

## **Physicians Network Membership Program**

When you join the Physicians Network, you have access to seven different activities during your six-month membership.

### **1] A Half-Page Ad and Profile Article in MD Life Magazine**

We started publishing MD Life magazine in 2011. Now a local edition of the publication is being published in forty-five markets in the United States each month. The magazine includes topical articles for physicians and their profession as well as lifestyle-related articles. This is distributed to thousands of doctors in each of our local markets. We will include a half-page ad for your business in your local edition during each month of your membership. Plus during one of the months, our group will create a feature profile article about you and your business.

### **2] Participate in a Physician Dinner and Social Event – Meet and Mingle with Doctors in Person**

This is a social event we produce as part of our portfolio of activities to connect physicians with professionals and businesses who provide services and products to them. As a Physicians Network member, you can participate in one of these Physician Dinner & Social Events in your area.

Our group first started producing these events for doctors as an extension of our MD Life magazine in an effort to provide our advertisers with an additional way to connect to doctors. We were surprised to learn that the doctors had few opportunities to socialize with other local doctors during the year and so these physician social events became so popular that they have become a stand-alone activity that we offer to all providers of services and products to doctors beyond our advertisers.

The event is held from 6 pm to 10 pm and includes dinner, cash bar and music. It is free to doctors and their main motivation for attending is to hang out with other physicians. They do understand that the evening is paid for by the sponsors and further understand that the sponsors will be there to meet them in person.

You will be socializing peer to peer with the attending physicians. You can also elect to have your own table [w/tablecloths, chairs, electric and Internet] as an additional option at the event to promote your business and provide you with an additional space to meet with a physician privately during the evening. We expect about 130-150 physicians to attend.

We will provide you with the names and contact information of the physicians that attend the event for your own follow-up afterwards.

A key part of this package is that we mail a brochure to thousands of doctors to promote the event. In the sponsor section, you will have a write-up about your business that includes your web site address and direct contact information. So even if the doctor does not attend the event, they are aware of you and can contact you directly if they have a need that you can assist them with. This is a bonus marketing campaign for you.

You will also receive a booth at this event to display your business information or any other information that you wish to make available to the physicians.

### **3] Three Referrals of Physicians Who Are in the Market for What Your Offer**

Through our free referral service for physicians we continually generate leads from them for a current or upcoming need. The doctors like this service because it is free and because it saves them the time and frustration of finding assistance on their own.

As part of your member set-up process with us when you join the Physicians Network, you provide us with details of your criteria and characteristics for what type of physician that you are looking for.

When our referral service has a physician who is looking for what you offer and meets the criteria that you have provided to us, we will refer them to you. We guarantee a minimum of three of these referrals to you and will continue to refer doctors to you even after that number of three referrals is met during your membership.

### **4] Personalized Email Campaign to Physicians**

As a member, we will create a customized email template for you one time during your six-month member period. We will email your custom email to our database of doctors in your market. Depending on the size of the market, our database includes about 4,000-6,000 physician email addresses in each market.

Your email template can include your content, images, video uploads and direct links to your website, social media or email address for the physician reader to access any of those directly from the email itself.

## **5] Referral Relationships Set Up for You**

We will introduce you and set up referral relationships with you and other members of our Physicians Network in your area so that you and the other parties can refer your physician clients to each other.

When you enroll as a member of the Physicians Network, we ask you to fill out a profile survey that provides us with insight into your business and what other types of businesses and professionals that serve the same type of clients who can refer doctors to you.

Our group contacts other businesses and professionals who are in a position to refer their physician clients to you and arranges a three-way introductory call between you, them and us. This is an on-going process with any other business that meets the same client criteria as long as you are a member.

## **6] Marketing Seminars and Advisory Services**

You can participate in our regularly scheduled virtual marketing seminars (via Zoom) for the physician market plus you will have your own dedicated marketing advisor to help you with any marketing and business development advice and assistance that you want.

We schedule these marketing seminars about every six weeks and each one covers a different aspect of how to market to the physician market. Each session usually lasts about an hour.

You are also assigned to a marketing advisor who is always available to help you with any strategies, teach you any techniques or offer advice and feedback for any questions that you might have with your own marketing and business development activities.

## **7] Your Own Page on Our New Physician Resource Web Site**

We are developing a website for each of our 45 markets that offers local resources and information for doctors in each market web site. The site will offer articles, activities, educational videos, virtual events, interviews and other information to make it a go-to place for physicians to visit often. You can have your own page on the site with content, images, links to your web site and social media as well as your contact information. You can also embed any videos on your web page. Your business will be featured on the home page with its own description and link to go directly to your page on the site.

\*\*\* Each Physicians Network membership enrollment period is six months in length. You have the option of continuing your membership after that time. The Fee for a six month membership is \$599.00.