

**SCALE+**  
community

**SCALE+**  
healthcare

# SPONSORSHIP OPPORTUNITIES WITH SCALE







# GET TO KNOW US

## SCALE+ healthcare

SCALE Healthcare is built on the foundation of a singular focus – elevating management performance across healthcare services through innovation and technology. We are dedicated to partnering with management teams, clinical leaders, payors, regulators, and investors across every city and state, and across every clinical specialty, as they in turn endeavor to build great healthcare services companies.

## SCALE+ community

SCALE Community fully recognizes that today's increasingly coordinated healthcare services industry requires an equally diverse representative of leaders/stakeholders. SCALE Community aims to become the country's first modern healthcare network for physician leaders, MSO management, health-system management, payor management, academics, plus institutional investors.

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# SCALE COMMUNITY OVERVIEW





# SCALE COMMUNITY PROGRAMS







# IMPACT BY THE NUMBERS

Category	Impact
Total Community Members	<b>1,200+ healthcare executives</b> across providers, investors, and advisors nationwide
CEO Members	<b>500+ active CEO participants</b> engaging through SCALE programs and events (online + in-person)
Masters Gold Club	<b>30+ leading MSOs</b> with \$100M+ revenue represented in our exclusive Gold Club network
Events Nationwide	<b>15+ yearly in-person events hosted across 20+ states</b> , from summits to strategy roundtables
Annual Conference	<b>220+ healthcare leaders</b> attending SCALE Healthcare Leadership Conference
Podcast Reach	<b>20,000+ downloads and counting</b> for the Analyzing Healthcare Podcast



# AUDIENCE **SNAPSHOT**

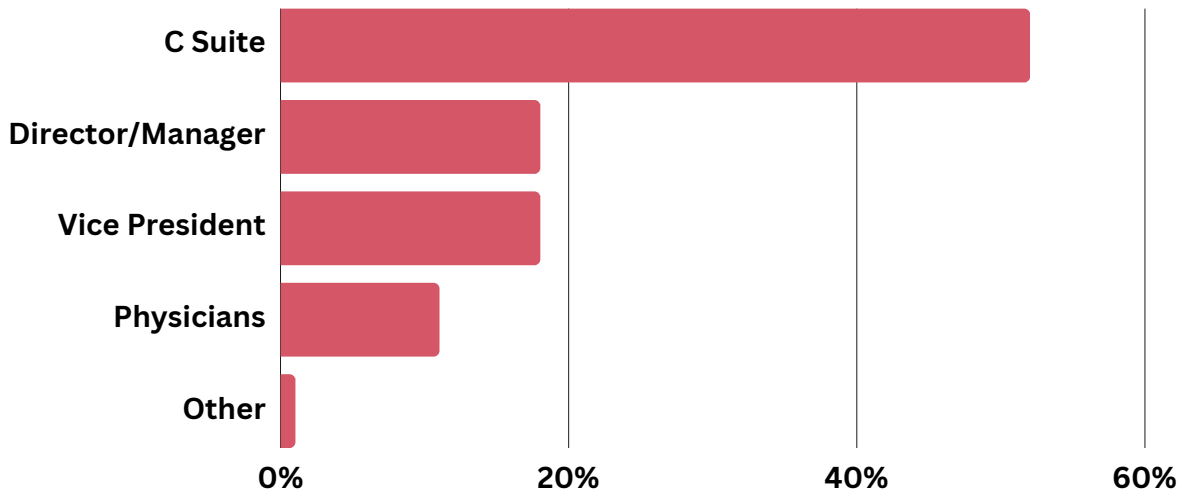
SCALE Community's audience consists of many of the leading healthcare services management teams, institutional investors, and physician members across America. These business professionals consist of senior executive leadership and clinical leadership across multiple healthcare specialties.



**100,000+**  
**ACTIVE SCALE**  
**NETWORK AUDIENCE**

**1,200+**  
**SCALE COMMUNITY**  
**MEMBERS**  
**TOP SPECIALTIES INCLUDE:**

**ANNUAL**  
**MEMBERS**  
**TOP JOB**  
**FUNCTION:**



- Dental
- Primary Care
- Anesthesiology
- Private Equity
- Behavioral Health
- Cardiology
- Pediatrics
- Gastroenterology
- Hospital Systems
- Dermatology
- Hematology
- Orthopedic
- Women's Health
- OB/GYN
- Ophthalmology
- Radiology





# EXAMPLES OF COMPANIES OUR MEMBERS LEAD:

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# TRUSTED BY INDUSTRY LEADERS

Top companies — from healthcare leaders to firms serving the healthcare industry — have already chosen to sponsor SCALE Community programs. Join a trusted network of premier organizations that recognize the value of engaging with the nation’s most influential MSO and healthcare executives.









# HOW YOU CAN REACH YOUR IDEAL AUDIENCE

**Our audience engages with SCALE Community/ SCALE Healthcare through multiple media channels. To help you connect with this captive audience, SCALE Community integrates your messaging across multiple channels and continuously incorporates brand awareness with your product messaging. This proven method helps stimulate lead generation over time.**

And for even more impact, SCALE Community can push carefully orchestrated thought leadership content like downloadable white papers and guest podcast invites to further boost customer engagement. Our comprehensive list of multi-channel integrated options offers many ways to connect with prospective buyers. Additionally, working with SCALE Community opens the door to endless networking opportunities, giving you the resources to identify new customer opportunities and increase your chances of business success.



**15,000+**  
SOCIAL MEDIA FOLLOWERS



**15,000+**  
MONTHLY WEBSITE VISITORS  
COMBINED ACROSS OUR SITES



**5,000+**  
NEWSLETTER SUBSCRIBERS



**1,000+**  
COMMUNITY SUBSCRIBERS





# COMMUNITY SPONSORSHIP OFFERINGS







# Advancing Healthcare

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SCALE's 2024  
Year in Review

## ANNUAL MAGAZINE AD

At the end of every year, SCALE Community releases a annual e-magazine on [scale-community.com](https://scale-community.com) highlighting the lessons learned throughout the year in the healthcare landscape.

This digital magazine ad features a full page dedicated to your organization as a sponsor of the publication.

**PRICING \$2,000**



# CEO/CFO MARKET SURVEYS

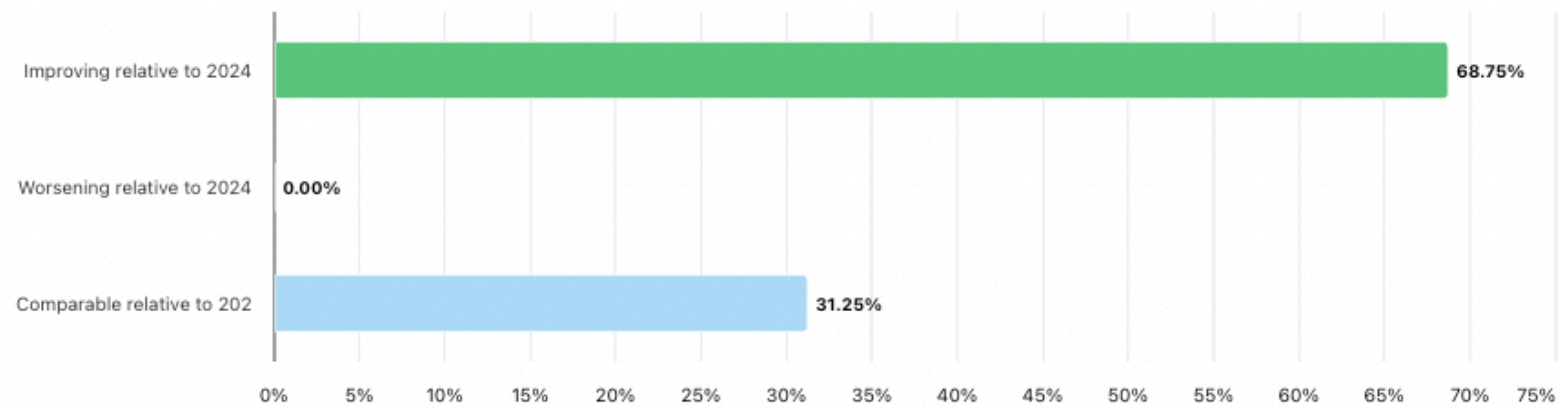
With over 30 healthcare CEOs already participating—and counting—these results are ongoing and will continue to evolve as we survey more industry leaders. The data comes directly from CEOs of national MSOs who join SCALE’s Monthly CEO Roundtable events, held throughout the year in cities across America.

Your sponsorship provides comprehensive brand exposure and engagement opportunities throughout the SCALE CEO & CFO Survey program, including:

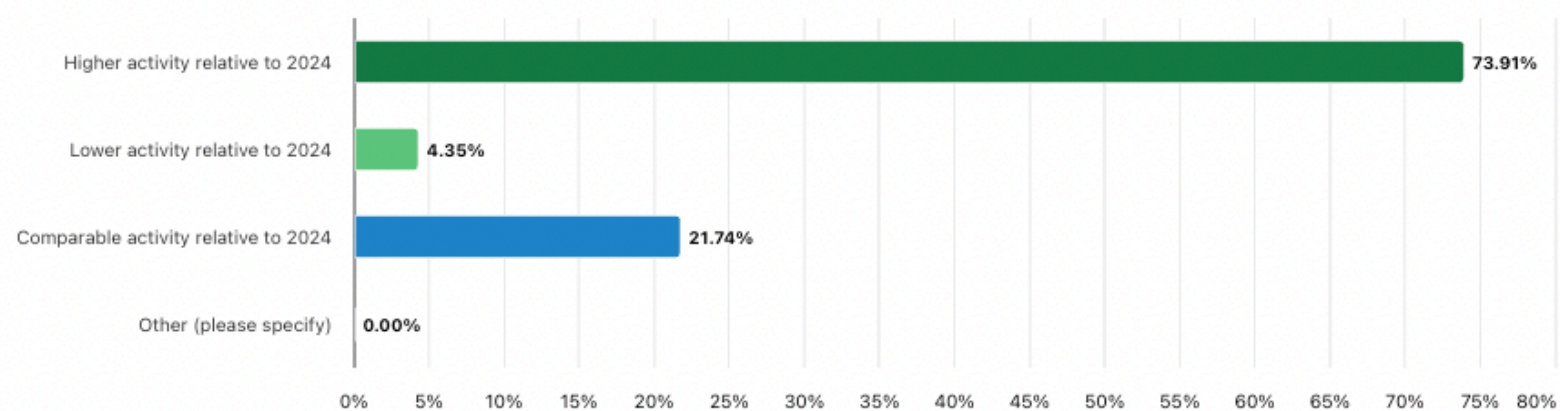
- Branding Visibility: Logo placement and recognition on all survey-related communications, reports, and promotional materials.

## PRICING \$5,000

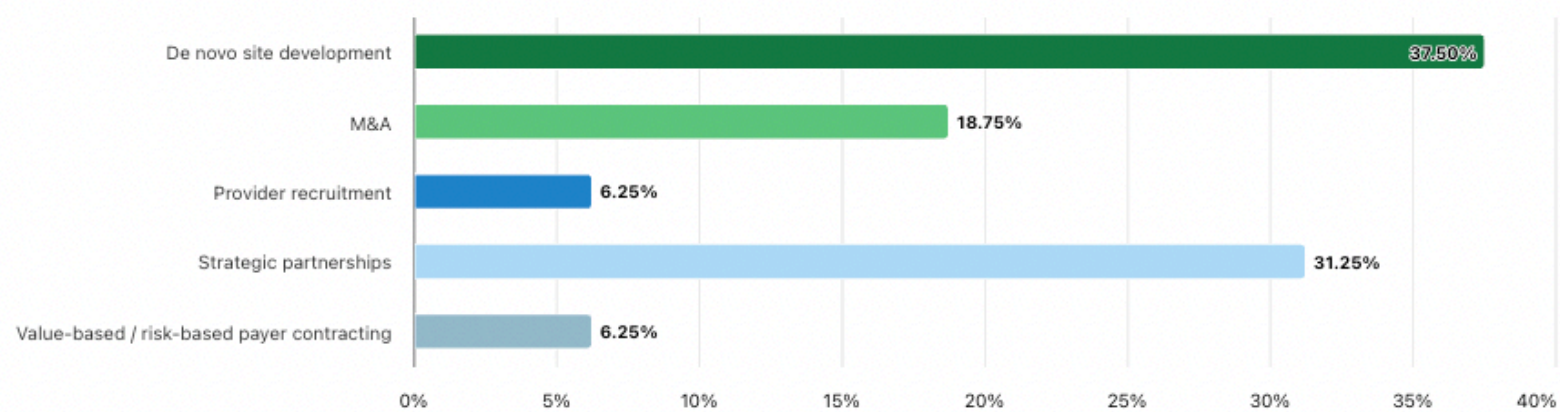
### Market Outlook: How would you describe your Company’s outlook for 2025?



### Market Outlook: What are your expectations for M&A volume in your specialty market for 2025?



### Growth & Investment: Which growth opportunity are you most excited about for your Company over the next 12-24 months?





# SCALE GLOBAL AMBASSADORS

The SCALE Global Ambassadors represent an exclusive advisory board comprised of industry-leading organizations that share our commitment to shaping the future of healthcare.

- **Strategic Influence:** Play a direct role in shaping event agendas, themes, and content to align with your company's strategic goals and thought leadership initiatives.
- **Brand Visibility & Recognition:** Prominent branding at SCALE events, acknowledgment in all relevant marketing materials, dedicated Ambassador spotlights, and recognition on our platforms and publications.
- **Thought Leadership:** Opportunities for key representatives from your company to speak, moderate, and participate in high-impact discussions, panels, and roundtables at SCALE-hosted events.

## PRICING: CONTACT US







# PODCAST: ANALYZING HEALTHCARE



# ANALYZING HEALTHCARE

with Roy Bejarano & Jason Schiffman



**SCALE+**  
community

## PODCAST OVERVIEW

Analyzing Healthcare delivers expert insights, real-world case studies, and bold ideas shaping the future of U.S. and global health systems. Hosted by Roy Bejarano and Jason Schiffman of SCALE Healthcare & SCALE Community, each episode explores critical healthcare topics including:

- **Medical innovation & AI**
- **Value-based care & provider ops**
- **Health policy & payor strategy**
- **Leadership, investment, and M&A**

Whether you're a provider, investor, operator, or simply healthcare-curious—this podcast keeps you informed, inspired, and ahead of the curve.



# PREVIOUS GUESTS



## Mark Cuban

- Entrepreneur & Former Owner of the Dallas Mavericks
- Founder of Cost Plus Drugs, disrupting the pharmaceutical supply chain to lower drug prices through transparency.



## Elizabeth Fowler

- Director of the CMS Innovation Center (CMMI)
- Key architect of the Affordable Care Act and a leading voice in advancing value-based healthcare models.



## Richard Burr

- Former U.S. Senator and Chair of the Senate Health Committee;
- Instrumental in shaping national healthcare policy and pandemic preparedness legislation.



## Barbara Wachsman

- Former Director of Strategy and Health Benefits for The Walt Disney Company
- Nationally recognized for driving innovation in employer-sponsored healthcare.



## Dr. David Katz

- Founding Director of the Yale-Griffin Prevention Research Center and internationally recognized expert in lifestyle medicine, nutrition, and preventive healthcare.



## Dr. Meena Seshamani

- Former Director of Medicare at CMS
- Physician, health economist, and leader in implementing the Inflation Reduction Act and driving equitable access in Medicare.



# PODCAST PERFORMANCE & AUDIENCE SNAPSHOT

## Audience Reach & Engagement

**60,000+**

All-Time Plays Across All  
Platforms

**8,000+**

Plays Per Month

**600+**

Unique Listeners Per Month

## Growth & Momentum Metrics

**Top 5%**

of All U.S Podcasts  
*based on # of downloads in first 7  
days*

**Top 10**

in Healthcare Related  
Searches Across Spotify

**40+**

New Subscribers per Month





# PODCAST SPONSORSHIP PACKAGES

Position your brand at the forefront of healthcare innovation by sponsoring the Analyzing Healthcare podcast—featuring exclusive insights from industry leaders, policymakers, and healthcare visionaries.

## ADVOCATE

INVESTMENT: BY INVITATION ONLY

- Guest interview featured on the Analyzing Healthcare podcast
- Episode shared via SCALE's LinkedIn newsletter and business page
- Name and company included in show notes
- Link to company website in episode description
- Ideal for leaders and experts looking to share their perspective without a formal brand promotion package.

## EXECUTIVE SPONSOR

INVESTMENT: \$1,500 PER EPISODE

- **Highlighted Sponsor Mentions:** Recognition at the episode's open and close with a 30-second branded message.
- **Brand Visibility:** Logo featured in episode graphics, show notes, and on the SCALE website.
- **LinkedIn Business Page Integration:** One LinkedIn post tagging your company, sharing your expertise and highlighting your support.
- **LinkedIn Newsletter Integration:** Inclusion in 1 LinkedIn newsletter sharing the episode and curated content via SCALE's LinkedIn newsletter

## STRATEGIC PARTNER

INVESTMENT: \$3,000 PER EPISODE

- **Guest Interview:** Feature a preferred company representative as a guest on the Analyzing Healthcare podcast.
- **Exclusive Sponsorship:** Be the sole sponsor of the episode with prominent brand mentions at the beginning, midpoint, and end.
- **Collaborative Episode Planning:** Partner with the SCALE team to craft a tailored interview that aligns your brand's business goals with the interests of our audience.
- **Customized Segment:** Include a 2–3 minute branded segment to share your company's story, highlight a case study, or promote a product or service.
- **Premium Brand Placement:** Enjoy top-tier logo visibility in episode graphics, show notes, the SCALE website, LinkedIn newsletter, and dedicated social media posts.
- **LinkedIn Business Page Integration:** Receive three LinkedIn posts featuring your brand's leadership and innovation in the healthcare space.
- **LinkedIn Newsletter Features:** Be highlighted in two issues of SCALE's LinkedIn newsletter featuring the episode and curated content.





# ANNUAL LEADERSHIP CONFERENCE





# CONFERENCE SPONSOR PACKAGES

- Our conference attracts a high-profile audience of 200+ key decision-makers, thought leaders, and influencers from across the healthcare sector—offering your brand unmatched visibility and premium networking opportunities.
- [Download the full detailed brochure by clicking here](#)

## Silver Level \$4,500

Complimentary SCALE Healthcare Leadership Conference ticket	1
Logo inclusion in all conference promotional communications	✓
Logo included on conference step and repeat onsite	✓
Advertisement in conference program	1/4 Page
Conference Attendee list access	✓

## Gold Level \$12,500

Complimentary SCALE Healthcare Leadership Conference tickets	2
Sponsor a Workshop Session	✓
Logo inclusion in all conference promotional communications	✓
Logo included on conference step and repeat onsite	✓
Advertisement in conference program	1/2 Page
Item inclusion in conference gift bag	✓
Conference Attendee list access	✓

## Platinum Level \$15,000

Conference workshop session speaking slot (of SCALE's choosing dependent on the agenda)	1
6ft table sponsorship activation in conference lounge area	1
Complimentary SCALE Healthcare Leadership Conference tickets	3
Logo inclusion in all conference promotional communications	✓
Logo included on conference step and repeat onsite	✓
Advertisement in conference program	Full Page
Item inclusion in conference gift bag	✓
Conference Attendee list access	✓

## Diamond Level \$30,000\*

Complimentary SCALE Healthcare Leadership Conference tickets	5
Main Stage Conference Panel speaking slot (of SCALE's choosing dependent on the agenda)	✓
Sponsorship of the SCALE Healthcare Welcome Reception the night prior to the conference	✓
Availability to coordinate a separate sponsor event in conjunction with our events	✓
Logo inclusion in all conference promotional communications of VIP welcome reception	✓
Welcome Reception Attendee list access	✓
6ft table sponsorship activation in conference lounge area	1
Logo inclusion in all conference promotional communications	✓
Logo included on conference step and repeat onsite	✓
Advertisement in conference program	Full Page
Item inclusion in conference gift bag	✓
Conference Attendee list access	✓

\*Limited to one party per industry or clinical specialty





**SCALE COMMUNITY**  
MEMBERS RECEIVE  
DISCOUNTS ON LISTED  
RATES  
**JOIN NOW**



# CONTACT US

## YOUR ACCOUNT MANAGEMENT TEAM

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