

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 15,000 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 (minimum 100 guaranteed)
- 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 custom co-branding
- 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

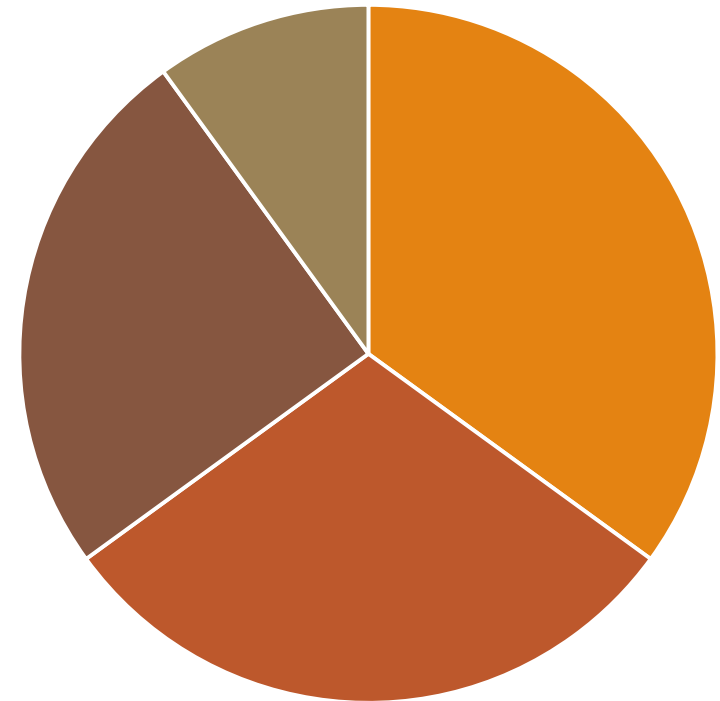
30% - Industry Consultants and Technology Managers

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

10% - Other HIT Industry Representatives



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



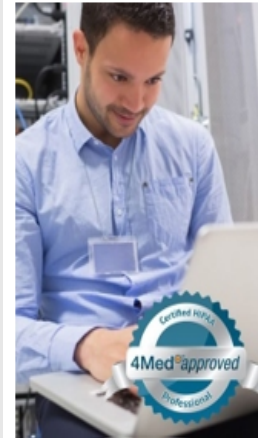
■ Practitioners ■ Consultants ■ Hospital ■ Other



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.



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 shows the 4Med approved website interface. At the top, the logo '4Med approved' is displayed with the tagline 'formerly EMRapproved.com'. To the right, there is a toll-free number: 'GUIDANCE TOLL-FREE (800) 671-1028'. Below the logo is a navigation menu with categories: CONTENT, COMMUNITY, CURRICULUM, CONSULTING, MARKETPLACE, and CONTACT. The main content area is titled 'Learning Lunches' and features a large graphic with the text '4Med approved FREE WEEKLY LEARNING LUNCH SERIES' and a small briefcase icon. To the left of the main content, there are sections for 'Column Authors' (listing Roberta Mullin, Joy Rios, Mike Semel, Carol Flagg, and Gwen Darling) and 'Recent Posts' (listing 'Latest Provider Updates from CMS', 'National Survey Shows Strong Support for Consumer Engagement Solutions', 'MGMA 13 Announcements', and 'Quality Outcomes for Multiple Incentive Programs'). To the right of the main content, there is a search bar, an 'eMail Digest' sign-up form, and an 'Online HIT Courses' section with a graphic for '4Med CERTIFY HIT, EMR and HIPAA Training ICD-10 and Meaningful Use' and 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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