

for[MD]

A PROPERTY OF everydayHEALTHINC

AAAP Annual Meeting

Thanks

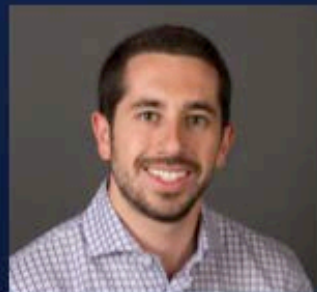


[Introduction]



Greg Chang, MHA
Cofounder/Director

Former Department Administrator
Started for[MD] at Duke University Medical Center



Dan Schweber
Manager of Community Development

Leads all Community Management and
Business Development efforts

[About Us]

We are for[MD]

Based in New York, NY

Part of Everyday Health

AAAP Sponsor since 2016

www.formd.com



[Overview]

We help medical schools, GME programs, and societies
Maximize Alumni Engagement

[Overview]



**KEEP
CALM
BECAUSE
IT'S
FREE!**

[Overview]

We help medical schools, GME programs, and societies
Maximize Alumni Engagement

[Why?]

1. Giving back (Time, Money, Expertise)
2. Mentorship Opportunities
3. Sense of Community
4. Faculty Recruitment

[How?]

1. Create a Comprehensive Strategy
2. Expand Reach
3. Engage via Technology & Editorial
4. Track Performance

[Strategy]



We work with you to understand your goals and design an engagement strategy to achieve them



We design and implement a comprehensive engagement strategy, down to a month-by-month calendar

[Reach]

Utilizing Everyday Health's database of 740,000+ verified physicians, we'll help you reach more of your alumni than ever before.



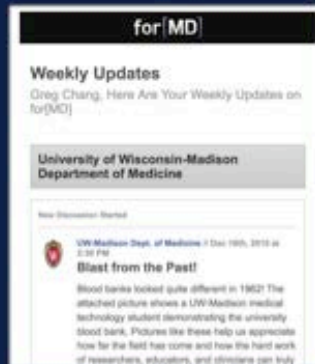
1. **Verify:** Confirm the accuracy of your alumni database
2. **Reconnect:** Connect with more of your alumni through our network
3. **Engage:** Leverage our platform to reach and engage your alumni

[Engagement]

We leverage a combination of services and technology to deliver engaging experiences for medical schools, societies and their physician audiences.



Community
Management



Email
Marketing



Private
Communities

Engagement

With (sub)specialty user data and quality content, we're able to target alumni with only the most relevant content and therefore maximize alumni engagement.

In the News

UW Hospitals and Clinics Recognized Among Top 50 Cardiovascular Hospitals



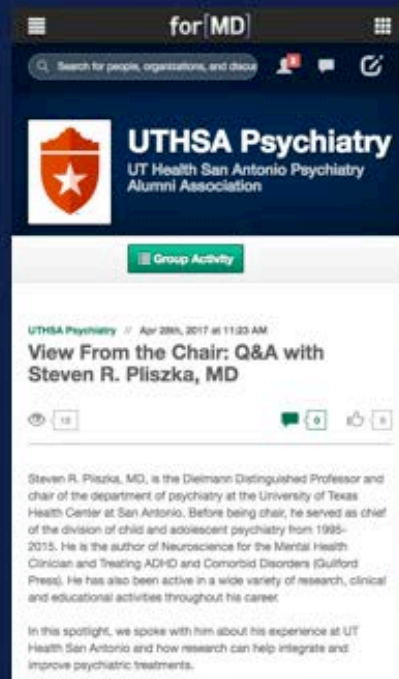
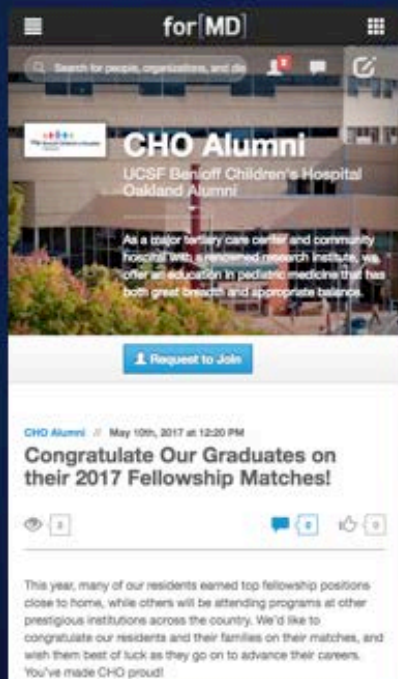
UW Hospitals and Clinics has been recognized by Truven Health Analytics as one of the top 50 cardiovascular hospitals in the nation. The Truven Health 50 Top Cardiovascular Hospitals study is an annual, objective, quantitative study that identifies the nation's best providers of cardiovascular care, based on publicly available data and a balanced look

at clinical, operational, and financial performance metrics. Results of the study were released on November 7, 2016. This is the eighth time University Hospital has been recognized with this honor. Read more: [Truven](#)

 Network	2118
UW-Madison Dept. of Med...	2118
→ Fellowship Alumni	959
→ Residency Alumni	1280
→ Dept. of Medicine Faculty	362
→ Allergy	109
→ Cardiovascular Medicine	136
→ Gastro and Hep	111
→ Geriatrics	46
→ Hem Onc	141
→ Hospice and Palliative ...	12
→ Infectious Disease	72

[Engagement]

We'll utilize our team of journalists and community managers to curate, create, and distribute engaging content for you.



Analytics

By leveraging our proprietary analytics platform, you can understand your alumni better than ever and nimbly adjust your engagement strategy.

1. Receive quarterly engagement reports & analysis prepared by for[MD]
2. Use data to understand your alumni engagement
3. Leverage insights to refine and adjust your strategy as necessary



[Our Partners]



School of Medicine
and Public Health

UNIVERSITY OF WISCONSIN-MADISON

**We work with 145
organizations across
multiple specialties**



Washington
University in St. Louis

SCHOOL OF MEDICINE



JOHNS HOPKINS
MEDICINE



UCSF Benioff Children's Hospital
Oakland



NYU School of Medicine
NYU LANGONE MEDICAL CENTER

Results

Our **COMMUNITIES** Allow **ORGANIZATIONS** TO
Better **ENGAGE** WITH Their **PHYSICIANS.**

145

PARTNERS

50%

GROSS
OPEN RATE

10%

GROSS CTR

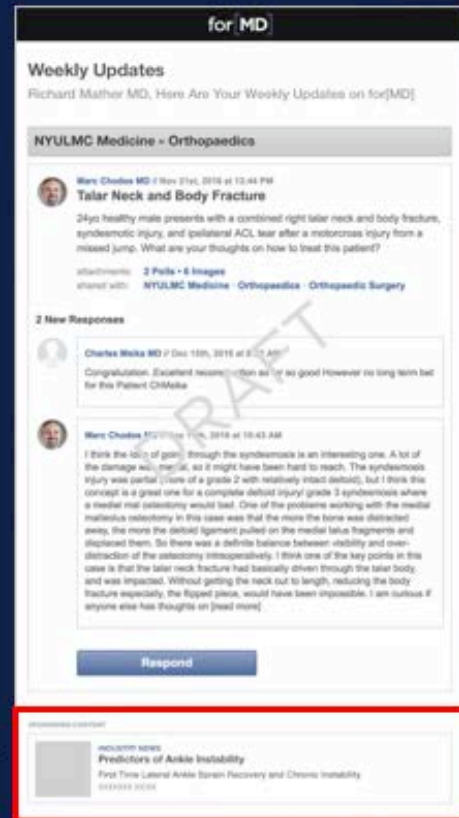
Our email open and click through rates are 2-3x industry average.

Model

We are excited to offer our services to our partners for no charge.

To fund our operations, email notifications contain a separate area which contains sponsored content.

This includes CME opportunities, clinical resources, and other professionally related content.



[Get Started]

Interested in working together? We can build and launch your community in 30 days

Initial Goal
& Strategy
Discussion

Data
Sharing,
Expand
Reach

Create
Content
Calendar &
Launch Plan

Launch
Community
to Your
Alumni

[QUESTIONS?]

DAN SCHWEBER

dans@formd.com

www.forMD.com

345 Hudson Street
New York, NY 10014
(646) 678-2476