



## Bexar County Medical Society Circle of Friends Program

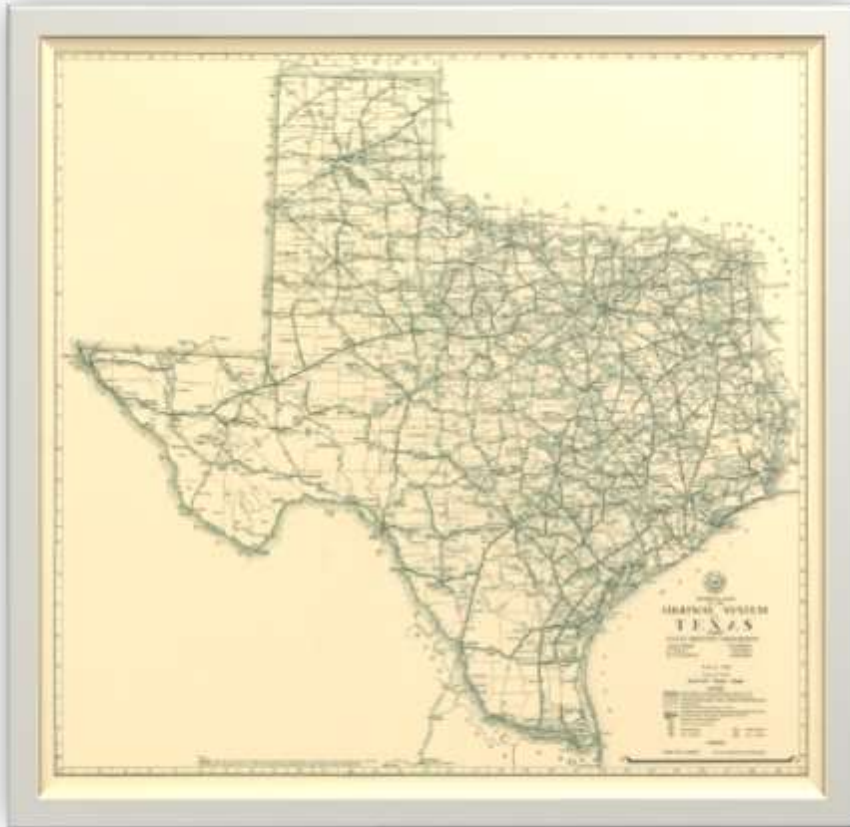
*Successfully promote your business or organization to  
physicians and the healthcare industry*



*If you want to meet doctors, this would be the place to do it...  
With 5700+ members, BCMS is one of the largest county medical societies in the  
United States and growing!*

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**The Bexar County Medical Society was the first county medical society in Texas. Advocating for physicians, patients, and our medical community since 1853.**



## **Bexar County Medical Society**

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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 Bexar County Medical Society covers Bexar County, in addition to 7 surrounding, contiguous counties. BCMS is one of the fastest growing medical societies in Texas. With a current membership of approximately 5700+ physician members representing all recognized medical specialties. This makes BCMS one of the largest county medical societies in the United States.



The Bexar County Medical Society Headquarters  
4334 N Loop 1604 W San Antonio TX 78249

# 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 our 5700+ 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 Circle of Friends 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 Circle of Friends program help fund programs and events that are important to our Community's health and the physicians that serve it. It's a win-win scenario!



## Successful Marketing Using the Circle of Friends Resources

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The combined medical sectors in San Antonio now has a local economic impact of over \$38 billion per year and employ one of every 6 citizens in our local workforce. This makes healthcare the largest industry in San Antonio, surpassing hospitality and oil. The Circle of Friends program will give you unique advantages not available through any other source to market to this industry.

### **As a Circle of Friends sponsor**

You will be part of the same organization as the physicians you are trying to reach; this is a great advantage. In addition, attending private events, socializing one on one with physician members and notoriety as a supporter of their organization is hard to beat. Put that together with all the media exposure you will receive within the Medical Society and you should do very well.

# 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.

## Email Just for You

We can send emails to our entire membership (5700+) on your behalf. This allows you to promote: your services, announcements, invitations, specials, etc., to a complete physician demographic. There is no other organization or marketing firm through which you can do this.

## San Antonio Medicine Magazine

*Monthly Publication*

*San Antonio Medicine* (SAM) is the only official medical magazine published and distributed in Bexar County. SAM is distributed monthly throughout Bexar and 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 Bay Fishing Trip**  
Guide, hotel and dinner.
- **New Member Welcome**  
Social mix and mingle event for old and new members.
- **Women in Medicine**  
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.

**The sooner you get involved, the sooner you can start extending your influence in our dynamic medical community!**

# Professional Membership Benefits Guide



## PLATINUM

\$10,000

Honored Member  
\*Special Recognition  
& Privileges

## GOLD

\$5,000

Business Building  
(\*Our most popular)

## SILVER

\$3000

Sustainer Level

### Platinum Sponsors – Speaking Opportunities

- *Minute at the Mic Presenter / Speaker*  
Address attendees at BCMS events about their company and services (details apply)
- *BCMS Board of Directors Meeting*  
Your company representative(s) may make a special presentation at a BCMS Board of Directors meeting

### Platinum Sponsors – San Antonio Medicine magazine

- Complimentary full color quarter-page ad/announcement “New/Renewing Platinum Sponsor” and your ad copy
- **Platinum Sponsors – Company Literature**  
Promotional literature will be displayed at BCMS for physicians’ review

### Platinum Sponsors – Promotional Distribution

- May distribute company brochure at each place setting at BCMS events (details apply)

### Platinum Sponsors – Seminars

- BCMS will host two focus group meetings with physician members (catering and hard copy invitation not included)

### Benefits Other Sponsorship Levels

### PUBLICATIONS

#### Platinum / Gold only – Article Writing Opportunities

- Submit articles for publication in the *San Antonio Medicine* magazine

#### All Levels – *San Antonio Medicine* Magazine

- Complimentary 12-month subscription

#### Platinum / Gold first preference – *San Antonio Medicine*

- 12-month listing with logo Circle of Friends Services Directory. (Silver no logos)

#### All Levels – *BCMS Physician & Medical Directory*

- Complimentary issues (non-members at a per-copy cost \$89.95)

#### Platinum / Gold first preference – *BCMS Physician & Medical Directory*

- Annual listing in Circle of Friends Services Directory section

### EVENTS

#### Platinum / Gold first preference – Events

- Your company name will be listed on BCMS event invitations
- Company name listed on recognition signage at BCMS events

#### Platinum / Gold first preference – Vendor Space

- Reserved vendor space at BCMS general events (as available)

### MEDIA

#### All Levels – *The Weekly Dose* E-newsletter

- Complimentary 12-month subscription to BCMS members’ weekly e-newsletter (Silver limited)

#### Platinum / Gold first preference – *The Weekly Dose* E-newsletter

- Full color ad space as available

#### All Levels – Membership Mailing Labels

- Can be pre-sorted to spec, can be substituted for e-blast

#### Platinum / Gold first preference – Physician Inquires

- Referrals to Circle of Friends for services or products

### WEB

#### Platinum / Gold first preference – Levels, Circle of Friends Home Page

- Full color logo displayed with exclusive link to your website or landing page (Silver no logos, text listing only)

- Platinum / Gold first preference – Circle of Friends Services Directory 12-month online listing with logo

#### All Levels – BCMS App & On-Line Directory of Services

- 12-month listing company name and profile information

### GENERAL

#### All Levels – BCMS Auto Program

- Circle of Friends members may participate