



Website

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

Welcome

Calendar

Welcome to the New Hampshire Medical Society

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

### NHMS Welcomes 184<sup>th</sup> President



NHMS Inauguration,  
November 7, 2015  
By John Buttery, MD  
Incoming NHMS President

There are countless challenges confronting society generally, and medicine specifically, in today's world. The temptation to try and address them all is great, but it rarely results in success. In the past year, I have chosen to focus on the attention of the New Hampshire Medical Society. The first is a social injustice that I believe is unacceptable in the wealthiest nation in the world: the fact that there are citizens of New Hampshire who are under or uninsured and do not have access to even the basic health-care needs. The second could be considered, and perhaps rightfully so, self-serving for medicine: the

NHMS Welcomes 184th President, cont. on page 2



For Better Blood Pressure Control - Keep it Simple

Newsletter

In their 2010 book, *How to Change Things When Change is Hard*, Chip and Dan Heath describe a simple three part metaphor for the rational, emotional, and environmental aspects of behavior or organizational change. Their framework is perfect for visualizing what is needed to achieve health improvement as we work to achieve the Million Hearts goal of preventing one million heart attacks and strokes nationwide by 2017.

### Getting a DUI

Meet *YOUR* future customers through the

# New Hampshire MEDICAL SOCIETY

ADVOCATING FOR PHYSICIANS & PUBLIC HEALTH SINCE 1791



[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.

2017 Advertising Rates*	
Size: width x length	Rate per insertion
2.25 x 4.5	\$200
2.25 x 10	\$250
4.5 x 4.5	\$350
4.5 x 10	\$500
7.5 x 4.75 (half)	\$500
3.625 x 9.75 (half)	\$500
7 x 10 (full page)	\$800
<b>Format: pdf or jpg</b>	

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

Physicians' Bi-Monthly November/December 2015

**NHMS Welcomes 184<sup>th</sup> President**

*NHMS Inauguration, November 7, 2015*  
By John Buttery, MD  
Incoming NHMS president

**Getting a DUI**

By Sally Garhart, MD, New Hampshire Professionals Health Program Medical Director

**For Better Blood Pressure Control - Keep it Simple**

By Rudy Fedrizzi, MD, Director of Community Health Clinical Integration at Cheshire Medical Center/Dartmouth-Hitchcock Keene

- 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



## 2017 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	

## 2017 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.



## 2017 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

# \*2017 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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**MEDICAL SOCIETY**

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NH Medical Society

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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