

MSDC

MEDICAL SOCIETY OF THE
DISTRICT OF COLUMBIA

2020 Strategic Partnership and Advertising Guide



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For further information, contact:

Pia Duryea, *Director of Membership and Communications*
Medical Society of the District of Columbia
1250 23rd Street NW, Suite 270, Washington, DC 20037
Phone: (202) 355-9414 | Email: duryea@msdc.org

Our Mission

The leading voice for medicine in the National Capital Area.

The Medical Society of the District of Columbia is the primary voice of physicians practicing in our nation’s capital. For more than 200 years, MSDC has represented metropolitan Washington physicians before the DC government and to healthcare stakeholders. *MSDC’s physician community numbers over 3,000 members from all medical specialties, practicing in a variety of settings including independent practice, group practice or employment at the area’s major health systems.*

MSDC supports physicians professionally and personally by providing resources to improve their practice and meet individual needs. The membership meets for its annual meeting in the fall and interest groups focused on women physicians, early career physicians, practice management and other topics meet throughout the year. In addition to in-person events, MSDC communicates via electronic newsletter, direct mail, social media and its website.

Our Market at a Glance

- District physicians generate \$8 billion in economic activity and create 34,349 jobs.
 - In the District of Columbia, there are more than 10,000 licensed physicians (MD, DO)
 - Approximately 4,000-5,000 physicians (MD, DO) actively practice medicine in DC
-



About our Strategic Partnerships

A YEAR ROUND, complete approach to connecting and networking with the DC Physician Community

MSDC believes there is much to be gained working in partnership with organizations whose own missions support the work of MSDC members.

Change is constant in the medical field today and it is important to our members to stay current on innovations that can improve their practices and provide ongoing professional education.

Our partnerships are designed to create win-win situations. If your

organization provides services and programs to benefit physicians, practices and/or patients, MSDC wants to work with you to grow your business within the Washington, DC physician community. If you are a physician practice or society of doctors, partnership can help you increase connections and prestige in the broader physician community and among DC healthcare stakeholders.





Benefits of partnership include:

Visibility and Thought Leadership in the Physician Community

- Your content featured through social media platforms and MSDC website
- Publish white papers, articles or other content on critical physician issues
- Host a webinar or podcast on your area of expertise

Face-to-Face Physician Interaction and Networking

- Attend events and network with doctors and medical staff
- Exhibit at events and promote unique services
- Sponsor events (on a shared or exclusive basis)
- Events include targeted group opportunities, board of directors meetings or annual membership meeting

Expansive exposure via MSDC's dynamic, search-optimized website and regular newsletters to the entire membership

- Promote products, services, programs or events in MSDC's electronic newsletter, website or on social media
- Limited opportunities to distribute dedicated email to members or event attendees
- Logo placement throughout MSDC communications and website
- Sponsor or advertise at events (on shared and exclusive basis)
- Co-brand materials with the Medical Society

Special offer for start-up organizations: If you are a start-up business and meet certain requirements, MSDC staff can craft a package customized to your current business needs.

At-a-Glance Comparison of Strategic Partnerships

| | Bronze \$3,000 | Silver \$5,000 | Gold \$7,500 | Platinum \$12,500 | Diamond \$20,000 |
|--|--|--|--|--------------------------------------|----------------------------------|
| Events/Relationship Building Opportunities with Physicians and Healthcare Leaders | | | | | |
| Exclusive Event Sponsorship | | | | 1 | 2 |
| Shared Event Sponsorship | | | 1 | | |
| Exclusive Board Meeting Sponsorship | | | | 1 | 2 |
| Shared Board Meeting Sponsorship | | 1 | 1 | | |
| MSDC Annual Meeting Sponsorship | Contributor @\$2,000, \$1,000 discount | Contributor @\$1,500, \$1,500 discount | Contributor @\$1,000, \$2,000 discount | Contributor @\$500, \$2,500 discount | Contributor Comp \$3000 discount |
| Participation in MSDC Industry Council | | | | ✓ | ✓ |
| MSDC eNewsletter Recognition and Advertising (per year) | | | | | |
| Advertorial – Tile ad with editorial copy. Promote products, expertise or events | 3 | 3 | 6 | 9 | 12 |
| Launch notice – Partner announcement in Spotlight section of MSDC eNews | | | ✓ w/press release | ✓ w/press release | ✓ w/press release |
| Company attribution in each edition | ✓ | ✓ | ✓ | ✓ | ✓ |
| Additional Membership Outreach (per year) | | | | | |
| Introductory company information included in member packets | ✓ | ✓ | ✓ | ✓ | ✓ |
| Proprietary email blast | | | 1 | 2 | 3 |
| Proprietary direct mailing (cost at partner expense) | | 1 | 1 | 2 | 3 |
| MSDC Website and Social Media Exposure (per year) | | | | | |
| Company Recognition on MSDC Homepage | ✓ | ✓ | ✓ | ✓ | ✓ |
| Homepage Spotlight Ad | | | | 3 | 6 |
| Company Listing on Practice Management Resource Center | ✓ | ✓ | ✓ | ✓ | ✓ |
| Social Media Promotion (Twitter, Facebook, Instagram) | | | 4 | 12 | 52 |
| Thought Leadership Article – Convey expertise through awards, research, and case studies | 1 month | 2 months | 3 months | 4 months | 6 months |

6
April

MSDC April 2020 Board Meeting

[VIEW EVENT >](#)

22
June

MSDC June Board of Directors Meeting

[VIEW EVENT >](#)

30
October

2020 Annual Meeting

[VIEW EVENT >](#)

Our Corporate Partners






Company recognition on MSDC homepage

News

[Home](#) / [For Physicians](#) / [News](#)

MSDC Partners with DrFirst to Make Telehealth Available to DC Docs

Mar 25, 2020, 14:10 PM by Pia Duryea

[Leave a comment](#)

MSDC partners with DrFirst to make offering telehealth services easier in the District of Washington, D.C., March 25, 2020 – The Medical Society of the District of Columbia and DrFirst are collaborating to make telehealth technology available to physician practices, to help prevent the spread of COVID-19.

The Medical Society of the District of Columbia (MSDC) is the largest medical organization in the District of Columbia representing metropolitan Washington physicians. DrFirst is a pioneer in technology, support, and services that connect people at touchpoints of patient care.

DrFirst's Backline care collaboration platform includes a telehealth feature that allows physicians to initiate telehealth visits with patients in a secure manner that protects patients' private health information. Patients do not need to download an app, access a patient portal, or undergo a cumbersome registration process.

Congress, the White House, and public health experts point to the critical role of telehealth for patient care during the coronavirus pandemic. Telemedicine allows clinicians to treat patients without exposing healthcare workers and other patients to the coronavirus.

"It's important that physicians have access to telehealth solutions that are quick and easy to implement, simple to use, and protect private health information," said MSDC President J. Desiree Pineda, MD, FACP. "We are partnering with DrFirst so that physician practices in our nation's capital can implement telehealth right away, to help provide their patients with continuity of care and reduce the risk of exposure."

Backline is used to improve care collaboration in nearly every setting, including physician practices, hospitals, long-term care facilities, emergency medical services, hospices, and pharmacies. Healthcare providers use Backline's HIPAA-compliant secure messaging and telehealth capability to confer with other clinicians.

Telehealth can play a critical role in helping to keep patients and healthcare providers safe," said G. Cameron Deemet, president of DrFirst. "DrFirst is committed to working with the Medical Society of the District of Columbia to help prevent the spread of COVID-19."

[View a Backline telehealth demo here.](#)

About the Medical Society of the District of Columbia (MSDC)

With more than 3,000 members, the Medical Society of the District of Columbia (MSDC) is the largest medical organization in the District of Columbia representing metropolitan Washington physicians. Founded in 1817, MSDC is the first medical society chartered by an Act of Congress, and it remains dedicated to ensuring the well-being of physicians and their patients in metropolitan Washington. Learn more at msdc.org.

About DrFirst

Since 2000, DrFirst has pioneered healthcare technology solutions and consulting services that securely connect people at touchpoints of care to improve patient outcomes. We create unconventional solutions that solve care collaboration, medication management, price transparency, and adherence challenges faced in healthcare. We unite the Healthcare by providing our clients with real-time access to the information they need, exactly when and how they need it – so patients get the best care possible. DrFirst solutions are used by nearly 300,000 healthcare professionals, including more than 100,000 prescribers, and more than 1,400 hospitals in the U.S. and Canada. To learn more, visit DrFirst.com.

###

MSDC Media Contact:
Pia Duryea
duryea@msdc.org
(202) 355-9414

Press Release example

In This Section

- [Physician Networking](#)
- [Physician Wellness](#)
- [Practice Management](#)
- [News](#)
- [PHP and Addiction Resources](#)

Sponsored by MyIDEALDoctor

MYidealDOCTOR

Your direct link to a physician 24/7

We are hiring – come join us!

We are looking for Family Practice, Internal Medicine, Pediatrician and Emergency Medicine Physicians.

MYidealDOCTOR has partnered with Amerihealth Caritas DC and we are expanding our physician services. Physicians will be able to perform consults for health plan members via secure phone and video. We are launching in November and expect a large volume of patient encounters.

MYidealDOCTOR is a fast – growing telehealth company and currently expanding our physician network to conduct telehealth consults via phone and video.

Common Conditions We Treat

- Cold/Flu
- Cough, congestion, sinus
- Urinary tract infection
- Allergies
- Nausea
- Constipation
- Pink eye
- Rashes and many more...

Benefits Of MYidealDOCTOR

- Interactive audio and video consults
- Your med mal is covered
- Control your schedule
- Contracted physicians
- Mobile app and web physician interface
- Cloud-based reporting platform
- No admin or overhead
- Great income
- Low stress work environment



Email Blast example

renewal or inception. The first seminar takes place in less than 2 weeks, on April 7, so sign up now at www.proassurance.com/Hindsight.

Thank You To Our Corporate Supporters

MSDC 1817 Society



Treated Fairly



for Responsible Medicine
PhysiciansCommittee.org



PERMANENTE MEDICINE
Mid-Atlantic Permanente Medical Group

Practice Management

MIPS Eligible Physicians: You Have Until the End of the Month to Submit Data for 2019

MEDICAL SOCIETY OF THE DISTRICT OF COLUMBIA BOARD OF DIRECTORS
JUNE 24, 2019, 6:30 PM

Tonight's meeting is graciously hosted by ProAssurance. Tonight's meeting and dinner is provided by the Chesapeake Regional Information System for our Patients (CRISP) represented by Ryan Bramble (Executive Director, DC) and Ronald Emeni (Outreach Liaison, DC). Guests include the DC Primary Care Association (Tamara Smith, Brandon Batiste, and Donna Johnson-Ramos); Shannon Pryor, MD

| | |
|--|---------|
| 1. CALL TO ORDER (DR. BATHGATE) | 6:30 PM |
| 2. PRESENTATION BY CRISP | 6:30 PM |
| 3. PRESENTATION BY THE DC PRIMARY CARE ASSOCIATION (SMITH) | 6:40 PM |
| 4. APPROVAL OF CONSENT AGENDA | 7:15 PM |
| a. Minutes of the April 22, 2019 Board meeting | |
| b. Annual meeting update | |

Company recognition in board meeting

Premium company logo placement in eNews

Strategic Partnerships Details

DIAMOND PARTNERSHIP (\$20,000)

Events/Relationship Building Opportunities with Physicians and Healthcare Leaders

Exclusive sponsorship of two (2) MSDC events (Value: \$2,000, \$1,000 each)

Exclusive sponsorship of two (2) MSDC Board of Director's meetings (Value: \$2,000, \$1,000 each)

Complimentary Contributor Sponsorship at MSDC's largest networking event, The 2020 Annual Meeting, October 30, 6 – 9:30 pm (Value: \$3,000)

- 1/4 Page Ad
- Company Logo Attribution
- Display Table (includes 1 registration)

Participation in MSDC Industry Council – year round opportunity to network with MSDC board members and committee chairs.

MSDC eNewsletter Recognition and Advertising (per year)

Twelve (12) month *advertorial* in MSDC's eNewsletter (Value: \$4,200, \$350 each.) *Note: content at the discretion of the partner with MSDC staff approval (e.g. event and/or product/service messaging)*

Partner announcement in *eNews* showcasing your value, services and benefits, plus press release posted on MSDC website and distributed on social media

Premium company logo placement in each edition of *eNews* (Value: \$3,500)

Additional Membership Outreach (per year)

Three (3) exclusive proprietary email messages to MSDC members - content of message subject to approval by MSDC staff. (Value: \$2,250, \$750 each)

Three (3) exclusive proprietary direct mailings to MSDC members - content of message subject to approval by MSDC staff. Labels provided by MSDC, cost of postage and materials at the expense of the partner. (Value: \$2,250, \$750)

MSDC Website and Social Media Exposure (per year)

Premium logo attribution at MSDC events and on MSDC homepage (Value: \$5,000)

Spotlight ad on MSDC website for six (6) months (Value: \$9,000)

Enhanced company listing on MSDC practice management resource center

Social media campaign, one per week, fifty-two (52) total.

Six (6) thought leadership articles on MSDC website for 1 month each (Value: \$4,200)

PLATINUM PARTNERSHIP (\$12,500)

Events/Relationship Building Opportunities with Physicians and Healthcare Leaders

One (1) exclusive sponsorship of live MSDC event (Value: \$1,000)

One (1) exclusive sponsorship of MSDC Board of Director's meeting (Value: \$1,000)

\$2,500 savings on Contributor Sponsorship at MSDC's largest networking event, The Annual Meeting, October 30, 6 - 9:30 pm (Incremental cost: \$500)

- 1/4 Page Ad
- Company Logo Attribution
- Display Table (includes 1 registration)

Participation in MSDC Industry Council - year-round opportunity to network with MSDC board members and committee chairs.

MSDC eNewsletter Recognition and Advertising (per year)

Nine (9) month *advertorial* in MSDC's eNewsletter (Value: \$3,150, \$350 each.) *Note: content at the discretion of the partner with MSDC staff approval (e.g. event and/or product/service messaging)*

Partner announcement in *eNews* showcasing your value, services and benefits, plus press release posted on MSDC website and distributed on social media

Premium company logo placement in each edition of *eNews* (Value: \$3,500)

Additional Membership Outreach (per year)

Provide for two (2) exclusive proprietary email messages to MSDC members - content of message subject to approval by MSDC staff. (Value: \$1,500, \$750 each)

Provide for two (2) exclusive proprietary direct mailings to MSDC members - content of message subject to approval by MSDC staff. Labels provided by MSDC, cost of materials at the expense of the partner. (Value: \$1,500, \$750 each)

MSDC Website and Social Media Exposure (per year)

Premium logo attribution at MSDC events and on MSDC homepage (Value: \$5,000)

Spotlight ad on MSDC website for three (3) months (Value: \$4,500)

Enhanced company listing on MSDC practice management resource center

Social media campaign, one per month, twelve (12) total.

Four (4) thought leadership articles on MSDC website for 1 month each (Value: \$3,800)

GOLD PARTNER (\$7,500)

Events/Relationship Building Opportunities with Physicians and Healthcare Leaders

One (1) shared sponsorship of live MSDC event (Value: \$500)

One (1) shared sponsorship of MSDC Board of Director's meeting (Value \$500)

\$2,000 savings on Contributor Sponsorship at MSDC's largest networking event, The Annual Meeting, October 30, 6 - 9:30 pm (Incremental cost: \$1,000)

- 1/4 Page Ad
- Company Logo Attribution
- Display Table (includes 1 registration)

MSDC eNewsletter Recognition and Advertising (per year)

Six (6) month *advertorial* in MSDC's eNewsletter (Value: \$2,100, \$350 each.) *Note: content at the discretion of the partner with MSDC staff approval (e.g. event and/or product/service messaging)*

Partner announcement in *eNews* showcasing your value, services and benefits, plus press release posted on MSDC website and distributed on social media

Company logo in each edition of *eNews* (Value: \$2,500)

Additional Membership Outreach (per year)

One (1) exclusive proprietary email blast to MSDC members - content of message subject to approval by MSDC staff. (Value: \$1,000)

One (1) exclusive proprietary direct mailing to MSDC members - content of message subject to approval by MSDC staff. Labels provided by MSDC, cost of materials at the expense of the partner. (Value: \$750)

MSDC Website and Social Media Exposure (per year)

Logo attribution at MSDC events and on MSDC homepage (Value: \$2,000)

Company listing on MSDC practice management resource center

Social media campaign, one per quarter, four (4) total.

Three (3) thought leadership articles on MSDC website for 1 month each (Value: \$1,900)



SILVER PARTNER (\$5,000)

Events/Relationship Building Opportunities with Physicians and Healthcare Leaders

One (1) shared sponsorship of MSDC Board of Director's meeting (Value \$500)

\$1,500 savings on Contributor Sponsorship at MSDC's largest networking event, The Annual Meeting, October 30, 6 – 9:30 pm (Incremental cost: \$1,500)

- 1/4 Page Ad
- Company Logo Attribution
- Display Table (includes 1 registration)

MSDC eNewsletter Recognition and Advertising (per year)

Three (3) month *advertorial* in MSDC's eNewsletter (Value: \$1,050, \$350 each.) *Note: content at the discretion of the partner with MSDC staff approval (e.g. event and/or product/service messaging)*

Partner announcement in *eNews* showcasing your value, services and benefits

Company logo in each edition of *eNews* (Value: \$2,500)

Additional Membership Outreach (per year)

One (1) exclusive proprietary direct mailing to MSDC members - content of message subject to approval by MSDC staff. Labels and labor provided by MSDC, cost of materials and postage at the expense of the partner. (Value: \$750)

MSDC Website and Exposure (per year)

Logo attribution at MSDC events and on MSDC homepage (Value: \$2,000)

Company listing on MSDC practice management resource center

Two (2) thought leadership articles on MSDC website for 1 month each (Value: \$1,900)





BRONZE PARTNER (\$3,000)

Events/Relationship Building Opportunities with Physicians and Healthcare Leaders

\$1,000 savings on Contributor Sponsorship (Value: \$3,000) at MSDC's largest networking event, The Annual Meeting, October 30, 6 – 9:30 pm (Incremental cost: \$2,000)

MSDC eNewsletter Recognition and Advertising (per year)

Three (3) month *advertorial* in MSDC's eNewsletter (Value: \$900.) *Note: content at the discretion of the partner with MSDC staff approval (e.g. event and/or product/service messaging)*

Partner announcement in *eNews* showcasing your value, services and benefits

Company name in each edition of *eNews* (Value: \$1,000)

MSDC Website and Exposure (per year)

Company attribution at MSDC events and on MSDC homepage (Value: \$1,000)

Company listing on MSDC practice management resource center

One (1) thought leadership article on MSDC website for 1 month (Value: \$950)

2020 Calendar of Events

The following events are available for partner participation. Sponsor participation is non-exclusive (unless otherwise determined) but limited in number to provide exhibitors ample networking with attendees.

2020 EVENTS

This list include confirmed and tentative events. Events marked with an asterisk are tentative and subject to change. Check www.msdc.org/events for details.

- MSDC Board Meeting – February 24, 6:00 PM (MSDC Headquarters)
- Physician Community COVID-19 Virtual Townhall – March 14, 10 AM (Webinar)
- Physician Community COVID-19 Virtual Townhall – March 16, Noon (Webinar)
- Telemedicine Best Practices Industry Briefing – March 25, Noon (Webinar)
- The Business of Medicine During COVID-19 – March 27, Noon (Webinar)
- MSDC Board Meeting – April 6, 6:00 PM (Webinar)
- Social Media as a Tool for Advocacy During the COVID-19 Outbreak and Beyond – April 11, 10 AM (Webinar)
- MSDC Board Meeting – June 22, 6:00 PM (Location TBD)
- Bright Young Doctors Summer Event (tent.)* – June/July/August (date and place TBD)
- Practice Managers Summer Event (tent.)* – June/July/August (date and place TBD)
- Women in Medicine Fall Event (tent.)* – July/August/September (date and place TBD)
- MSDC Board Meeting – September 21 (6:00 PM, MSDC Headquarters)
- MSDC Annual Meeting – October 30 (6:00 PM, AAMC Headquarters)
- MSDC Board Meeting – December 7 (6:00 PM, MSDC Headquarters)

MSDC Advertising

WEBSITE ADVERTISING

| Ad Type | Specs | 1 Month | 3 Months |
|---|---|---------|----------|
| <i>Homepage Spotlights</i> – clickable prominent location just below main news stories | 350 X 250 pixels, jpg or png | \$1,500 | \$3,250 |
| <i>Thought Leadership Article</i> – Sponsored content on targeted pages. Ads are clickable to desired URL. Ideal for: <ul style="list-style-type: none"> ■ New product/service intros ■ Thought leadership content ■ Medical real estate listing | 300X200 px, jpg or png, 100 words of text with headline. | \$950 | \$2,700 |
| <i>Event Ad w/ inclusion in MSDC Event Calendar</i> | 100-word event description and image (jpg or png; 240 x 140), with link to your event website | \$400 | \$1,100 |

MSDC's Physician Health Program is Here To Help During COVID-19
 March 26, 2020
 MSDC's Physician Health Program is here to help physicians struggling with coping with COVID-19
 CONTINUE READING >

Heidarpour Law Firm, PLLC

Upcoming Events

Homepage Spotlight example

How Telehealth Helps Prevent the Spread of COVID-19
 March 20, 2020
 Written by MSDC Staff
 Home / News

The following post is sponsored by MSDC's newest corporate partner DrFirst.

The time for telehealth is now. Healthcare and government leaders have both advocated for the use of telehealth in the fight against the coronavirus.

Through virtual visits, clinicians can remotely screen those who may be infected with COVID-19 without the risk of exposing other patients and providers.

MSDC endorses the use of telehealth and secure messaging technologies to assess and treat patients remotely, including Backline by DrFirst.

About Backline
 Backline makes telehealth and care collaboration easy. A simple text from the provider using Backline goes straight to the patient's mobile phone to initiate a secure, HIPAA-compliant virtual visit. There's no patient registration process or app for patients to download. There are no limits on usage or per-session fees. Plus, Backline gives you communication features you won't find in other telemedicine offerings.

Please join us in combating the spread of the coronavirus. Switch to virtual visits powered by Backline.

Register for Backline Today
 Use Association Code MSDC when registering for Backline Telehealth.

In This Section
 News
 Event

Source
 DrFirst

Thought Leadership Article example

Events
 Home / Events

DrFirst
 Unite the Healthiverse

Telehealth Successes | Staying Connected During COVID
 April 16, 2020 11:00 AM to 12:00 PM
 Discover how to leverage HIPAA-compliant video conferencing, secure messaging, file transfer and other communication tools to stay connected with your patients during the pandemic.

MSDC June Board of Directors Meeting

Event inclusion in MSDC Event Calendar

ENEWS ADVERTISING

MSDC's *eNews* is published twice monthly as an electronic newsletter, distributed by email. *ENews* is distributed electronically to key DC healthcare thought leaders and the majority of the MSDC's 3,000+ members, who practice in the metropolitan DC area.

MSDC's *eNews* is published on Fridays on a semimonthly schedule, except for a modified summer and year-end schedule.

Advertiser content is due to Duryea@msdc.org by close of business (4:30 PM) on the Wednesday directly preceding the Publication Date.

| Ad Type | Specs | 1 Month (2 issues) | 3 Months (6 issues) |
|---|--|-----------------------|------------------------|
| <i>Advertorial (two sizes) – high impact</i> - Tile ad combined with editorial copy. Ideal for: <ul style="list-style-type: none"> ■ New product/service intros ■ Thought leadership content ■ Webinars and education forums | <i>Standard Size:</i> Tile ad (200x100 px, jpg or png), 40 words of text with headline. | S - \$350 | S - \$900 |
| | <i>Large Size:</i> Tile ad (300x200 px, jpg or png), 100 words of text with headline. <i>All ads are clickable to desired URL</i> | L - \$500 | L - \$1,400 |
| <i>Jumbo Banner Ad</i> – Page-width banner ad in MSDC newsletter with link | 850 x 200 px | \$600 | \$1,500 |
| <i>Quarter Page Ad</i> – Tile ad | 225 W x 325 H pixels, jpg or png | \$450 | \$1,350 |
| <i>Event Listing</i> – Event ad and placement in MSDC Event Calendar | 100 word event description and 225 x 100 px image, with link to event page | \$400 | \$1,100 |
| <i>Real Estate Listing</i> – Property listing in our dedicated Medical Realty Section | 75-word property description with 200x150 px image and link to online listing | \$300 | \$800 |

Practice Management

Steps to Take Before Opening the Doors of Your First Medical Practice

Provided by MSDC Corporate Partner GZ Medical Realty

Deciding to open your own medical practice for the first time is a big step. It's an investment of time, money, resources and sweat. That's why it's vital to have a plan in place before you even take the first step. You also need to put together a great team to support you on the journey.



Opening a practice is a big undertaking and shouldn't be approached with a blasé attitude. You will need to figure out your financing, find a location, make personnel decisions, make sure you're adequately insured, figure out what kind of equipment you'll need and where you'll get it, etc. There is a lot to factor in before hanging your shingle and opening your doors.

Once you've got all of the details locked down, you'll need to start seeking out the perfect location for your medical practice. That can be a huge undertaking in and of itself. Here are a few things to consider once you're ready to take that next step.

eNews Advertorial example

Thrombolytic Agents (DL35428) . Deadline: December 15, 2019

At-large

Robert Hay Jr., CAE
Executive Vice President

The 2019 AMA Interim Meeting is underway. Here are 7 issues to watch.

Patients Attitudes Towards the U.S Health Care System

The Physicians Foundation has released the 2019 Survey of America's Patients, a biennial survey that reveals the biggest hurdles facing Americans today in our country's healthcare system. The survey includes key findings on patient expectations, satisfaction, and attitudes towards the healthcare system. For more information, visit www.physiciansfoundation.org if they were

eNews Jumbo Banner Ad example

prior authorization has on their ability to help their patients. Read more from [the AMA](http://www.ama-assn.org).

Are You Frustrated By Prior Authorization?

Is prior authorization a burden on you or your patients? Do you want an innovative solution to prior authorization challenges? MSDC leadership is working to develop new solutions and is seeking a select group of volunteers to share their experience, time and insights. Contact Robert Hay, Jr. at hay@msdc.org.

colleagues, share practice tips and resources. If interested, please contact Pia Duryea (duryea@msdc.org)

Medical Review Officer Training
(Special CME Programs)

Philadelphia, PA
April 26-28, 2019 (Friday-Sunday)

Comprehensive and Advanced (Recertification) Training Programs

(800) 489-1839
www.aamro.com



eNews Quarter Page Ad example

Grundy PhD RN, and more. Up to 14.25 CME credits provided. More information available [here](#) or call 202-687-1191. Discounted registration for residents and students available

Out-of-Bounds: Previous Claims Under Further Review

ProAssurance Loss Prevention Seminars

July 25, 2019 (MD)

September 19, 2019 (DC)

Registration opens at 5:30 PM, Seminar runs 6:00 - 8:00 PM
DC: American College of Cardiology (2400 N Street, NW, Washington, DC)
MD: Bethesda Marriott (5151 Pooks Hill Road, Bethesda, MD)

This year, ProAssurance, MSDC's 1817 Society Member and partner for medical professional liability insurance, will offer a sports-themed loss prevention seminars titled, **Out-of-Bounds: Previous Claims Under Further Review**. Participation in this seminar will better enable participants to:

- Explain the relationship between physician-patient boundaries and professional liability risks
- Identify a previous encounter where expectations were not met
- Recognize the need to apply an internal or external boundary in a patient scenario

Whether you are competing for a championship sports title or practicing medicine, there are consequences for crossing the line. In this course, physicians and other healthcare professionals will hear the professional liability considerations associated with personally and professionally stepping out of bounds. The information and examples will help you stay in the game. Register online at proassurance.com/OutofBounds



A SENTIMENTAL MUSICAL JOURNEY!

eNews Event Listing example

students are admitted free. Price for General Public is \$20 through July 31. \$30 thereafter. Box Tickets: \$50. [Read more](#).

Medical Real Estate Listings

Brought to you by MSDC Corporate Partner GZ Medical Realty. Contact [Pete Papantoniu](#) for your real estate needs.

Office Sublet Available

600 square foot sublet available on 19th Street NW between Farragut North and Dupont Circle Metro. Brand new build out with separate suite number, entrance, waiting area. One office and one exam room with large window. One smaller office without windows. Sublet space is connected to an established private internal medicine practice. Price negotiable. Contact Dr. Alice Fuisz if interested. alicefuiszacp@gmail.com

Boutique Townhouse Medical Office for Rent

Across From GWU Hospital/ Medical School
900 New Hampshire Ave., NW
Washington, DC 20037
Boutique townhouse medical office for rent across from G.W.U. Hospital & School of Medicine. Very close to Foggy Bottom Metro. Three rooms, one on entry level with powered table/chair & overhead surgical light. Consultation room, reception/waiting room, & possibility of 2 additional rooms. Two-car driveway. Call/text Sheldon K. Gottlieb, MD, 301-509-3319, or email skgottliebmd@comcast.net.

University Medical Building

2141 K Street NW
Washington, DC 20037
University Medical Building is conveniently located in the heart of DC with easy access to Metro stations. Please contact [Peter](#)



Woodburn Medical Park

3229 Woodburn Road
Merrifield, VA 22003



eNews Real Estate Listing example

The Specifics

- Exposure to our entire membership of 3,000+ via the MSDC website and outbound email news updates
- Visibility in the Annual Meeting Program Book
- Event registration is included in most sponsorships
- Multiple levels of sponsorships are available to meet any budget or strategic marketing objective
- The Annual Meeting will be held at Association of American Medical Colleges Learning Center, 655 K Street NW, Washington, DC 20001, October 30, 6:00 to 9:30 PM.

Reserve early, save more

20% discount on all packages before May 15, 2020

Stand out from the crowd!

MSDC staff will work with you to identify the Annual Meeting sponsorship that best compliments your MSDC partnership. *To obtain the detailed Annual Meeting Prospectus contact Pia Duryea, Director of Membership and Communications, Medical Society of the District of Columbia, 202.355.9414 or duryea@msdc.org*



Ad in program book



Sponsors recognized in signage



