

# Thought Leadership through Innovation



Faculty Program Overview  
2020-21

# Introduction

## Reach Faculty Program Overview

### Mission

Make a positive long-lasting difference in the delivery of care and the health journey of all people.

### Vision

A community of public health professionals who are always reaching beyond the current state, innovating new ways to improve health care.

### Activation

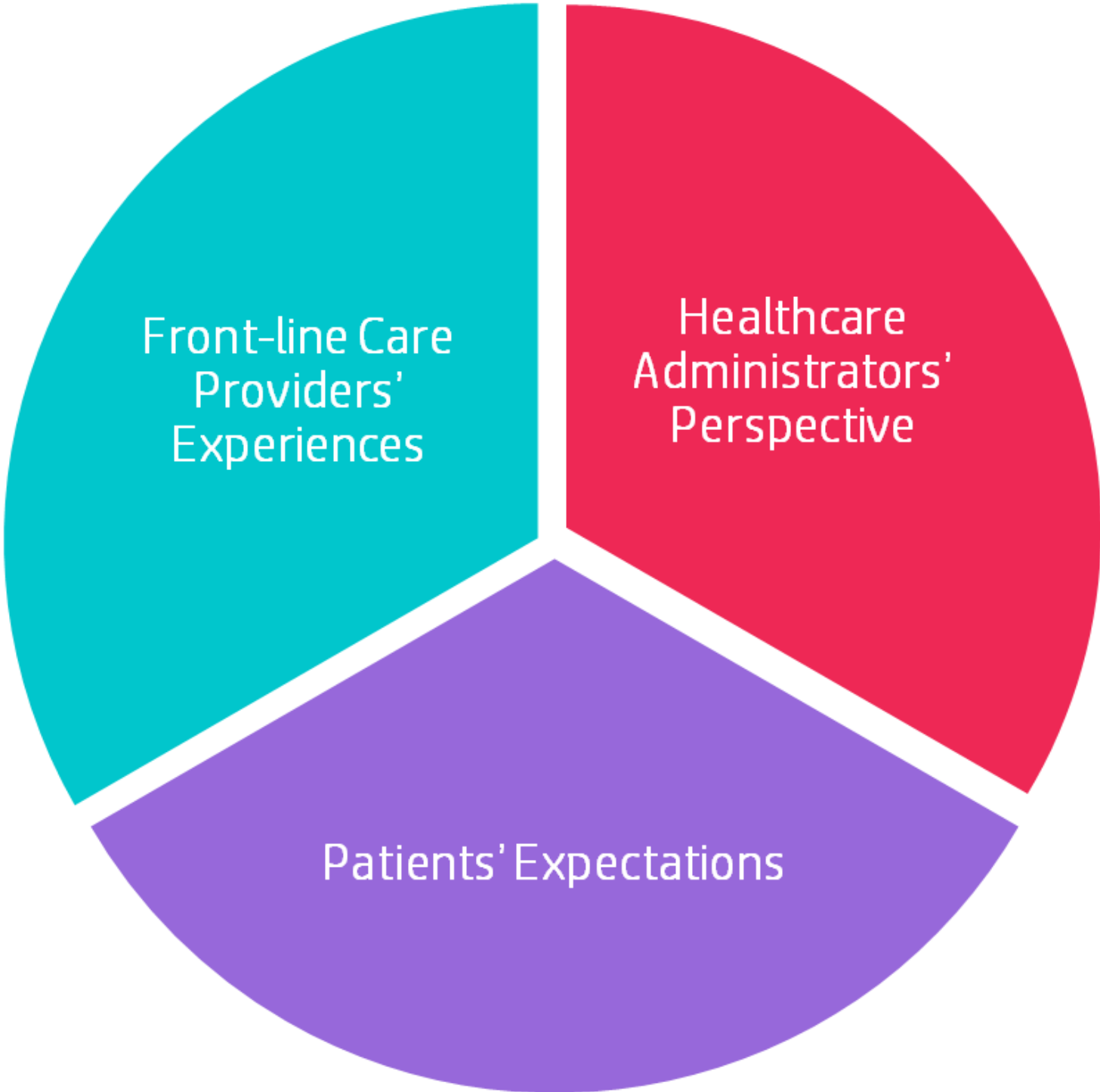
Supporting the role of public health professionals in influencing and shaping the conversations most paramount to the advancement of healthcare.

*“It's [been] great to meet and share learnings with my KOLEP colleagues.”*



**Dr. Setu Vora**  
Internist & Chief Medical  
Officer, Mashantucket  
Perquot Tribal Nation

REACH - HELPING CLOSE THE GAPS



# Contributions

Reach Faculty commit to  
12-Months of active participation,  
shaping the agenda and driving a deeper  
level of discussion among peers.

## Forums

Annual Meeting and Workshop,  
Innovation Workshops, and Quarterly  
1-Hr Meetings.

## Appearances

2-3 Webinar based panels, 1 Vlog,  
1 Podcast, 1 Video Vignettes, and  
1-2 Presentations

## Insights

Quarterly 10-Min Surveys, 2-3 30-Min  
Interviews, 4 Monthly Online Posts



# Thought Leadership in Action

Influencer Marketing - Profile  
Optimization - Curated Content  
Syndicated Content - Media Relations  
Podcast Series - White Papers  
Webinars - Focus Groups



# Recognition

At Reach, we support those professionals who desire to lead by example, embrace technology, and chart a path for others to follow.

## Rewards

Annual Reception, Global Recognition Award, Sponsored Events, Accredited Education, Leadership and Development Opportunities, Access to Industry Reports

## Networking

Providing our faculty with more channels and platforms through which to connect with highly regarded SMEs, Tech Start-Up Matchmaking, and Innovation Trials.

## Personal Brand

Reach invests in your online presence, building your brand and your influence with the help of our global alliance partner, Social Tree.

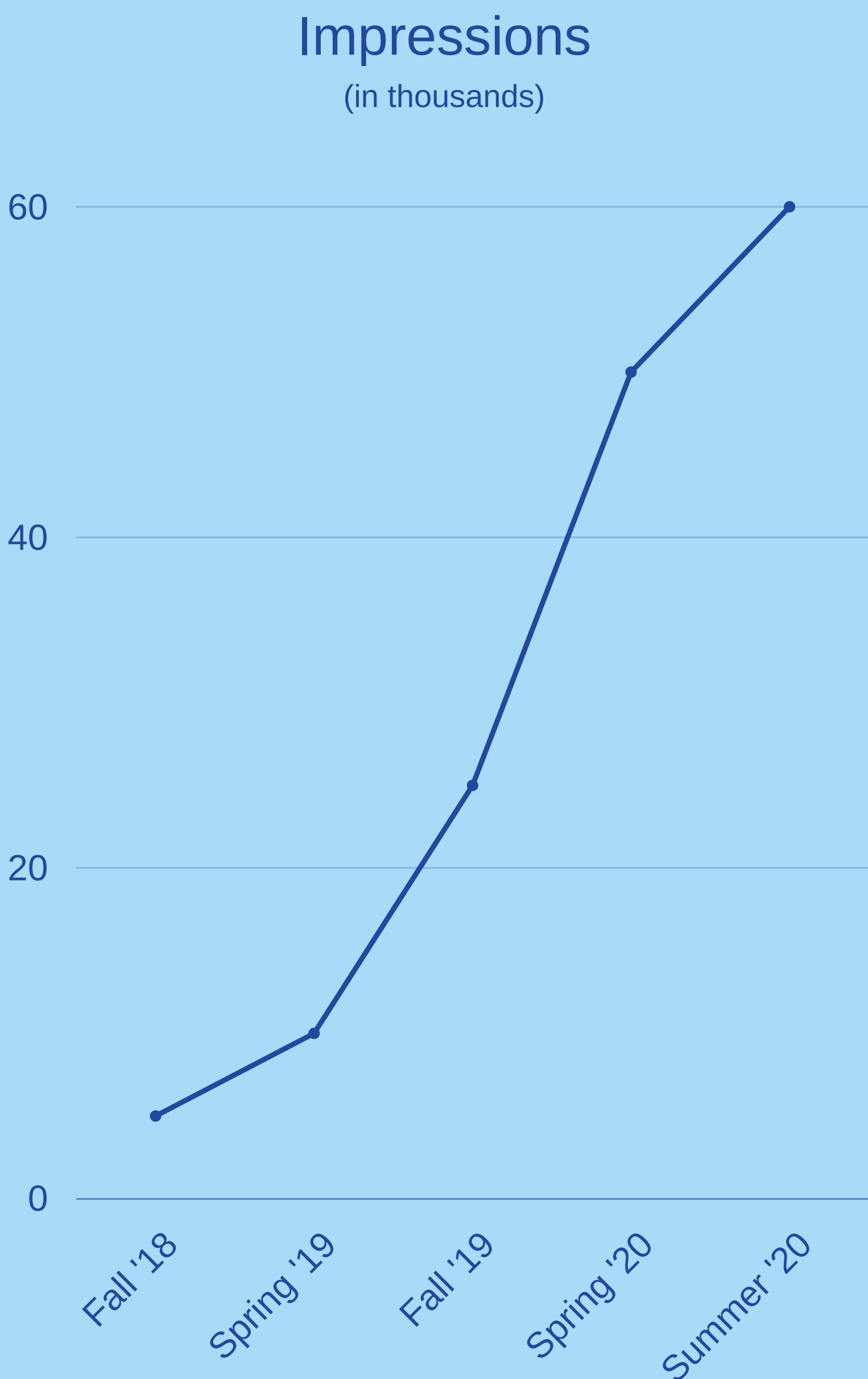






# Expanding our reach...

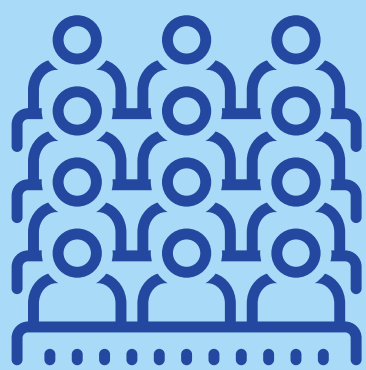
Reach encourages innovation; turning experience and ideas into know-how and reality, and then openly shares those experiences. Since 2018 viewership has consistently grown across all channels.





# Impact

Creating desirable outcomes with measurable results through quality content, engaging conversation, and global partnerships.



**10,000+ Attendees**

Speaker Engagements



**60,000+ Downloads**

Podcasts



**30,000+ Readers**

Publications

# Sponsors



# Partners





# Leadership



**Fran Ayalasomayajula**  
President



**Reena Sangar**  
Program Director



**Hayley Millard**  
Sr. Program Manager



**Amir Ismail**  
Program Manager

# Program Timeline

What's coming in 2020-21?

1

Application Period

July 1 - August 1, 2020

2

Kick-Off / Orientation

August 28, 2020

3

Annual Meeting

October 2020

4

Innovation Workshop

March 2021

5

Faculty Campaign

September 2020 - July 2020



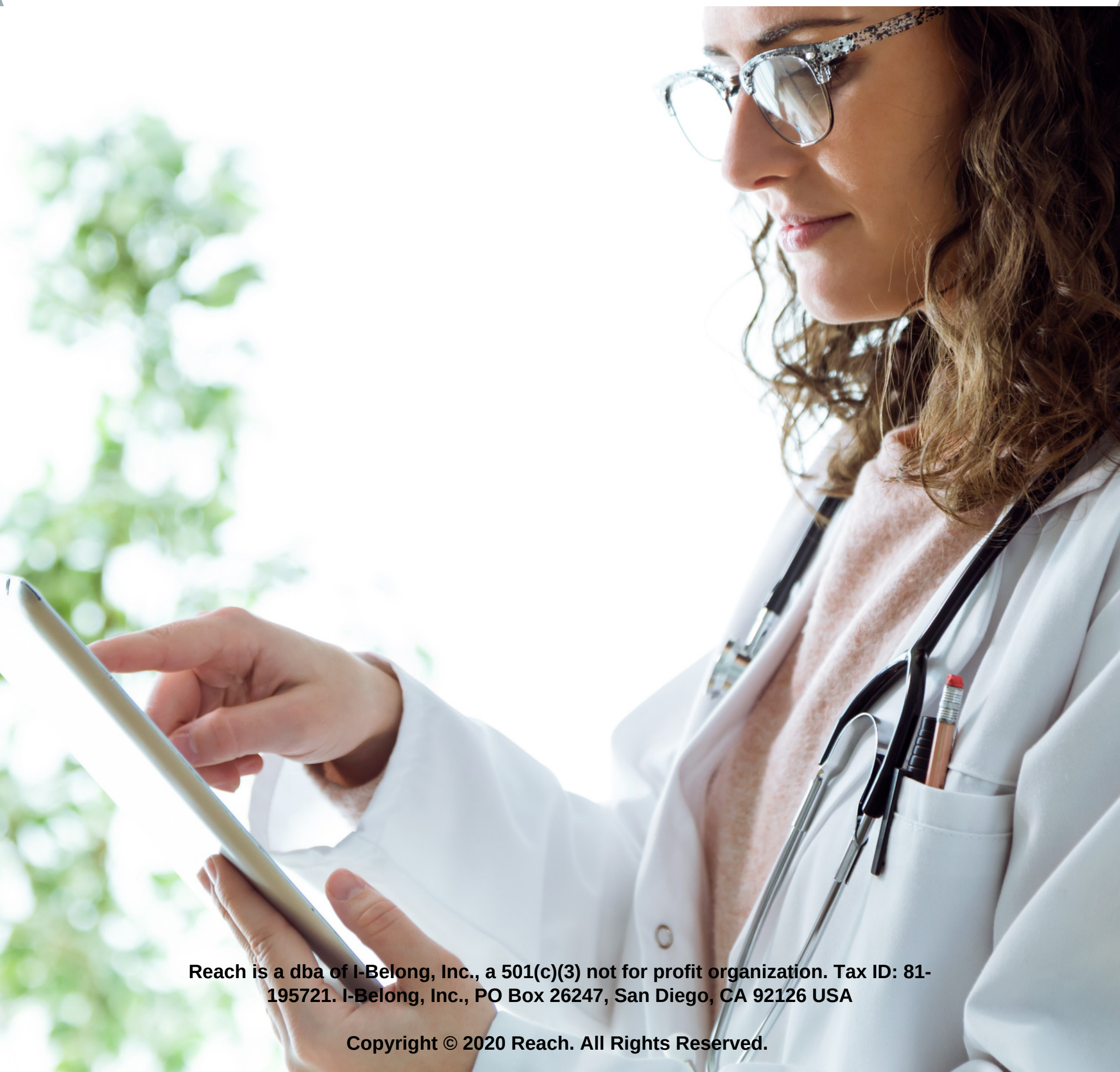


# Contact Us

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