

New Hampshire  
**MEDICAL SOCIETY**  
ADVOCATING FOR PHYSICIANS

HOME MEMBERSHIP POLICY & ADVOCACY RESOURCES EDUCATION/CME NEWS SPECIAL



**Website**

**POLICY & ADVOCACY**  
*With one voice, the power of many.*

Welcome

Welcome to the New Hampshire Medical Society  
At the New Hampshire Medical Society we are dedicated to representing the medical profession as a

New Hampshire  
**MEDICAL SOCIETY**  
ADVOCATING FOR PHYSICIANS & PUBLIC HEALTH SINCE 1791

Physicians' Bi-Monthly December 2017

**NHMS Welcomes 186<sup>th</sup> President**



**Newsletter**

It is a great honor to be here as your newly elected president of the New Hampshire Medical Society. I begin with much humility and responsibility for the year ahead and competence, as have so many before me.

I want to begin by thanking our immediate past president Deb Harrigan for the truly excellent job she has done. Deb has been a competent and tireless leader, always supporting our Society when called upon. What a great model she has been for this job. Thanks so much Deb.

*NHMS Inauguration, November 4, 2017*  
By Leonard Korn, MD  
2017-2018 NHMS president

186th NHMS President, cont. on page 2

**New Hampshire Pregnancy Risk Assessment Monitoring System (PRAMS) Data Highlight Changes Since the Implementation of the Affordable Care Act (ACA)**

the experience of New Hampshire women just before, during, and just after pregnancy. Now spanning the 2013 through 2015 birth years, PRAMS data on insurance coverage highlight the decrease in uninsured rates since the implementation of the Affordable Care Act (ACA). Most notably, there is a significant decrease

PRAMS Use, cont. on page 8


**Thank You to Our Sponsors and Exhibitors at the 2017 NHMS Annual Meeting**

Meet *YOUR* future customers through the

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[Population Health Podcast](#) [NH Rx Card](#) [Mental Health](#) [Opioid Resources](#)


**ENews**

NEW ENGLAND EMPLOYEE BENEFITS COMPANY

New England Employee Benefits Company (NEEBCo) is a leading employee benefits and insurance firm that combines advanced technology and responsive, personalized service to provide tailored market analysis and custom funding solutions for employers and employees. I earn more on the [NHMS Corporate Affiliate page](#)

**EVP Weekly Review**

Your Medical Society members and staff have been very active over the dog days of summer helping shape the implementation of new laws and rulemakings for the state's Rx prior authorization single form, opioid prescribing, MAT services training, and the workers compensation managed care program. For more information on these issues, please contact [Janet Monahan](#) or me.




**Events**

# NHMS Physicians' Bimonthly

This full-color newsletter hits approximately 2200 mailboxes, six times a year.

2018 Advertising Rates*	
Size: width x length	Rate per insertion
2.25 x 4.5	\$250
2.25 x 10	\$300
4.5 x 4.5	\$400
4.5 x 10	\$550
7.5 x 4.75 (half)	\$550
3.625 x 9.75 (half)	\$550
7 x 10 (full page)	\$850
<b>Format: pdf or jpg</b>	



- The *NHMS Physicians' Bimonthly* is published six times a year and features articles from our leadership, members and affiliates.
- All advertising rates include placement in the print edition, which is posted to the NHMS website in pdf form with a one-issue delay.
- Page format is 8 1/2 x 11" final (17" spread)
- Advertisers and contributors will receive a copy of the newsletter.
- The copy deadline for both ads and articles is the tenth of the month prior to the issue, e.g., Feb. 10 for the March/April issue.
- All corporate affiliate memberships and advertising submissions are subject to approval by the NHMS Council.
- Ads should be submitted as high resolution pdf or jpg files to Mary West: [mary.west@nhms.org](mailto:mary.west@nhms.org).

# NHMS Pulse

Weekly newsletter for NHMS members



# NHMS Website



2018 Weekly Pulse Ad Sizes & Rates*	
250 x 250 panel or content ad	\$150/mo (4 x)
	\$1500/yr (44 x)
JPG, PNG or GIF, no larger than 150kb, with link to your website or online content	

2018 Website Ad Sizes & Rates*	
728 x 90 banner ad	\$500/mo
250 x 250 panel or content ad	\$300/mo
JPG, PNG or GIF, no larger than 150kb, with link to your website or online content	

# NHMS Event Participation

NHMS sponsors several continuing medical education (CME) programs throughout the year on a wide variety of topics. The NHMS Annual Scientific Conference is a weekend-long event, held in early November, with CME courses, entertainment, and the President's inauguration.



2018 Event Sponsorship & Exhibitor Rates*	
Annual Meeting	Sponsorships \$500-\$10,000 Exhibit Table \$750
1/2 day CME events	Sponsorships <i>variable</i> Exhibit Table \$500
Non-CME events	Sponsorships <i>variable</i> Exhibit Table \$500

# \*2018 Corporate Affiliate Member Bundles

## **Bronze** - \$1250 (Base Membership):

One mailing to NHMS membership per year  
Opportunity to submit online articles and news releases for quick links in the weekly NHMS Pulse  
Promotion in NHMS Member Services & Corporate Affiliate brochure, sent to all new members  
Semiannual feature in NHMS Pulse with links to your NHMS landing page and your company website  
NHMS website landing page that includes company logo, description and contact information  
Listing on corporate affiliate program page of NHMS website (searchable by category)  
Listing in NHMS Physicians' Bimonthly newsletter either by name or by category

## **Silver** - \$4000:

All bronze-level benefits  
One month of panel ad on NHMS website  
Six banner or content ads in NHMS Pulse/year  
Quarter-page ad in all six issues of NHMS Physicians' Bimonthly  
Opportunity to submit one article for NHMS Physicians' Bimonthly (max 500 words)  
Free exhibit table at one half-day CME event  
Silver-level sponsorship of NHMS Annual Scientific Conference

~15% discount off  
published rates

## **Gold** - \$7500:

All bronze-level benefits  
One month of banner ad on NHMS website  
Six banner or content ads in NHMS Pulse/year  
Half-page ad in six issues or full-page ad in three issues of NHMS Physicians' Bimonthly  
Opportunity to submit three articles for NHMS Physicians' Bimonthly (max 500 words per article)  
Free exhibit table at NHMS Annual Scientific Conference and one half-day CME event  
Gold-level sponsorship of NHMS Annual Scientific Conference

~25% discount off  
published rates

## **Platinum** - \$20000+

All bronze-level benefits  
Three months panel/content ads on NHMS website  
Three months of banner ads on NHMS website  
Twelve banner or content ads in NHMS Pulse/year  
Opportunity to submit content for email blast to NHMS membership  
Full-page ad in all six issues of NHMS Physicians' Bimonthly  
Opportunity to submit six articles for NHMS Physicians' Bimonthly (max 500 words per article)  
Top level on all flyers/pamphlets/listing  
Customizable face to face access to NHMS membership  
Platinum-level sponsorship of NHMS Annual Scientific Conference  
Free exhibit table at NHMS Annual Scientific Conference and two half-day CME events

Priceless!

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For corporate affiliate and sponsorship information, contact Joy Potter: [joy.potter@nhms.org](mailto:joy.potter@nhms.org)

For website and newsletter advertising, contact Mary West: [mary.west@nhms.org](mailto:mary.west@nhms.org)

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