

2022

THE CIRCLE OF FRIENDS PROGRAM

*What if you could reach
thousands of doctors with
your company's products
and services ...*





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

**Our History
169-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, 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 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!

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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

The Circle of Friends Sponsors have access to post full-color ads announcements through the weekly *Physician's Link* and the monthly *Practice Resource* e-newsletter. 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 1000's of physicians in every recognized area of practice throughout Bexar and seven surrounding contiguous counties.

San Antonio Medicine Magazine

A Monthly Publication

San Antonio Medicine magazine, (SAM) is the official medical magazine published and distributed by the Bexar County Medical Society. SAM is distributed monthly throughout Bexar and surrounding counties to 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 submission privileges in *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 entire membership.

Circle of Friends Services Directory in SAM

Your company information will be 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, contact(s), 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 America Subcontractors Association. 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 and 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 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 have the opportunity to 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 1-2 times per year.

Rockport Bay Fishing Trip

Guide, hotel and dinner. (Fees apply).

New Member Welcome

A social mix and mingle event for old and new members.

Women Leaders in Medicine Awards

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.

Circle of Friends benefits by level of Sponsorship

	Platinum 10,000	Gold 5,000	Silver 3,000
*Other benefit listed in Sponsorship agreement			
<p>MEDICAL SOCIETY LEADERSHIP 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>DISPLAY OPPORTUNITY 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>EXCLUSIVE PRINT MEDIA: SAN ANTONIO MEDICINE MAGAZINE 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/ PR!</i></p>	X		
<p>@ MEDICAL SOCIETY EVENTS Minute at The Mic Your company may receive a minute at the mic presenter/speaker opportunities at general BCMS events for Platinum Sponsors to address attendees about your company's products and services (<i>details apply</i>).</p>	X		
<p>PUBLISHING EDUCATIONAL ARTICLES Become a Gold or Platinum Sponsor you can publish an educational article base on your expertise. This gives you the opportunity demonstrate your knowledge of a given subject to thousands of physicians and other healthcare workers that read the San Antonio Medicine 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>DIRECTORY LISTING IN THE SAN ANTONIO MEDICINE MAGAZINE, ONLINE AND THE PHONE AP. The sooner you start the sooner you can be listed in our Physicians Services and Purchasing 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, Physicians Directory and phone ap version is working for you 24/7. Keep the verbiage timely and to the point.</p>	X	X	X
<p>YOUR COMPANY CAN BE FEATURED IN THE NEWLY CREATED E-NEWSLETTER <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: <ul style="list-style-type: none"> •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&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>THE PHYSICIAN'S LINK. 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>MEDICAL SOCIETY EVENTS SIGNAGE AND RECOGNITION Your company name will be listed as part of the Society's Circle of Friends on signage for all events in 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

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

Contact: Program Director: August Trevino e-Mail: August.trevino@bcms.org Ph: 210-301-4366