



Opening Doors. Building Relationships.





Gain greater access and enhance your company's visibility among more than 4,000 Family Physicians, Family Medicine Residents, and Medical Students located throughout Michigan . . . it's as easy as ABC!

A . . . Accessibility.

Offered exclusively through Michigan Academy of Family Physicians (MAFP)—*the state's largest physician specialty association*—MAFP's Family Medicine Business Network provides your company better access to over 80% of Michigan's primary care physicians who specialize in Family Medicine. By having greater exposure to these key decision-makers, your company is on the path to enhancing your credibility and developing trust with your target market, saving you time and money.

B . . . Business Opportunities.

Your company has knowledge and experience, along with products and services, to assist Family Physicians in caring for patients and building their practices. In our time-constrained, information-overloaded world, trying to get the attention of busy physicians can be challenging. Fortunately, MAFP's Family Medicine Business Network has a wide range of resources to break through the clutter, including unique opportunities for enhanced visibility, greater accessibility, and increased interaction between your company, physicians, and primary care practices.

C . . . Connections.

MAFP is the leading voice for primary care issues affecting Michigan's population. Although our bylaws limit the Academy's professional membership to physicians, residents, and medical students who meet specific criteria, many businesses have a mutual interest in what happens on the primary healthcare scene and want to support the work of Family Physicians. Family Medicine Business Network, designed to facilitate connections between MAFP members and the business community, is focused on building long-term relationships through more productive business practices, targeted education, and enhanced communications.



Unlock the Benefits Package of Your Choice . . . Accomplish Your Goals.

Akin to "one-stop shopping," MAFP's Family Medicine Business Network provides a wide range of benefits to help your company achieve its goals—*24 /7, 365 days a year.* This "continual" comprehensive marketing model makes sense in today's competitive environment, *since you never know when the right timing may be for creating awareness of your product or service, or connecting with a potential client.*

Plus, the value of this network is unparalleled, especially when considering the vast array of benefits never before offered to businesses by MAFP, including unique "priceless" experiences, where you have the opportunity to connect in new ways.

By having a program working round-the-clock for your company, you have peace of mind knowing that **you're not missing a business opportunity** when you're focused elsewhere or have too much on your plate.

MAFP's Family Medicine Business Network works with—and for—you. Our three participation levels—**Chairman's Circle, President's Society, and Affiliate**—are designed to provide a package of benefits and opportunities that mesh with your specific needs and goals, such as:

- One-on-one breakfast, lunch, or dinner meeting with MAFP (or Family Medicine Foundation of Michigan) Chairman or President
- A feature article showcasing your company's products and services
- Speaking at an upcoming activity or special event
- Receiving advance notice to select your booth location at Michigan Family Medicine Expo
- Listing on the Family Medicine Business Network virtual directory
- Discount on your Michigan Family Medicine Expo booth(s)
- Networking opportunities at various events conducted by Michigan Academy of Family Physicians and/or Family Medicine Foundation of Michigan
- Inclusion of Family Medicine Business Network logo in your advertisements and promotional pieces
- Complimentary subscription(s) to Michigan Family Physician quarterly journal
- Advertising discounts in Annual Michigan Family Medicine Conference & Expo program booklet
- Complimentary room to host a function during Annual Michigan Family Medicine Conference & Expo. Includes mention of function in event schedule.

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- Complimentary email subscription(s) to *Family Medicine Update*, emailed throughout the year
- Direct mailing to Family Physicians and residents annually by MAFP, recognizing your company as part of the **Family Medicine Business Network**, including an informational piece or item from your company inserted in the mailing
- Direct link from MAFP's website to your company's website
- Exchanging information with MAFP leadership to discover how your company can better serve the changing needs of Family Physicians and discuss ideas on how to improve healthcare in Michigan
- And much more!



The Fine Print.

Enrollment in the **Family Medicine Business Network** is for 12 months, renewable on an annual basis (*subject to approval*). At its sole discretion, MAFP has the right to approve/disapprove applications for enrollment in the program in accordance with the Academy's policies and procedures. MAFP reserves the right to change benefits and rates at any time, although MAFP will honor agreements through the remainder of the contract year.

An application is included in this brochure and is also available on MAFP's website (www.mafp.com). All applications must be accompanied by payment, and participants must acknowledge the following terms upon acceptance:

- Participation in the network does not constitute or imply an endorsement of the company or its products/services by Michigan Academy of Family Physicians.
- Should the MAFP Board of Directors receive a complaint from one or more MAFP members about a company, the company will be notified of the complaint(s) and given the opportunity to address the situation in a timely manner. Should MAFP not be satisfied with the outcome, the company will be removed from the network, all associated benefits shall cease, and no refund will be given.

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See page 5 for a Benefits Summary by Level.

See pages 6-10 for Benefit Descriptions (by level).

BENEFITS	CHAIRMAN'S CIRCLE	PRESIDENT'S SOCIETY	AFFILIATE
	\$10,000	\$5,000	\$2,000
Mailing of an informational piece or item from your company to Family Physicians via MAFP (annually) *	✓		
One-on-one meeting with MAFP Chairman (<i>meal included</i>)	✓		
One-on-one meeting with MAFP or FMFM President (<i>meal included</i>)		✓	
Product Theater or Session at Annual Conference *	✓		
Author an Article for <i>Michigan Family Physician</i> journal *	✓		
Product Theater or Session at Annual Conference <u>OR</u> author an Article for <i>Michigan Family Physician</i> journal *		✓	
Complimentary room provided to host function at Annual Conference *	✓		
Company profile in <i>Michigan Family Physician</i> journal *	✓	✓	
Inclusion of one item in Annual Conference attendee bags *	✓	✓	
Representative(s)' participation at a Member Mixer *	2	1	
Priority booth selection at Michigan Family Medicine Expo	✓	✓	
Link to your company's website in every issue of <i>Family Medicine Update</i>	✓	✓	✓
Your company's press releases and/or key resources posted on MAFP's Family Medicine Business Network news site *	✓	✓	✓
Access to members-only sections of MAFP website	✓	✓	✓
Use of MAFP's Family Medicine Business Network logo in company's advertising and promotional materials	✓	✓	✓
Logo and link to your company's website via MAFP's Family Medicine Business Network online directory	✓	✓	✓
Index listing in each issue of <i>Michigan Family Physician</i> journal	✓	✓	✓
Discount on MAFP and FMFM educational programs and products	✓	✓	✓
Family Medicine Business Network signage at MAFP or FMFM events, including Michigan Family Medicine Expo booth(s)	✓	✓	✓
Complimentary subscription(s) to <i>Michigan Family Physician</i> journal	5	3	1
Discount on Michigan Family Medicine Expo Booth(s) (<i>not to be combined with other discounts</i>)	35%	25%	15%
Discount on ads placed in Annual Conference program booklet *	35%	25%	15%
Opportunity to sponsor a Member Mixer at discounted rate	35%	25%	15%

*Subject to approval by MAFP.



CHAIRMAN'S CIRCLE

Get the Word Out About Your Company—Create more awareness about your company's products and services by being part of this once-a-year special mailing, when MAFP sends information about our **Family Medicine Business Network** to all physician members and residents. As part of the Chairman's Circle, you may include an informational flyer about your company (or small item) for insertion in the mailing being paid for by MAFP. Deadline for delivery of materials to arrive to MAFP Headquarters for inclusion in the mailing is November 1; all materials must be approved prior to delivery. *

Meet One-on-One with MAFP Chairman—Take advantage of this exclusive opportunity for a representative from your company to meet with the MAFP Chairman of the Board and share a meal, courtesy of MAFP. This meeting can take place during the Michigan Family Medicine Conference & Expo or at another event/location of both parties' choosing. *

Conduct a Product Theater or Session at Conference—Share your knowledge, provide a demonstration, or offer a "hands-on" learning session during Michigan Family Medicine Conference & Expo. Your company representative will work with MAFP's Director of Professional Development & Strategic Initiatives relative to content, format, and timing of your session. *AV equipment not already in the room, special set-ups, food/beverages, and/or any other additional services are the hosting company's responsibility.* *

Host a Special Function—Want to increase face time with attendees at Michigan Family Medicine Conference & Expo? We'll provide a complimentary room for your company to conduct a small function during the Conference. *Function must be approved by MAFP at a time not concurrent with MAFP's main events.* ALTERNATIVE OPTION: If your company prefers to host an event at another venue, we'll help promote the activity, provided it aligns with criteria established by MAFP in support of external functions. *

Author an Article for Michigan Family Physician—Here's your chance to gain visibility and credibility while imparting knowledge and sharing valuable information with over 4,000 readers. Your company representative will work with MAFP's Director of Communications in regard to content, format, timing, and placement of your article. *

Company Profile in Michigan Family Physician—Your company has the starring role in this feature, appearing in one of our quarterly issues. Draft a 350-word profile about your company, focusing on how it serves primary care physicians and/or patients. Or, if you prefer, MAFP can put together your company's profile. Either way, you're the star! Photo or graphic may be included. *

Inclusion of One Item in Conference Attendee Bags—Provide an item to be included in the bags given to all attendees at Conference. Guidelines and deadline for receipt of items to be inserted into the bags will be tendered by MAFP's Director of Professional Development & Strategic Initiatives at least three months prior to the Conference. *

Priority Booth Selection PLUS a BOOTH DISCOUNT at Michigan Family Medicine Expo—You're in the driver's seat by getting advance notice and having first choice on the location of your booth(s). You'll also receive 35% off the exhibit booth rate—saving you even more money! (*Note: Cannot be combined with other discounts.*)

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**\$10,000
INVESTMENT**

Signage Identifies YOU as Part of Our Network—MAFP's **Family Medicine Business Network** logo signage will be placed/added to your Expo booth(s) and at other MAFP or Family Medicine Foundation of Michigan events where your company is hosting a display or sponsoring an activity.

Link to Your Company's Website Via Family Medicine Update—Being available at the click of a mouse is important. That's why a link to your website is embedded in each issue of MAFP's electronic newsletter, emailed to members throughout the year.

Press Releases/Key Resources Posted on News Site—Share important developments about your company or provide valuable resources for physicians/their practices by emailing press releases and information to the MAFP Communications Department. Upon review, MAFP will post items to the **Family Medicine Business Network** online news site for greater visibility and action. *

Access Member-only Sections of MAFP's Website—Be an insider, with access to member-only sections of the MAFP website. A username and password will be established for your company representative.

Use of Logo in Advertising & Promotional Materials—Be proud of your affiliation with the **Family Medicine Business Network**! Upon enrollment, your company will receive a JPG of the logo, which you are encouraged to utilize to show your support of Family Medicine. MAFP can add the Network logo to ads your company places in our publications, by request.

Online Directory and Michigan Family Physician Index—Whether members are online at www.mafp.com or thumbing through our quarterly journal, either in electronic or print form (*we have both!*), your company will be visible as part of **MAFP's Family Medicine Business Network**.

Discounts on Educational Programs & Products—Receive member discount rates when your company's representatives attend MAFP educational events—including our Annual Conference—or when purchasing MAFP products.

Complimentary Subscriptions—Up to five of your company representatives will receive a complimentary subscription to *Michigan Family Physician* as well as access to our electronic newsletter, *Family Medicine Update*.

Discount on Conference Program Booklet Ads—Save 35% on ads placed in the program booklet distributed at the Annual Michigan Family Medicine Conference & Expo. *

Invite to Member Mixer—You're invited to attend a local MAFP Member Mixer, where up to two of your representatives will have face time with a local group of MAFP members in a casual, intimate atmosphere.

Discounted Rate on Sponsorship of a Local Member Mixer—Your representative(s) will be recognized as sponsor for the activity (at a 35% discount!) and have the option to speak briefly during the festivities. *

*Subject to approval by MAFP.



PRESIDENT'S SOCIETY

One-on-one Meeting with Leadership—Take advantage of this exclusive opportunity for a representative from your company to meet and enjoy a meal with (*depending on availability*) either the President of Michigan Academy of Family Physicians or the President of Family Medicine Foundation of Michigan. This meeting can take place during the Michigan Family Medicine Conference & Expo or at another event/ location of both parties' choosing. *

Conduct a Product Theater or Session at Conference OR Author an article for *Michigan Family Physician*—Select one of the following options to garner more visibility: (1) Share your knowledge, provide a demonstration, or offer a "hands on" learning session during Michigan Family Medicine Conference & Expo. Your company representative will work with MAFP's Director of Professional Development & Strategic Initiatives relative to content, format, and timing of your session. *AV equipment not already in the room, special set-ups, food/beverages and/or any other additional services are the hosting company's responsibility;* or (2) Gain credibility while imparting knowledge and sharing valuable information with over 4,000 readers of *Michigan Family Physician*. Your company representative will work with MAFP's Director of Communications in regard to content, format, timing and placement of your feature article. *

Company Profile in *Michigan Family Physician*—Your company has the starring role in this feature, appearing in one of our quarterly issues. Draft a 350-word profile about your company, focusing on how it serves primary care physicians and/or patients. Or, if you prefer, MAFP can put together your company's profile. Either way, you're the star! Photo or graphic may be included. *

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Signage Identifies YOU as Part of Our Network—MAFP's Family Medicine Business Network logo signage will be placed/added to your Expo booth(s) and at other MAFP or Family Medicine Foundation of Michigan events where your company is hosting a display or sponsoring an activity.

Link to Your Company's Website Via *Family Medicine Update*—Being available at the click of a mouse is important. That's why a link to your website is embedded in each issue of MAFP's electronic newsletter, emailed to members throughout the year.

Press Releases/Key Resources Posted on News Site—Share important developments about your company or provide valuable resources for physicians/their practices by emailing press releases and information to the MAFP Communications Department. Upon review, MAFP will post items to the **Family Medicine Business Network** online news site for greater visibility and action. *

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\$5,000
INVESTMENT

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Online Directory and *Michigan Family Physician* Index—Whether members are online at www.mafp.com or thumbing through our quarterly journal, either in electronic or print form (*we have both!*), your company will be visible as part of **MAFP's Family Medicine Business Network**.

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Discount on Conference Program Booklet Ads—Save 25% on ads placed in the program booklet distributed at the Annual Michigan Family Medicine Conference & Expo. *

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**Subject to approval by MAFP.*



AFFILIATE

Save \$\$\$ at the Michigan Family Medicine Expo— Receive 15% off the exhibit booth rate. (*Note: Cannot be combined with other discounts.*)

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Discounts on Educational Programs & Products—Receive member discount rates when your company's representatives attend MAFP educational events—including our Annual Conference—or when purchasing MAFP products.

Complimentary Subscription—Your company representative will receive a complimentary subscription to *Michigan Family Physician* as well as access to our electronic newsletter, *Family Medicine Update*.

Discount on Conference Program Booklet Ads—Save 15% on ads placed in the program booklet distributed at the Annual Michigan Family Medicine Conference & Expo. *

Discounted Rate on Sponsorship of a Local Member Mixer—Your representative(s) will be recognized as sponsor for the activity (at a 15% discount!) and have the option to speak briefly during the festivities. *



\$2,000
INVESTMENT

**Subject to approval by MAFP.*



QUESTIONS and ANSWERS

Can't our company purchase a few benefits rather than invest at one of the levels?

Of course, it is possible to advertise or exhibit with Michigan Academy of Family Physicians and/or the Family Medicine Foundation of Michigan. For some businesses and organizations, this will remain the best option. However, dollar for dollar, the Family Medicine Business Network was created to offer your company greater value by bundling marketing, advertising, and promotional opportunities into convenient, comprehensive packages that take the guesswork out of creating awareness and touch points with the primary care market, specifically Michigan's Family Physicians, throughout the year.

Can we just join as part of a trial for a couple months rather than come on board for a year?

Building productive relationships takes time. Numerous resources are also required to create the framework necessary to connect businesses with our physician market. Most of the benefits, as outlined on pages 5-10, unfold over the course of a 12-month cycle (e.g., Annual Michigan Family Medicine Conference & Expo, quarterly journals, etc.), so a shorter participation term would have little impact or value.

Our company is short-staffed right now. Can we hold off and join later?

Absolutely—however, you may want to consider how being part of MAFP's Family Medicine Business Network now can actually help lighten your load, multiplying your efforts through one convenient multi-faceted marketing approach rather than numerous piecemeal decisions over time. Signing up now can result in greater visibility in the short-term while building the foundation for more business in the long-run.

Are there any long-term obligations?

Although the Network is designed to create and nourish win-win relationships over the long haul for MAFP members, their patients, and the companies that serve physicians and invest in the primary care market, companies decide on an annual basis whether they wish to continue their participation and at what level.

What is the purpose of becoming part of MAFP's Family Medicine Business Network if our firm has a long-standing sponsorship already in place that we wish to continue?

While sponsorship and underwriting of certain activities, such as those offered through educational grants, are the lifeblood of non-profit organizations—and ours is no exception—these funds are typically restricted, directed to specific functions with defined expectations and outcomes. The development of our new business network is designed to augment other funding that our non-profit receives, providing supplemental ongoing recognition of a company beyond that which is obtained through a single sponsorship or activity.



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