

# The Circle of Friends Program

WHAT IF YOU COULD REACH THOUSANDS OF DOCTORS WITH YOUR COMPANY'S PRODUCTS AND SERVICES ...



**2 0 2 3**



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

### **A 170-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. BCMS covers Bexar County and seven surrounding. 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 6,000 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 physician members and medical community 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 are tax deductible and help fund activities and events that are important to our community's health and the physicians that it serves.

It's a win-win scenario!





## Why is Medical Marketing Important?

The combined medical sectors in San Antonio have a local economic impact of over \$38 billion per year and employ one of every six citizens in our local work force. 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 and 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 with Sponsorship and subject to availability and Sponsorship level.

### **e-Communications**

Circle of Friends Sponsors have access to post full-color ad announcements through The *Physician's Link* and the monthly *Practice Resource* e-newsletters. These newsletters are sent to thousands of physician members and we have ad space reserved for you! Every time you are published, your information reaches 1000s of physicians in every recognized area of practice throughout Bexar and surrounding counties.

### **San Antonio Medicine Magazine (SAM) Article Publication Privileges**

A Monthly Publication

Platinum and Gold level Sponsors have article submission privileges in *SAM*. *SAM* is the official magazine published and distributed by the Bexar County Medical Society. 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 entire membership.

### **SAM Listing in The BCMS Vendor Directory**

Your company's information will be published monthly in 12 issues of our *San Antonio Medicine Vendor Directory*. Your company will appear under a heading (s) relevant to the services and products you provide. This would include name, overview, contact(s), phone, email and web address. (Applies To All Levels)

### **Online BCMS Vendor 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 Vendor 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 America Subcontractors Association. Gold and Platinum level Sponsors can hold meetings, seminars, lunch and learn, etc. free of charge at our headquarters (details apply). We can assist by distributing invitations and notices through our internal communications. 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 surrounding counties. Your company will be featured in the BCMS Vendor Directory section that is displayed prominently in the front section of the directory. This is the most requested directory by physicians, hospitals, insurance companies, medical office personnel, and medical vendors. 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.

## **BCMS Mobile APP**

Updated daily your information will be placed conveniently in front of physicians for easy reference in the BCMS Vendor Directory. In addition, as a COF Sponsor you will have access to Events Calendar, Find a Doctor APP, Staff Contacts and other important information through our BCMS Mobile APP.

## **Meet Our Physician Members**

**Exclusive benefits and opportunities not available through any other venue or organization.**

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

### **Some of our larger events:**

The Joint Installation of Officers

Honoring the incoming BCMS and BCMS Alliance presidents, officers and board members.

General Membership Meetings

Continuing medical education and topics important to our physicians, held 1-2 times per year.

New Member Welcome

A social mix and mingle event for all members welcoming our new members.

Women Leaders in Medicine Awards Dinner

Dinner event honoring outstanding female physicians.

BCMS Auto Show

Auto dealers that participate in the BCMS Auto Program bring for display all the latest makes and models of vehicles.

*In addition, Circle of Friends sponsors are invited to other Special Events and Mixers throughout the year as opportunities arise.*

“

*The hardest part of marketing to Physicians is actually reaching the Physician.  
Through the Bexar County Medical Society's Circle of Friends program (COF), that's not a problem!*

# Circle of Friends benefits by level of Sponsorship

\*Additional benefits listed in Sponsorship agreement

	Platinum 10,000	Gold 5,000	Silver 3,000
<p><b>MEDICAL SOCIETY LEADERSHIP</b> Your company representative(s) will receive a special introduction with a question and answer time at a BCMS Board of Directors meeting. Meet the leaders of our medical community.</p>	X		
<p><b>DISPLAY OPPORTUNITY</b> The BCMS boardroom is a busy venue. As a Platinum Sponsor, you can have a company display in a prominent location. You can feature company literature, handouts, graphics, etc. Your display will be highly visible to physicians, medical executives, government officials and visitors at all meetings. <i>High Visibility Exposure</i></p>	X		
<p><b>EXCLUSIVE PRINT MEDIA: SAN ANTONIO MEDICINE MAGAZINE</b> Quarter page introductory ad in a Professional Publication. As a Platinum Sponsor, we can publish a quarter-page ad with your content. In addition, we can add header text welcoming you as a new/renewing Platinum Sponsor to the Bexar County Medical Society with a specific message asking Physician members to give you their support and patronage. <i>High Visibility &amp; PR!</i></p>	X		
<p><b>MEDICAL SOCIETY EVENTS</b> Minute at The Mic Your company may receive a Minute at the Mic presenter/speaker opportunities at select BCMS events for Platinum Sponsors to address attendees about your company's products and services, <i>(Details apply)</i>.</p>	X		
<p><b>PUBLISHING EDUCATIONAL ARTICLES</b> Become a Gold or Platinum Sponsor and you can publish an educational article based on your expertise. This gives you the opportunity to demonstrate your knowledge of a given subject to thousands of physicians and other healthcare workers that read the <i>San Antonio Medicine</i> magazine (8000 plus subscription base!). In addition, your byline will contain a special notice of your Sponsorship and a call to action! This is a great business builder!</p>	X	X	
<p><b>DIRECTORY LISTING IN THE SAN ANTONIO MEDICINE MAGAZINE, ONLINE AND THE BCMS MOBILE APP</b> The sooner you start the sooner you can be listed in our BCMS Vendor Directory. This is great continuous exposure to our members. Remember this directory is published every month and is mailed out to thousands of physicians and the online, BCMS Vendor Directory and Mobile APP version is working for you 24/7. Keep the verbiage timely and to the point.</p>	X	X	X
<p><b>YOUR COMPANY CAN PUBLISH MONTHLY</b> <i>The Practice Resource</i> which is emailed to the physician members and practice managers monthly. This is an excellent platform to highlight your company, its products and services. Content Opportunities: •Highlight new or timely services and products. •Introduce new personnel, events or other company updates that you want the physician community to know about. •Publish a Q&amp;A in the "Ask an Expert" column. This is another excellent opportunity to showcase your knowledge of a given subject to the entire physician community. •Each month you can publish short editorials and general marketing material.</p>	X	X	X
<p><b>THE PHYSICIAN'S LINK</b> This newsletter is a key communication link between the medical society and its members. This weekly e-newsletter is full of timely news of interest, special events and includes space reserved specifically for Circle of Friends Sponsors. Full color ads showcasing your company's products and services can be included.</p>	X	X	X
<p><b>MEDICAL SOCIETY EVENTS SIGNAGE AND RECOGNITION</b> Your company name will be listed as part of the Society's Circle of Friends on signage for all events which you participate in.</p>	X	X	X

**MEDICAL SOCIETY EVENTS ATTENDANCE AND VENDOR TABLES**

Platinum may invite up to 4 representatives to attend any BCMS events Gold may invite up to 3 representatives to attend up to 4 BCMS events, Silver may invite up to 2 representatives to attend up to 2 BCMS events.

**DIRECT MAIL**

As a Sponsor you can order mailing labels and even have us mail your marketing piece for you. You have the ability to target market to specific medical specialties, group practice sizes, zip codes, etc. so you can reach your campaign's target demographic.

**FACILITIES AND VENUE**

Platinum, may hold up to 4 daytime events, Gold may hold up to 2 daytime events free of charge in one of BCMS conference rooms (during normal business hours other fees may apply).

**PHYSICIAN MEDICAL DIRECTORY COPIES**

Platinum may receive up to 4, Gold may receive up to 3, Silver may receive 1 annual copy.

X	X	X
X	X	X
X	X	X
X	X	X

**If you want to meet doctors this would be the place to do it!**



**The Sooner You Start The Sooner You Can Reach Out To Our Membership With Your Products And Service**