



MASTER CLINICIANS
THE ART OF MEDICINE

**CORPORATE PARTNERSHIP
OPPORTUNITIES**

**DIGITAL & LIVE EVENT
EXHIBIT HALL**

About Our Company

Master Clinicians is an accredited **continuing medical education (CME)** company and Learning Management System (LMS) platform for the next generation of medical clinicians.

Master Clinicians online library includes CME courses, conference events, workshops, webinars and podcasts. There are also virtual CME conferences and access to event tickets for live healthcare or CME event.

Via gamification, our goal is to amass an industry leading provider audience, to cement Master Clinicians as one of the top destinations to explore for CME options.

We are your CME partner for the digital world.

Our Mission

To improve healthcare quality and elevate the patient experience by teaching the art of medicine

What Do We Offer?

A **new** CME platform providing Education for MDs, DOs, PAs, and NPs

Core & Affiliate Online Content

- CME courses created by our Master Clinician Educators
- CME courses created by others selling at our marketplace
- CME ticket sales of live events
- Medical Games, Podcast and Forum
- Resource Center (Job Board and Educational material/videos)

Live Healthcare Event

- Signature Healthcare Leadership Event in Q4 2024 - NYC

Partners

- Medical Groups currently utilizing and creating content for Master Clinicians
 - Rendr, AFC Urgent Care, CityMD, Vantage Medical, Medical Specialist of the Palm Beaches, Consensus, Nextcare, Allied Pediatrics and more



Who Uses Our Services?



We provide CME to Providers from some of the most well-known organizations

Master Clinicians is one of the few private medical education companies that has obtained ACCME accreditation to provide and approve CME.

As a healthcare technology platform, this allows us to serve multiple providers, organizations and practices in an unbiased way. **As we build and grow our provider partnerships, the audience exposed to your participation also grows.**

How Can Master Clinicians Help Your Organization?

4 Ways to Showcase Your Product and Services

Using a mix of traditional with the new model for corporate support

Your support may offer you the following benefits:



1. Access to Physician Grand Rounds/Town Halls and VIP Clinical Council to showcase your product and services



2. Exhibit Table at our Master Clinicians Signature Live Event and Digital Engagement and Interaction at our Virtual Conferences



3. Digital Presence and Innovative Engagement (24/7 and 365 day) on Master Clinicians Resource Center



4. Digital Advertisement via Master Clinicians newsletter, medical games and podcasts

How Can Our Live Events or Access Programs Help Your Organization?

Our relationship with large provider groups allows us to arrange the following with your reps

- Educational presentation to Town Halls and Grand Rounds of desired groups
- Create a VIP Clinical Council setting with notable healthcare leaders, CMO's and medical directors to offer expert opinions on the topic of your choice. Take the opportunity to showcase a new product or get feedback on troubleshooting an existing service.

Master Clinicians Live Events & Virtual Conferences

Signature Live Event "Healthcare Today"

- Our signature event will have some of the top healthcare speakers along with an audience of healthcare decision makers in an intimate fireside chat setting.
- Time: Q4 2024
- Location: NYC
- Audience: 100+ Healthcare Leaders
- Exhibit Hall: showcase your company

Virtual Conference Event Urgent Care Summit 2024

- Top urgent care clinical educators in a one day virtual event
- Time: Q3 2024
- Virtual Exhibit Hall & Interactive Sessions

Primary Care VBC Summit 2024

- Top primary care/value based care clinical educator in a one day
- Time: Q4 2024
- Virtual Exhibit Hall & Interactive Sessions

What Are the Benefits?

Our exclusive Sponsorships will afford your organization the ability to engage Medical and Operational leadership at leading medical groups and health systems



Summer Sharaf
Chief Executive Officer



Naila Kouba, MD
Chief Medical Officer



Carlos Lira, MD
Chief Medical Officer



Robert Damico, MD
Chief Medical Officer



Rick Singh, MD
Chief Medical Officer



Hong Choi, MD
Medical Director,
Physician Academy



Dr. Kerry Fierstein, MD
Chief Executive Officer

How Can Our Platform Help Your Organization?

By incentivizing your content **through gamification**

Ways to Reach Your Audience and Achieve the End-Result Desired:

- White Paper/PDF/Brochure Download
- Viewing Link to Website
- Viewing Promotional/Education Video
- Attending Online Webinar
- 1 on 1 Meeting/Consultation

OLD METHOD	OUR METHOD
Banner Ads & Static Links	Gamification
Focus on Logos and Branding	Content Driven Engagement
No Engagement	High Engagement & ROI

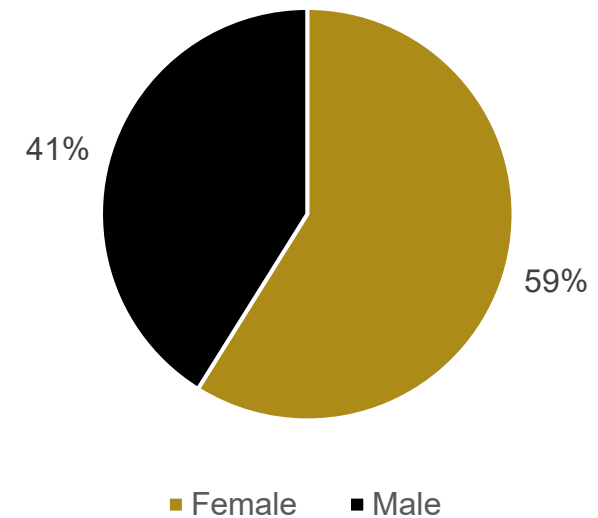
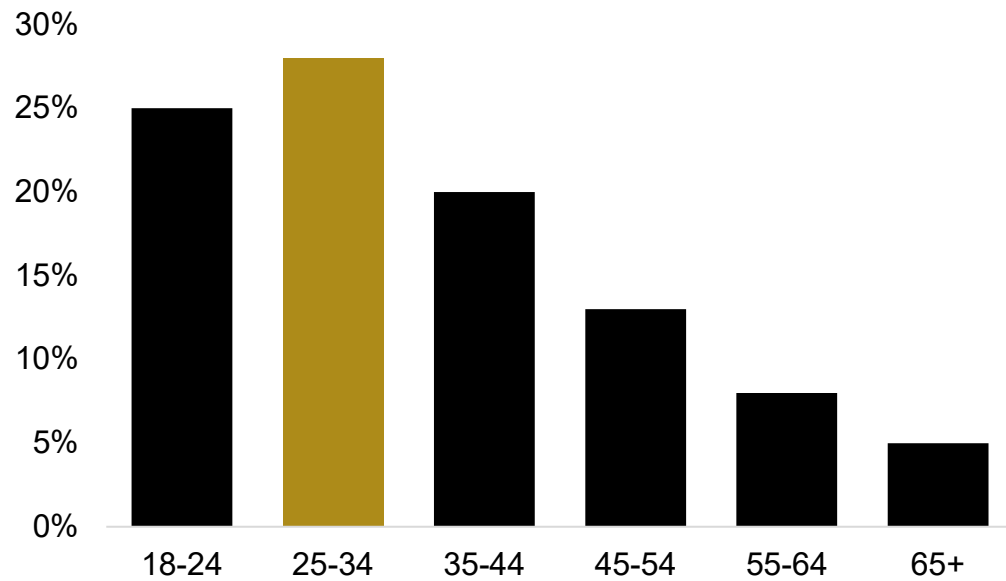
We understand the importance of getting your products and services in front of the right audience, and we know that Master Clinicians Online Exhibit Hall can help you achieve that.

We are excited to announce a new incentivized point system that will gamify the experience for clinicians, allowing them to earn points by viewing your content.

This not only **increases engagement** but also **confirms that your content has been viewed.**

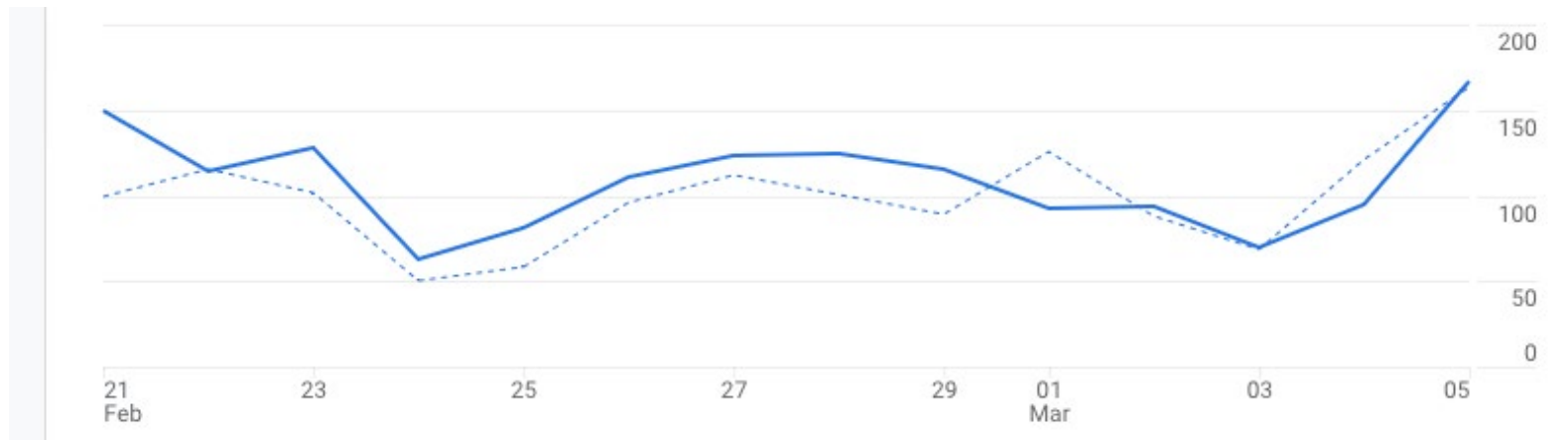
How is Our Audience Defined?

Our main audience is the **Millennial-Gen Z Female Health Care Provider**



How Are Our Subscribers and Traffic Growing?

To date, we have **9155+ subscribers** to MC Mailchimp newsletter and **250+ active daily users**



Email Subscriber
9,155

Email Open Rate
37%

Daily Active Users
150-250

14 Day Active Users
1.5k-3+k




GAMIFICATION

How Does it Work?

Master Clinicians Rewards Users to Engage with your Content

Earned Points (\$ Equivalent)	Number of Unique Views/Attendees	Type of Interaction with Exhibit Attendee List
1 (\$0.10)	25,000	White Paper/PDF/Brochure Download/Web Link
10 (\$1)	2,500	Video
50 (\$5)	500	Webinar
100 (\$10)	250	1 on 1 Meeting/Consultation

**Example Above displays 4 different options of engagement reward allocation tailored to your content preferences*

Partnership Packages	 Diamond – \$30K	 Platinum – \$20K	 Gold – \$10K
Access to Physician Leadership	<p>Access to Providers and Leaders</p> <ul style="list-style-type: none"> ▪ VIP Clinical Council-Access to CMO, medical director and healthcare leadership: 2+ hr virtual or live roundtable session for discussion of your product or services ▪ Access to Physician Grand Rounds (10 min Educational Presentation) 	<p>Access to Providers and Leaders</p> <ul style="list-style-type: none"> ▪ Access to Physician Grand Rounds (10 min Educational Presentation) 	<p>Access to Providers and Leaders</p> <ul style="list-style-type: none"> ▪ Access to Physician Grand Rounds (10 min Educational Presentation)
Exhibit & Network at our Live Events and Virtual Conference	<p>Can Exhibit in –BOTH- Master Clinicians Events (Live and Virtual)</p> <ul style="list-style-type: none"> ▪ Exhibit at Master Clinicians Signature Event for Healthcare Leaders-Q4 2024 NYC venue. ▪ Presence at –BOTH- Virtual Exhibits <ul style="list-style-type: none"> ○ Urgent Care Summit ○ Primary Care Value Based Care Summit 	<p>Can Exhibit in –BOTH- Master Clinicians Events (Live and Virtual)</p> <ul style="list-style-type: none"> ▪ Exhibit at Master Clinicians Signature Event for Healthcare Leaders-Q4 2024 NYC venue. ▪ Presence at –ONE- Virtual Exhibit <ul style="list-style-type: none"> ○ Urgent Care Summit ○ Primary Care Value Based Care Summit 	<p>Can Exhibit in -ONLY ONE- Master Clinicians Event (Live or Virtual**)</p> <ul style="list-style-type: none"> ▪ **Exhibit at Master Clinicians Signature Event for Healthcare Leaders-Q4 2024 NYC venue. ▪ ** -OR-Presence at –ONE- Virtual Exhibit
Engage at the Digital Exhibit Hall Master Clinicians Resource Center and Networking Forum Groups	<p>One Full Year of Visibility and Engagement</p> <ul style="list-style-type: none"> ▪ PDFs: Share Marketing or Provider Education Materials ▪ Videos: Rotate your Marketing or Educational Videos ▪ Webinars: Promote your scheduled webinars or 1:1 sessions ▪ Network Forum: Engage Providers with Topics for discussion 	<p>One Full Year of Visibility and Engagement</p> <ul style="list-style-type: none"> ▪ PDFs: Share Marketing or Provider Education Materials ▪ Videos: Rotate your Educational video Content ▪ Webinars: Promote your scheduled webinars or 1:1 sessions ▪ Network Forum: Engage Providers with Topics for discussion 	<p>One Full Year of Visibility and Engagement</p> <ul style="list-style-type: none"> ▪ PDFs: Share Marketing or Provider Education Materials ▪ Videos: Rotate your Educational video Content ▪ Webinars: Promote your scheduled webinars or 1:1 sessions ▪ Network Forum: Engage Providers with Topics for discussion
Digital Advertisement	<p>Newsletter</p> <ul style="list-style-type: none"> ▪ Sponsor Signage on 12 Master Clinicians Newsletters Per Year <p>Podcast</p> <ul style="list-style-type: none"> ▪ Representative participates, as a guest on our podcast (Non-CME) <p>Games</p> <ul style="list-style-type: none"> ▪ Educational games on topics of choice 	<p>Newsletter</p> <ul style="list-style-type: none"> ▪ Sponsor Signage on 12 Master Clinicians Newsletters Per Year <p>Podcast</p> <ul style="list-style-type: none"> ▪ Sponsorship mentioning <p>Games</p> <ul style="list-style-type: none"> ▪ Educational games on topics of choice 	<p>Newsletter</p> <ul style="list-style-type: none"> ▪ Sponsor Signage on 6 Master Clinicians Newsletters Per Year <p>Games</p> <ul style="list-style-type: none"> ▪ Educational games on topics of choice
Other	<p>Full Exclusive Partnership: Be the only partner within your line of business for the entire year</p>		

Other Partnership Opportunities

<p>Recruitment Services</p>	<p>Job Board for Recruitment Firm and Corporate Partners</p> <ul style="list-style-type: none"> • This is a limited offering for recruitment firms who wish to partner with Master Clinicians • Multiple job listing can be posted at our Resource Center Job Board for 1 year • B-weekly or monthly updates allowed 	<p style="text-align: center;">\$5000 for one year 10 available spots</p> <p style="text-align: center;">Premium spotlight placement for additional \$15000 (only 2 spots)</p>
<p>Exhibit Table at our Signature Live Event</p>	<p>Master Clinicians Event “Healthcare Today”</p> <ul style="list-style-type: none"> • be held in Q4 2024 • Location: NYC • Audience: 100+ healthcare leaders and medical directors 	<p style="text-align: center;">\$7000 for one table 2 reps allowed Limited spots available</p>
<p>Accreditation of Training Material</p> <p>(CME accreditation and creation of training material for eligible companies via joint providership)</p>	<p>Creation of CME for your company</p> <ul style="list-style-type: none"> • Must be an eligible company and abide by ACCME guidelines for compliance • Content is online only and exclusively housed on our LMS 	<p style="text-align: center;">\$5000 for accreditation of content (max-2 hours)</p>

Who Are Our Current and Past Sponsors?

Our exclusive, **limited sponsorships** provide access to large medical groups



Morgan Stanley



american family care
URGENT CARE



BRIGHT MD



Solv.

EXPERITY
Teleradiology



Become a Master Clinicians Partner



MASTER CLINICIANS
THE ART OF MEDICINE

Contact Us Today

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