THE CIRCLE OF FRIENDS PROGRAM 2020

What if you could reach Thousands of Doctors with your Company’s Products and Services

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The Bexar County Medical Society advocating for physicians, patients, and our community since 1853.

Our History
A 167-year-Old Organization

The Bexar County Medical Society (BCMS) was established in 1853 as the first county medical society in Texas and was a pioneer in organized medicine. The BCMS covers Bexar County, and seven surrounding, contiguous counties. We have been recognized and received an award by the Texas Medical Association as one of the fastest growing medical societies in Texas. We have a current membership of approximately 5,700 plus physicians representing all recognized medical specialties. This makes BCMS one of the largest county medical societies in the United States.
The Circle of Friends Program

The Bexar County Medical Society offers a community business development initiative, called the Circle of Friends (COF).

This is a program designed for companies and organizations like yours that would like to reach out to our medical community and more than 5,700 plus physician members with your products and services. Our program is designed to encourage and promote business growth with physicians and the healthcare community.

Historically, the COF program has proven to be the best resource for engaging physicians as potential clients, physician referrals, brand awareness/recognition and positive public relations in our healthcare community.

Through the COF program, we have successfully helped many businesses grow. Also note, the charitable donations made as sponsors in the COF program help fund activities and events that are important to our Community’s health and the physicians that serve it. It’s a win-win scenario!
Why is Medical Marketing Important?

The combined medical sectors in San Antonio now has a local economic impact of over $38 billion per year and employ one of every six citizens in our local workforce. This makes healthcare the largest industry in San Antonio, surpassing hospitality and oil. The COF program is the best method to position your company for gaining a share of our multi-Billion Dollar Medical Industry. And the best time to start is now!

You gain a great and unique Advantage as a (COF) sponsor. Note, that you will be part of the same organization as the physicians you are trying to reach. This position gives you a great advantage. Through your sponsorship you will be able to hold seminars, attend society events with hundreds of physicians, distribute your marketing pieces through our internal communications to our entire membership! These benefits are unique to the Bexar County Medical Society’s (COF) program. You cannot do this through any other organization or program!
Exclusive Benefits of Being a Circle of Friends Sponsor
The following are free benefits and subject to availability and sponsorship level.

Internal Communications
The Circle of Friends sponsors have access to internal Medical Society physician communications through The Weekly Dose e-newsletter. This newsletter is sent out weekly to thousands of physician members and we have ad space reserved for you! Every time you are published, your information reaches 1000’s of physicians in every recognized area of practice throughout Bexar and surrounding contiguous counties.

San Antonio Medicine Magazine
A Monthly Publication
San Antonio Medicine magazine, (SAM) is the only official medical magazine published and distributed by the Bexar County Medical Society. The SAM is distributed monthly throughout Bexar and seven surrounding counties to more than 8000+ physicians and medical professionals. This makes SAM the best periodical in which to reach your targeted physician audience.

Article Publication
Platinum and Gold level sponsors have article writing privileges in the San Antonio Medicine magazine. This is an excellent way to educate and get the word out about your products and services. An article in this major-medical publication gives you the opportunity to present your company to our membership and the entire medical community.

Circle of Friends Services Directory in SAM
Have your company information published monthly for 12 issues in our Circle of Friends Services Directory. Your company will appear under a heading relevant to your company and includes name, overview, contacts, phone, email and web address. (All Levels)

On-line Service Directory Updated Weekly
It’s like an Angie's list for doctors. This directory is available on our website and is used by our physician membership. The BCMS Service Directory is updated weekly to ensure Circle of Friends members have the most accurate exposure in the physician community.

The BCMS Venue
The Bexar County Medical Society’s headquarters is a well-recognized state of the art facility. It is the winner of the prestigious 2015 Project of the Year Award by the ASA. Gold and Platinum level sponsors can hold meetings, seminars and lunch and learns free of charge at our headquarters (details apply). We can assist by distributing invitations and notices through our internal communications in addition we can collect and monitor the RSVPs for your event. This is a unique and valuable benefit as part of your sponsorship.
The Annual BCMS Physician & Medical Directory
The only Physician and Medical Directory officially sanctioned by the Bexar County Medical Society listing physicians licensed in Texas who practice in Bexar and the surrounding counties. This is the directory most requested by physicians, hospitals, insurance companies, medical office personnel, medical vendors and consumers. It is one of the best ways to gain the exposure your company or organization needs to promote its services and products to the south Texas medical community. Your company is featured the in the Circle of Friends Services Directory section that is displayed prominently in the front section of the directory.

Meet Our Physician Members
We give you the opportunity to meet with physician members, one on one in a relaxed atmosphere and outside of practice hours through BCMS events and meetings. At our larger events you can reserve a vendor table.

The Installation of Officers
Honoring the incoming BCMS and BCMS Alliance presidents and board members.

General Membership Meetings
Continuing medical education and topics important to our physicians, held 1-3 times per year.

Rockport ay Fishing Trip
Guide, hotel and dinner.

New Member Welcome
A social mix and mingle event for old and new members.

Women in Medicine Event
Dinner event honoring outstanding female physicians.

BCMS Auto Show
Auto dealers that participate in the BCMS Auto Program display the latest makes and models of new vehicles.

Other Special Events and Meetings Held throughout the year as opportunities arise.

BCMS Phone App
Updated Daily your information will be placed conveniently in front of physicians for easy reference. In addition, as a BCMS Circle of Friends sponsor you will have access to our calendar of events, staff and other important information through our phone app.
Membership Benefits

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- Minute at the Mic Presenter / Speaker: Address attendees at a BCMS event about your company and services; attendance at some of our larger events have been over 600 (details apply).
- BCMS Board of Directors Meeting: Your company representative(s) may make a special presentation at a BCMS Board of Directors meeting.
- Company Literature: Promotional literature can be displayed at BCMS head quarters for physicians' review.
- Promotional Distributions: May distribute company brochure at each place setting at BCMS events (details apply).

The Sooner you get Involved
The sooner you can engage with our 5,700 plus Physician Membership in Eight Counties!

Platinum
$10,000
Honored Member
Special Recognition

GOLD
$5,000
Business Building
Our Most Popular

SILVER
$3,000
Sustainer Level

San Antonio Medicine Magazine: 12-month listing in the Circle of Friends Services Directory with full color logo (Silver is Text only).
(Platinum-Gold only): article Writing Opportunities: San Antonio Medicine Magazine.
The BCMS E-newsletter: Complementary annual subscriptions.
The BCMS E-newsletter: Full color ads and/or information postings for your company.
The Circle of Friends Bulletin: Monthly e-blast with your company’s announcement.
Website: Circle of Friends Home Page full-color logo displayed with exclusive link to your website or landing page (Silver is Text only).
Use of BCMS Conference Facilities: Subject to availability after-hours considerations apply.
Event Attendance: sponsors are welcome to attend BCMS events.
Vendor Space Reserved: At designated BCMS events.
Events Signage: Your Company name listed on event signage and (recognized at BCMS events that you attend Platinum / Gold).
Mailing Labels: Member mailing labels can be pre-sorted to specifications.
Physician Inquiries: Referrals to Circle of Friends services or products – Platinum First Preference.
Circle of Friends Services Directory, 12-month online listing with logo.
BCMS Physicians App: Same listing specifications as above.