for select events
- Inclusion in Annual Report to members
- Referrals by MCMS staff to members when engaging and assisting them

## Exclusive Placements in eNews Weekly Publication

- Prominent announcement when joining or renewing your Physician Connect Partnership Opportunity to submit articles for publication in eNews or on website
- Featured spotlight of business content in eNews
- One-year subscription to eNews for up to 3 points of contact

## Social Media Marketing

- Your business' content reposted or mentioned on all MCMS social media channels
- Marketing to connect physician members to your social media accounts

Partnership Levels		
STRATEGIC CONNECTION	BUSINESS CONNECTION	RESOURCE CONNECTION
YEAR-ROUND EXPOSURE for the company that wants to <b>MAXIMIZE</b> its marketing resources to significantly improve its brand awareness, physician contacts, and business results. <b>\$7,500 annually</b>	YEAR-ROUND EXPOSURE for the company that wants to <b>IMPROVE</b> its brand awareness, physician contacts, and business results. <b>\$5,000 annually</b>	YEAR-ROUND EXPOSURE for the company that wants to be seen as a valuable resource to medical practices & build brand awareness. <b>\$2,500 annually</b>



## Benefits by Level

EXCLUSIVE BENEFITS	STRATEGIC CONNECTION	BUSINESS CONNECTION	RESOURCE CONNECTION
Event/product advertisement in eNews or website	✓		
Dedicated webinar to introduce your services to practices	✓		
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 reception before General Membership meetings	✓	✓	✓
Sponsor of webinars including practice management updates	✓	✓	50% Off Sponsorship Fee
Sponsor online networking events for physicians	✓	✓	✓
Placement on Physician Connect section on website	✓	✓	✓
Sponsor of MCMS weekly eNews email to over 1,000 physicians	✓	✓	✓
Rotating partner spotlight on website	✓	✓	✓
Dedicated emails from MCMS to over 1,000 physicians	✓	✓	✓
Access to member mailing list to promote your company's services	✓	✓	✓