

SCALE+
community

SCALE+
healthcare

SPONSORSHIP OPPORTUNITIES WITH SCALE

2026



GET TO KNOW US



SCALE +
healthcare

SCALE +
community

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 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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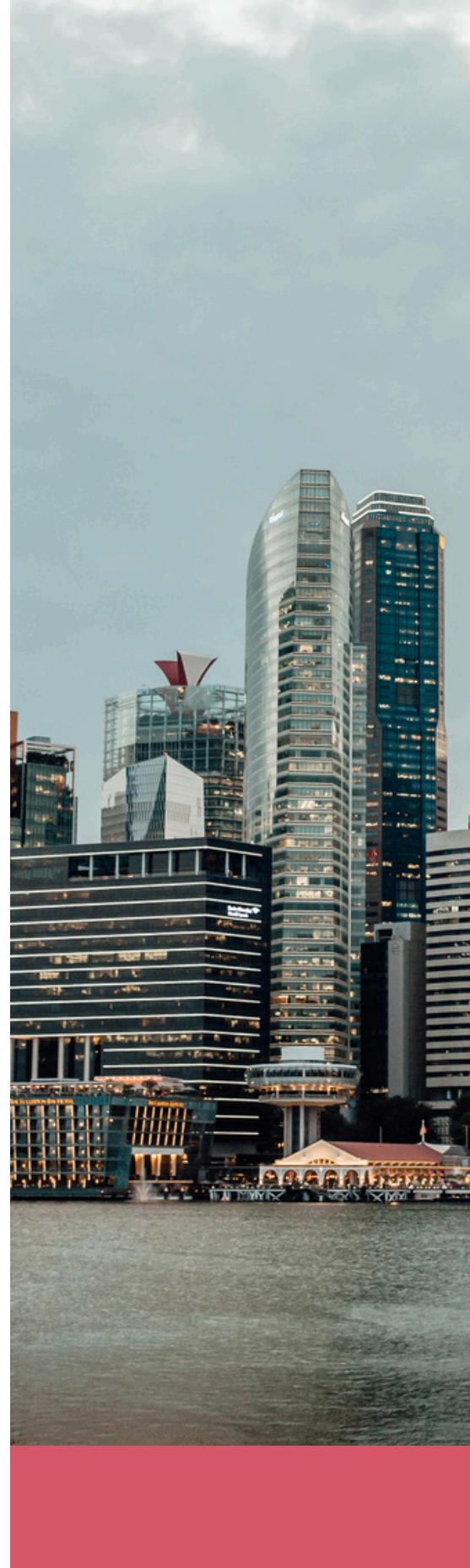
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SCALE COMMUNITY OVERVIEW



SCALE COMMUNITY PROGRAMS





IMPACT BY THE NUMBERS

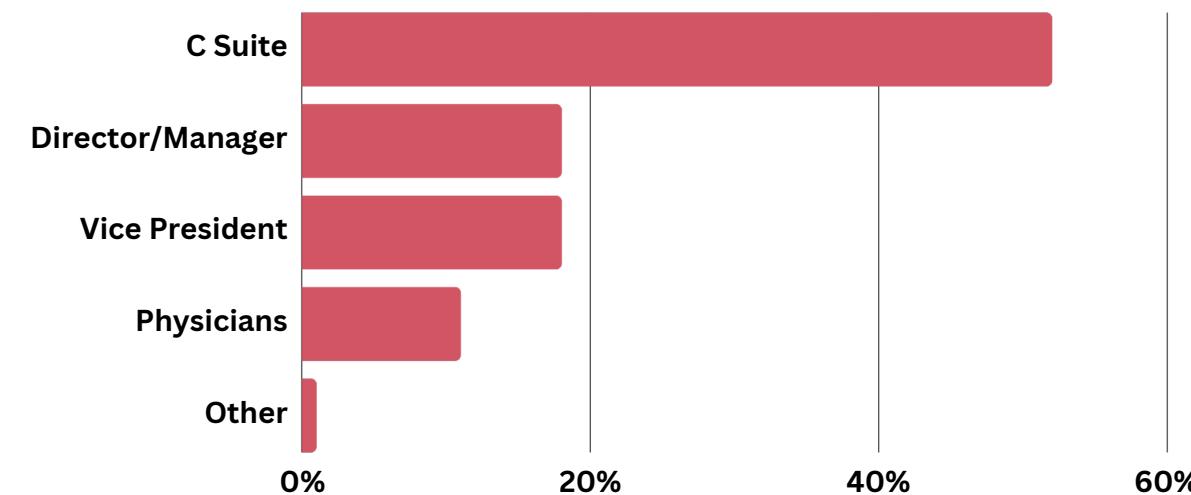
| Category | Impact |
|-------------------------|---|
| Total Community Members | 1,200+ healthcare executives across providers, investors, and advisors nationwide |
| CEO Members | 500+ active CEO participants engaging through SCALE programs and events (online + in-person) |
| Masters Gold Club | 30+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



ANNUAL MEMBERS TOP JOB FUNCTION:



100,000+
ACTIVE SCALE
NETWORK AUDIENCE

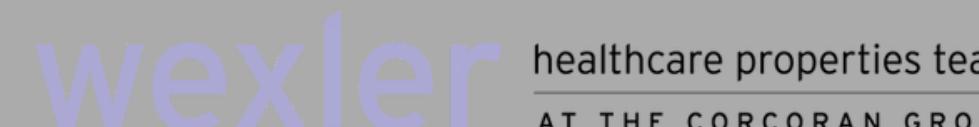
1,200+
SCALE COMMUNITY
MEMBERS

TOP SPECIALTIES INCLUDE:

- 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:



& more

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.

J.P. Morgan

BASS
BERRY +
SIMS

ORACLE

Clearwater
Healthcare – Secure, Compliant, Resilient

ACADIA

B | RILEY *Securities*

CUSHMAN &
WAKEFIELD®

RIVKIN RADLER
ATTORNEYS AT LAW

Holland & Knight

HR for Health

MEDICUS IT

NIXON
PEABODY

ExensisHR™

LOCKTON®

aesto
HEALTH

tandym

techmate

SAX
Accounting
Tax | Advisory

Sheppard
Mullin



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



5,000+
NEWSLETTER SUBSCRIBERS



15,000+
MONTHLY WEBSITE VISITORS
COMBINED ACROSS OUR SITES



1,000+
COMMUNITY SUBSCRIBERS

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COMMUNITY SPONSORSHIP OFFERINGS





Advancing Healthcare

SCALE's 2024
Year in Review

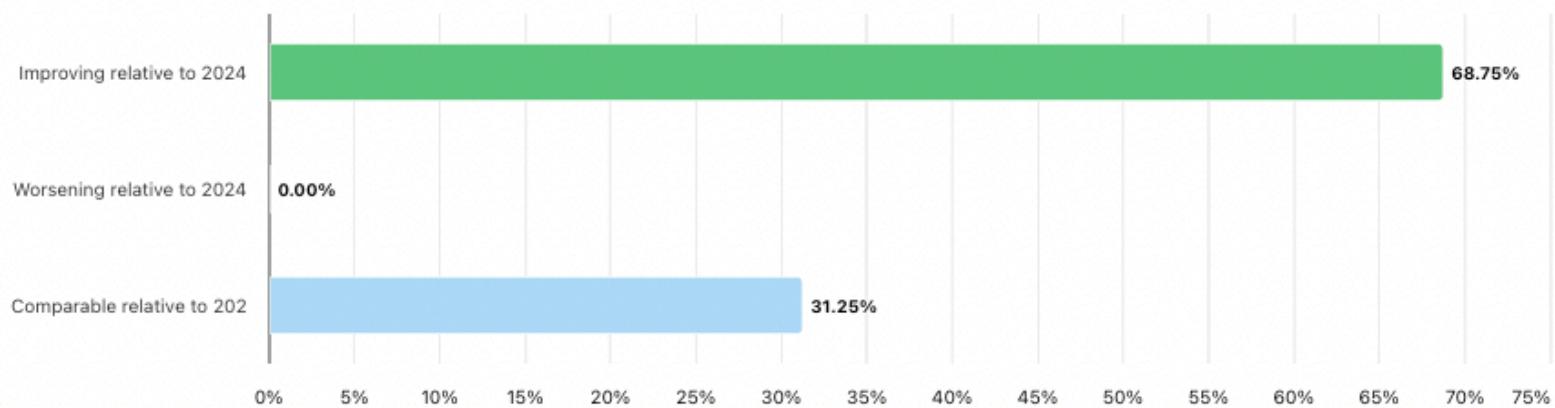
ANNUAL MAGAZINE AD

At the end of every year, SCALE Community releases a annual e-magazine on scale-community.com highlighting the lessons learned throughout the year in the healthcare landscape.

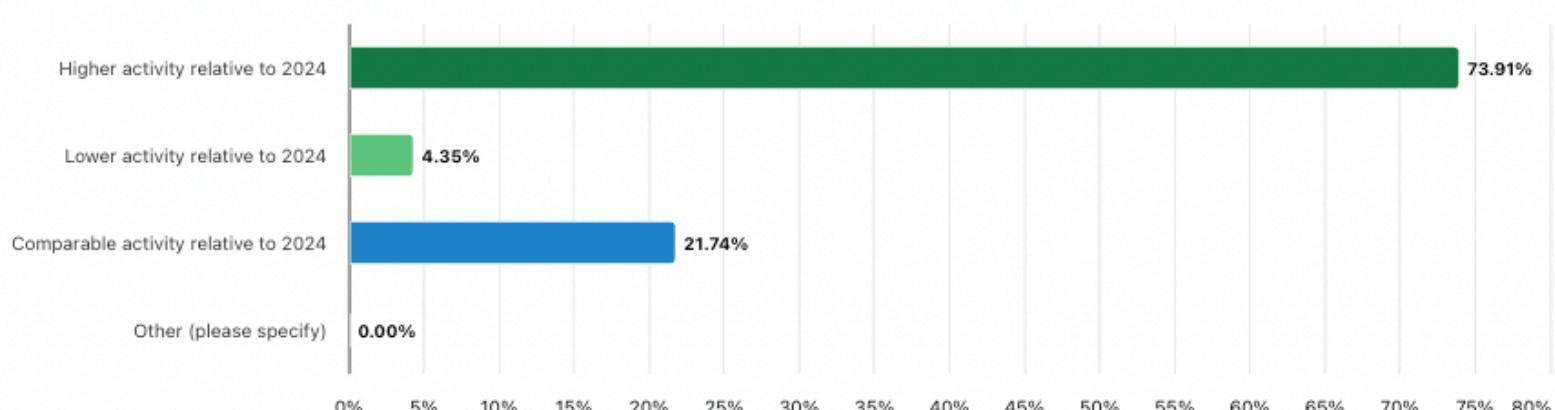
This digital magazine ad features a full page dedicated to your organization as a sponsor of the publication.

PRICING \$2,000

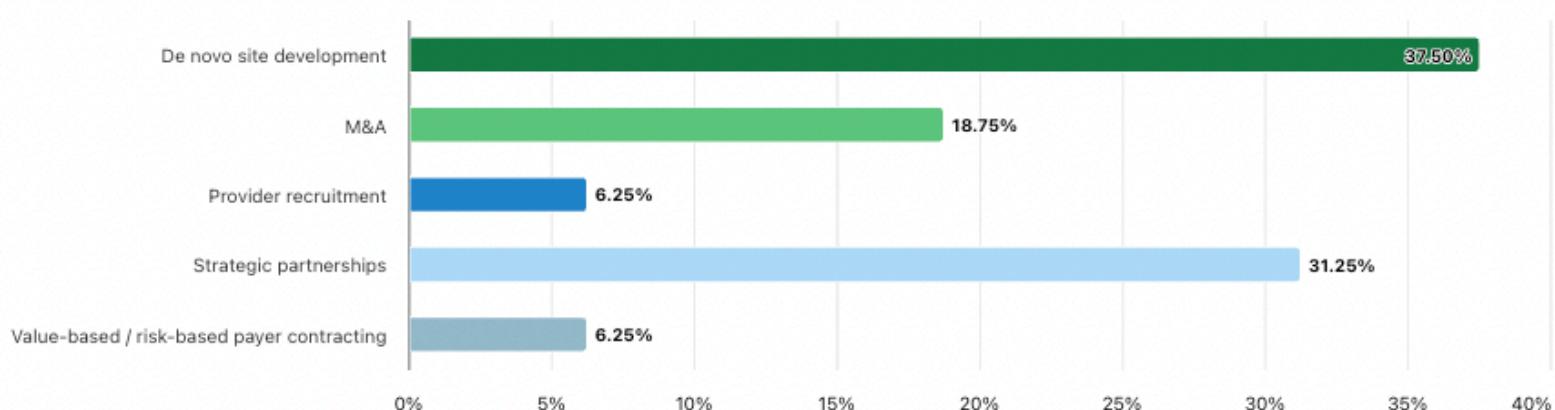
Market Outlook: How would you describe your Company's outlook for 2025?



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?



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

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



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PODCAST: ANALYZING HEALTHCARE



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 Schifman 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

100K+

All-Time Plays Across All Platforms

15K+

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.

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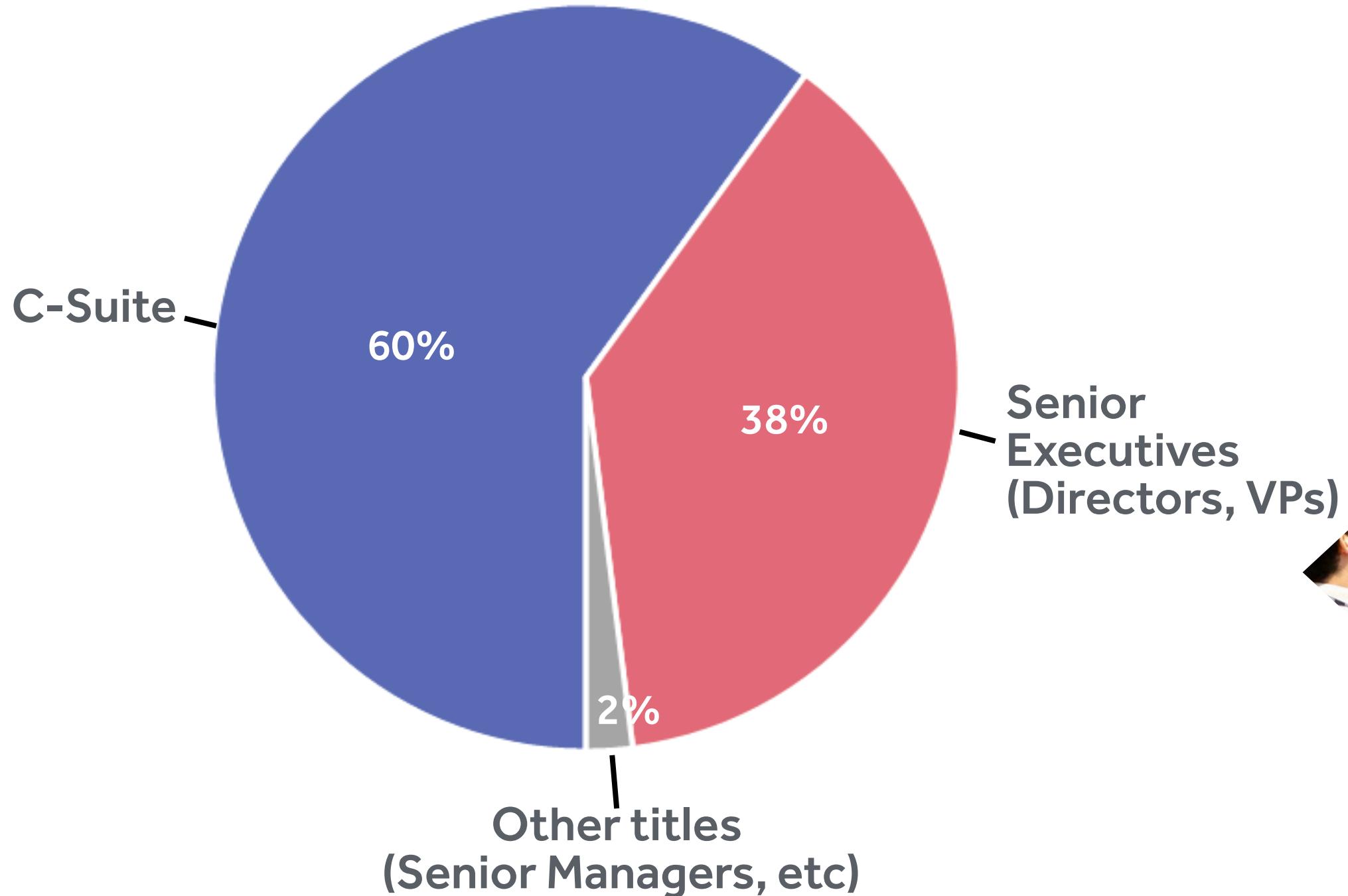
SCALE HEALTHCARE LEADERSHIP SUMMIT



SCALE L
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SCALE SUMMIT ATTENDEE BREAKDOWN

200+ Total Attendees



SUMMIT SPONSOR PACKAGES

- Our summit 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.

| Silver Level \$12,500 (5 Spots) | | Diamond Level \$75,000 (1 Spot) | |
|--|---|--|----|
| Complimentary SCALE Healthcare Leadership Summit ticket | 1 | Complimentary SCALE Healthcare Leadership Summit tickets | 10 |
| Logo inclusion in all Summit promotional communications | | Main Stage Panel Speaking Slot at the Summit (of SCALE's choosing) | |
| Advertisement in Summit Program 1/4 Page | | 6ft Table Sponsorship Activation in Summit Lounge Area | |
| Summit Attendee List Access | | Sponsor's Video to play throughout the Summit Day | |
| Gold Level \$20,000 (4 Spots) | | Platinum Level \$50,000 (2 Spots) | |
| Complimentary SCALE Healthcare Leadership Summit tickets | 2 | Complimentary SCALE Healthcare Leadership Summit tickets | 5 |
| Access to the VIP CEO lounge room | | 6ft Table Sponsorship Activation in Summit Lounge Area | |
| Logo Inclusion in all Summit Promotional Communications | | Sponsor's Video to play at the Summit | |
| Advertisement in Summit Program 1/2 Page | | Access to Private Meeting Room on the Summit Day | |
| Item Inclusion in Summit gift bag | | Designated Lunch Table | |
| Summit Attendee List Access | | Designated Room throughout the Summit Day | |
| Sapphire Level \$35,000 (3 Spots) | | Diamond Level \$75,000 (1 Spot) | |
| Complimentary SCALE Healthcare Leadership Summit tickets | 3 | Complimentary SCALE Healthcare Leadership Summit tickets | 10 |
| 6ft Table Sponsorship Activation in Summit Lounge Area | | Main Stage Panel Speaking Slot at the Summit (of SCALE's choosing) | |
| Designated Lunch Table | | 6ft Table Sponsorship Activation in Summit Lounge Area | |
| Access to the VIP CEO lounge room | | Sponsor's Video to play throughout the Summit Day | |
| Logo Inclusion in all Summit Promotional Communications | | Designated Room throughout the Summit Day | |
| Advertisement in Summit Program Full Page | | Designated Lunch Table | |
| Item Inclusion in Summit Gift Bag | | Access to the VIP CEO lounge room | |
| Summit Attendee List Access | | Logo Inclusion in all Summit Promotional Communications | |
| Diamond Level \$75,000 (1 Spot) | | Diamond Level \$75,000 (1 Spot) | |
| Complimentary SCALE Healthcare Leadership Summit tickets | | Complimentary SCALE Healthcare Leadership Summit tickets | 10 |
| Main Stage Panel Speaking Slot at the Summit (of SCALE's choosing) | | Main Stage Panel Speaking Slot at the Summit (of SCALE's choosing) | |
| 6ft Table Sponsorship Activation in Summit Lounge Area | | 6ft Table Sponsorship Activation in Summit Lounge Area | |
| Sponsor's Video to play throughout the Summit Day | | Sponsor's Video to play throughout the Summit Day | |
| Designated Room throughout the Summit Day | | Designated Room throughout the Summit Day | |
| Designated Lunch Table | | Designated Lunch Table | |
| Access to the VIP CEO lounge room | | Access to the VIP CEO lounge room | |
| Logo Inclusion in all Summit Promotional Communications | | Logo Inclusion in all Summit Promotional Communications | |
| Advertisement in Summit Program Full Page | | Advertisement in Summit Program Full Page | |
| Item inclusion in Summit Gift Bag | | Item inclusion in Summit Gift Bag | |
| Summit & Welcome Reception Attendee List Access | | Summit & Welcome Reception Attendee List Access | |



SCALE COMMUNITY
MEMBERS RECEIVE
DISCOUNTS ON LISTED
RATES
JOIN NOW



CONTACT US

YOUR ACCOUNT MANAGEMENT TEAM

Roy Bejarano

CEO & Co-founder

roy@scale-healthcare.com

RAUF ALI

Vice President, SCALE Community

rali@scale-healthcare.com