



## 2011 Partnership Opportunities

Physicians Business Academy allows physicians to learn directly from **creative healthcare pacesetters** and **entrepreneurial leaders** and CEOs about the **innovative, creative and effective** approaches they use to build **super practices**, move the **revenue needle**, and build **business models** that have a lasting impact on their practices' **financial results**. PBA's curriculum revolves around:

- Teaching the **Business of Medicine**
- Providing **Tools and Guides** to Increase the Practice's Revenue
- Innovating **Leadership Strategies** and **Best Practices** for Building Great Practices
- Helping Physicians Reach their **Financial Goals**
- Building **High-Performance** Practices and Improving the practice's value
- Learning from Creative **Business Leaders** in Healthcare

Physicians Business Academy allows you to set yourself as a market leader and expert in your industry. You will educate hundreds of leading physicians on the **innovative, creative** and **effective** approaches they can use to build **super practices**, move the **revenue needle**, and build **business models** that have a lasting impact on their practices' **financial results**.



PBA is dedicated to helping entrepreneurial physicians uncover **unique opportunities**, **maximize results** and ROI, and **influence others** through peer learning conferences, coaching, expert speaker presentations, webinars, conference calls and an exclusive online community and content library.

The Physicians MBA program at PBA is distinguished by **quality** and **flexibility**. The curriculum is designed for immediate **applicability** in the practice. We strive to attract world-class companies and experts to join our faculty and to work with us to make PBA the leading organization in business education for physicians.

### **Why PBA?**

In a changing healthcare environment, great entrepreneurial physicians' practices maximize the opportunity to expand their businesses. The ability to move quickly and purposefully to seize the opportunities depends on how well physicians are educated on the new landscape of the business of medicine.

At PBA, we see a unique opportunity to work with our education partners to build one of the first organizations that offers physicians an innovative educational platform that enhances their business skills and give them a competitive edge that results in increased revenue, loyal patients, and motivated and inspired teams.

### **What To Expect?**

- Teach the **Business of Medicine**
- Provide **Tools and Guides** to Increase Revenue
- Offer **Leadership Strategies** for Building Great Practices
- Share Proven **Best Practices** in Healthcare Today
- Help Physicians Build High-Performance Practices and Improve their **Bottom Lines**

Physicians Business Academy is proud to announce its 2011 schedule of conferences. PBA's unique program will be held in Atlanta, Chicago, Las Vegas, and Miami following the schedule listed below. Physicians Business Academy seeks sponsorship support from world class companies that can play an educational role and provide key knowledge to entrepreneurial physicians striving to grow their practices and become market leaders. The Physician 2-Day Business Conferences Sponsorship Opportunities have been compiled with tremendous focus on delivering value through our flexible and creative partnership packages. Do not miss your chance to participate in this unique program and gain recognition at these world-class events!

## **Live Conferences**

### **ATLANTA**

**FEBRUARY 26-27, 2011**

Physician 2-Day Business Conference  
Level I Introductory Program **(150+ Attendees)**

### **ATLANTA**

**MARCH 3, 2011**

Village Podiatry Vendor Expo and Staff Kick-off **(250 Attendees)**

### **LAS VEGAS**

**MAY 21-22, 2011**

Physician 2-Day Business Conference  
Level I Introductory Program **(150+ Attendees)**

### **ATLANTA**

**MARCH 26-27, 2011**

Member 2-Day Business Conference  
Level II Intermediate Program **(50+ Attendees)**

### **MIAMI**

**AUGUST 20-21, 2011**

Physician 2-Day Business Conference  
Level I Introductory Program **(150+ Attendees)**

### **CHICAGO**

**OCTOBER 15-16, 2011**

Physician 2-Day Business Conference  
Level I Introductory Program **(150+ Attendees)**

### **ATLANA**

**NOVEMBER 12-13, 2011**

Member 2-Day Business Conference  
Level III Terminal Program **(50+ Attendees)**

## **Webinars** (Monthly)

PBA webinars are hosted on the last Friday of each month (except for holiday weekend) at noon. Each session is one-hour long and discusses pertinent issues with solutions you are facing as a practice with practical advice from world-class experts.

### **2011 WEBINARS**

**January 28<sup>th</sup>**  
**February 25<sup>th</sup>**  
**March 25<sup>th</sup>**  
**April 29<sup>th</sup>**

**May 27<sup>th</sup>**  
**June 24<sup>th</sup>**  
**July 29<sup>th</sup>**  
**August 26<sup>th</sup>**

**September 30<sup>th</sup>**  
**October 28<sup>th</sup>**  
**November 18<sup>th</sup>**

## **Conference Calls** (Monthly)

PBA conference calls are hosted on the second Thursday of each month at 8 pm. Each session lasts for one hour where Dr. David Helfman and other faculty members will answer any questions and issues related to your practice.

### **2011 CALLS**

**January 13<sup>th</sup>**  
**February 10<sup>th</sup>**

**May 12<sup>th</sup>**  
**June 9<sup>th</sup>**  
**March 10<sup>th</sup>**  
**April 14<sup>th</sup>**

**September 15<sup>th</sup>**  
**October 20<sup>th</sup>**  
**July 14<sup>th</sup>**  
**August 11<sup>th</sup>**

**November 17<sup>th</sup>**

## **PBA Online library** (Weekly)

The Members Content Library is a compendium of business articles, white papers and best practices created by PBA's faculty members and experts. With new articles added every week, this vast business library can help physicians make better decisions and grow their practices.

## **PBA Guidebook** (Monthly)

The PBA Guidebook is a series of White Papers published every month and written by experts on PBA's faculty. The guidebook focuses on business topics and knowledge that will help physician improve their bottom line.

## **2-Minute MBA Video Series** (Bi-weekly)

The 2-Minute MBA video series highlights entrepreneurial super starts and healthcare pacesetters committed to teaching physicians how to reach their financial goals by simply equipping them with effective business knowledge and tools.

## **PBA Online Radio Show** (Weekly)

PBA's online radio show streams on a weekly basis and features experts across all industries to give physicians access to valuable business advice that has immediate applicability in their practices.

# What does this mean for you and your business?

- **Be one of the founding partners of the first program that offers physicians a much needed business education**
- **Set your company as a market leader in serving physicians**
- **Make your name and business well known in healthcare by providing continuous educational content to physicians through PBA's webinars, conference calls, white papers, radio show, and video series.**
- **This is a targeted opportunity for your business to reach physicians in a very unique set up. The Physician 2-Day Business conference is the only conference in healthcare that focuses on business and not medical and surgical content**
- **Gain direct exposure to over 150 physicians at each conference**
- **Build a trusting relationship with physicians and be viewed as an expert through the educational platform of the program**
- **Gain new physician clients and increase your revenue**



# 2011

## The Physician 2-Day Business Conference

### **PBA PLATINUM SPONSOR –**

**\$25,000/year**

*Exclusive Sponsorship*

*Sponsor all the Physician MBA live conferences and continuous activities including VPC's vendors' expo*

#### **Pre-Conference Benefits:**

- Sponsor's company information included in all conference press releases
- Sponsor's logo featured on all pre-event online and print marketing materials
- PBA Website: Sponsor's logo featured on the conference's page and home page of the PBA website ([www.PhysiciansBusinessAcademy.com](http://www.PhysiciansBusinessAcademy.com) and [www.PhysiciansMBA.com](http://www.PhysiciansMBA.com))
- Opportunity to include up to a 150 word marketing message/company profile on the PBA website

#### **PBA Conference Benefits:**

- Opportunity to provide a video promotional piece to be played on stage screens before the conference and during breaks throughout the event
- Opportunity to include a one-page informative piece about sponsor's company in the event's handout packet that will be distributed on-site to each attendee
- Sponsor's name, logo, and contact info will be printed in the conference book
- PBA's team will work closely with the Sponsor's to reach attendees after conference. PBA will also make an effort to introduce Sponsor or the Sponsor's team to attendees at the conference, when appropriate
- Opportunity to invite up to 3 guests (Physicians/practice managers) at no cost
- Opportunity to invite additional guests to the conference at a reduced rate

#### **Signage:**

- Sponsor's logo featured on all PBA promotional signage
- Sponsor's logo featured on all welcome/main event banners
- Sponsor's logo featured on a repeat Sponsor slide

#### **PBA Speaking Opportunities:**

- Opportunity to nominate a faculty member from sponsor's company to give a one-hour educational presentation at each conference
- Sponsor's presentation will be printed in the conference book.

#### **Post Events Benefits:**

- Recognition for one-year on PBA website as an educational partner. Sponsor's logo will be displayed on PBA website and linked to Sponsor's website
- Editorial role on PBA Member's website and guidebook

#### **Ongoing Benefits:**

- Opportunity to be the featured expert and lecture at PBA monthly webinars, conference calls, and 2-Minute Video educational series
- Editorial role on PBA Member's website
- Editorial role in PBA's monthly report

***Booth space provided upon request***

# 2011

**The Physician 2-Day Business Conference**

**PBA GOLD SPONSOR –  
\$5,000/Event**

*Sponsor one 2-Day Physician MBA live conference. Receive all the conference benefits listed above.*

**PBA BRONZE SPONSOR –  
\$TBD/Event**

*Sponsor lunch and dinner for one or both days. Receive all the conference benefits listed above.  
Price and details are to be determined based upon the conference location and the number of attendees.*