

4Med⁺ *approved*



LEVERAGING THE SUCCESSFUL LEARNING LUNCH
SERIES TO SELL INDUSTRY PRODUCTS AND SERVICES

Why Sponsor a Learning Lunch?



- Professional Speakers and Moderators presenting on **hot industry topics** weekly (or custom topic development)
- Outreach to new prospecting list of **over 10,000 medical community prospects** per event
- **Cross-promotion on 4Medapproved** in relevant areas of the site for a full week prior to the event
- Engaged medical community audience of **100 to 500 registrations** and attendees per event
- Delivery of **registration lead list**, complete with up to 3 demographic and interest questions required from registrants
- Optional polling of audience members during each event
- Custom **HTML promotion** for each event, available for co-branding and distribution
- Link to reseller training, services or whitepaper in **follow-up e-blast** to all registrants and attendees
- Recorded **event promotion** through the heavily trafficked 4Med YouTube Channel, 4Medpronetwork and 4Medlearning Archive links

Who attends the Learning Lunch Series?

35% - Medical Practitioners, Practice Managers and HIM Specialists

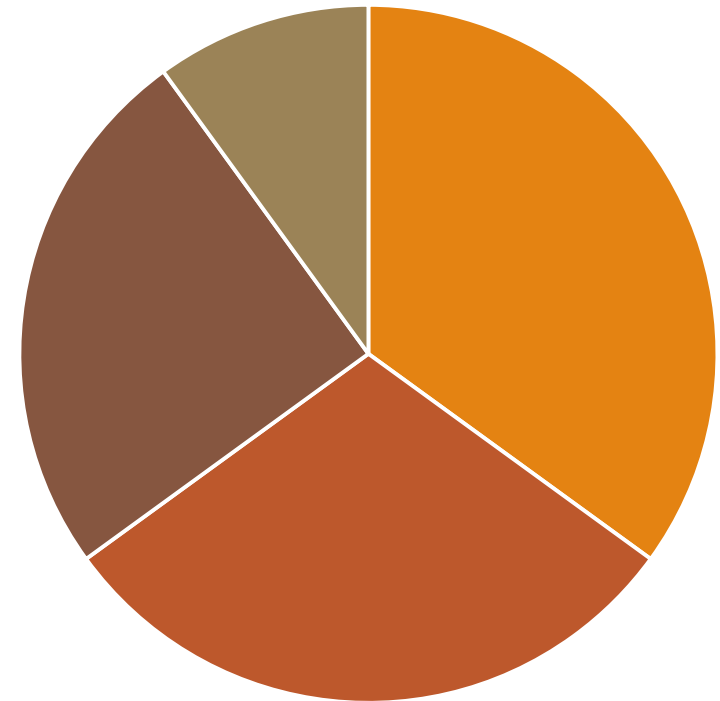
30% - Industry Consultants and Technology Managers

25% - Hospital CIOs, CMIOs, Staff and Affiliated Providers

10% - Other HIT Industry Representatives



- Between 100-500 attendees per event
- Multiple events each week
- Promoted across multiple sites!



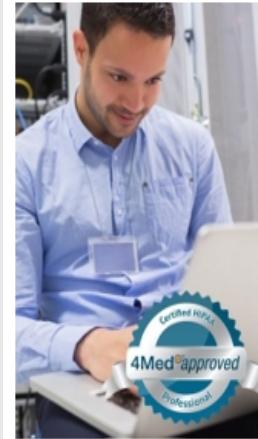
■ Practitioners ■ Consultants ■ Hospital ■ Other



What is Required of our Sponsors?

- Submit a request for a specific topic or take advantage of our pre-selected topics on the calendar
- Choose to include a member of your team for our interview format or select from our excellent speaker list
- Submit up to 3 questions you wish to be answered by all attendees during registration
- Decide if you wish to poll the audience during or following the event. Select polling questions.
- Promote the event to your audience list with our co-branded customized HTML announcement
- Post the recorded event or URL to your site, reach out to the engaged list, market and sell!

Sponsored by:



WEEKLY LEARNING LUNCH SERIES

Business Associates! Tackle HIPAA Compliance Including Recent Regulatory Changes from the 2013 Omnibus Rule

Security Professional Mike Semel provides a comprehensive overview of HIPAA for business associates, security officers, and medical staff managers including the Privacy and Security rules, regulatory changes brought by the HITECH Act and Omnibus Rule of 2013, BA requirements and more.

Meaningful Use Minutes

Topics relating to MU attestation, compliance and best practices

Cloud Corner

Strategies for cloud-based services, HIE, challenges and solutions

Compliance Check

Discussions on HIPAA, PCI, OSHA, and Critical Compliance Issues

Code Concerns

Interviews relevant to ICD-10, CPT, PQRS and all coding compliance

Medical Management

Advice on business practices and clinical analytics for medical environments

EHR Excellence

Topics relevant to health record optimization, migration and success



Monthly*
Webinar
Series
in 2014

*Each series runs at least 1x per month, with spots open for custom sponsor topic requests



What does the Learning Lunch cost each sponsor and what does that include?

Individual Event	2-5 Events Annually	6-12 Events Annually
\$2,500 per	\$1,500 per	\$1,000 per

Each event includes the following:

- A one hour healthcare hot topic from the series, moderator and professional speaker (or custom interview development)
- Outreach for attendees to the engaged Learning Lunch audience and 4MedApproved prospecting list (over 10,000 e-mail contact outreach)
- Inclusion of up to 3 audience questions in event registration form. Polling opportunity during and/or following each event.
- Inclusion of the event listing on the 4MedLearning page, in the 4Med News Digest and on interior pages of 4Medapproved
- Custom HTML e-blast design for co-branding to sponsor list or external outreach audience
- Custom follow-up HTML e-mail to all registrants with links to product and service sites or collateral such as whitepapers or signup forms
- Full list of registrants and attendees for use in direct marketing (guarantee of at least 100 confirmed leads per event)
- Recorded event distribution through the heavily trafficked 4Med YouTube Channel, 4Medpronetwork and 4Medlearning Archive links



Can I see examples of prior Learning Lunch Events?

Yes! Visit 4medlearning.com to review our archive of recorded events available through our 4Med YouTube Channel and partner sites!

The screenshot displays the 4Med approved website interface. At the top, the logo '4Med approved' is shown with the tagline 'formerly EMRapproved.com' and a toll-free number '(800) 671-1028'. A navigation bar includes links for CONTENT, COMMUNITY, CURRICULUM, CONSULTING, MARKETPLACE, and CONTACT. The main content area features a breadcrumb trail 'You are here: Home > Learning Lunches' and a search bar. The 'Learning Lunches' section includes a featured banner for the 'FREE WEEKLY LEARNING LUNCH SERIES' with a briefcase icon. Below this, a paragraph explains that Learning Lunches are industry-sponsored webcasts focusing on HIT adoption. A 'Receive Learning Lunch Notifications & Reminders!' section contains an email sign-up form. On the left sidebar, there are sections for 'Column Authors' (listing Roberta Mullin, Joy Rios, Mike Semel, Carol Flagg, and Gwen Darling) and 'Recent Posts' (listing articles on CMS updates, national survey support, MGMA 13 announcements, and quality outcomes programs). On the right sidebar, there are sections for 'eMail Digest' (with a sign-up form) and 'Online HIT Courses' (with a 'CLICK TO LEARN MORE' button).

How do I sponsor an upcoming event?



Contact a webinar series specialist:
Call: (800) 671-1028 ext #12 or
E-mail: 4med@4medapproved.com

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