



Bringing fresh
perspectives to the topics
you care about

Airs the last Friday of every month
11AM Eastern / 4PM GMT

Watch Live on YouTube



Learn More: www.reachtl.org/resources

About Us



Our Mission

To make a positive long-lasting difference in the delivery of care and the health journey of all people. We are improving the overall experience of healthcare for both patients and providers



Our History

REACH is a 501c3 global social impact organization. Established in 2016, the organization supports the role of public health professionals in influencing and shaping the conversations most paramount to access to quality care, equity in the practice and delivery of care, and mutual trust and respect in provider-provider and provider-patient relationships



What We Do

We are focused on closing gaps in healthcare, bridging the perceptions and interests of healthcare administrators, the experience of front line care providers, and the needs and expectations of patients. We are driving change through research, education, innovation and thought leadership.

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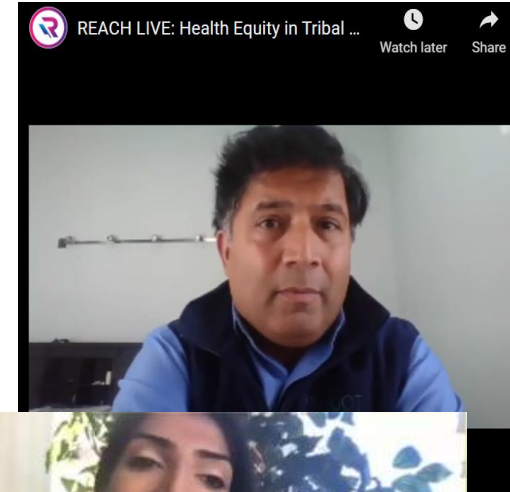
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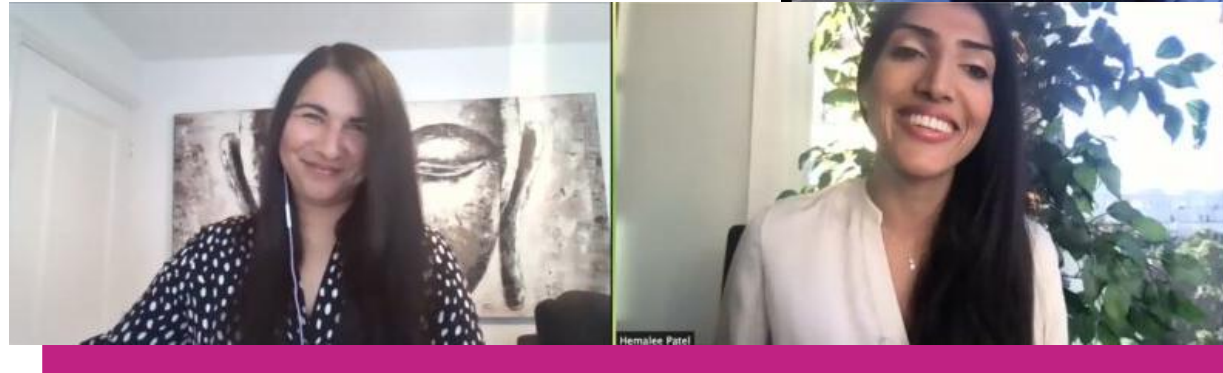
Reach Live

Hosted by
**Reena Sangar of
Ipsos Healthcare**,
global industry
expert on
connected health
technologies and
digital therapeutics

Live in depth 30-minute
interviews with the
**Who's Who of Health
and Life Sciences**



Trending Topics:
digital health,
health equity, data
science, distributed
care, decentralized
diagnostics & more



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History

Commenced in January 2021

Average number of impressions: 9,885

Average number of registrations per episode: 275

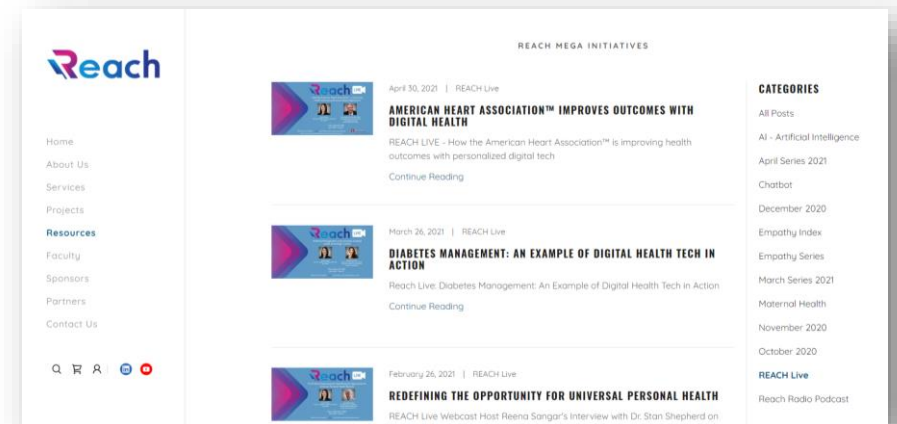
Notable Speakers:

Dr. Pat Dun, Director, American Health Association, Center for Health Technology and Innovation

Dr. Hemalee Patel, Director of Population Health and Lifestyle Physician, One Medical

Dr. Stan Shepherd, Chief Executive Officer, Instant Access Medical

Dr. Setu Vora, Chief Medical Officer, Mashantucket Pequot Nation



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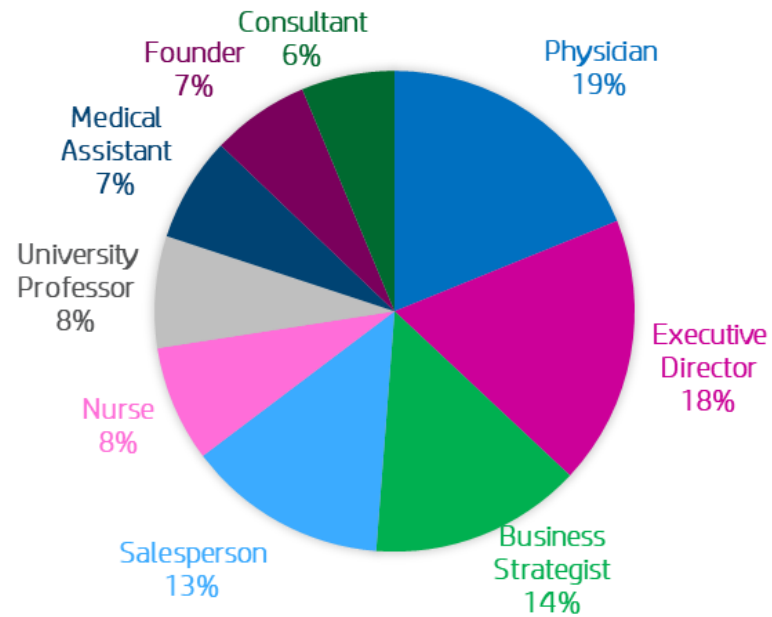


Audience

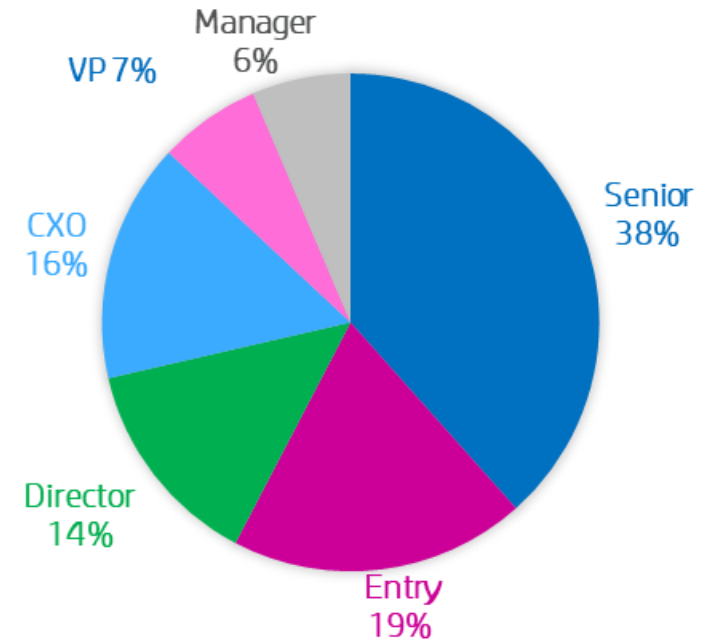
INDUSTRY

Hospital & Health Care	42%
IT & Services	18%
Health, Wellness, Fitness	11%
Non Profit Org Mgmt	10%
Medical Practice	9%
Medical Device	4%
Pharma	3%
Insurance	3%

FUNCTION



ROLES



Sponsorship Opportunities

- ✓ Featured Guests
- ✓ Brand Recognition
- ✓ Conference Promotions
- ✓ Market Surveys
- ✓ Product Featured
- ✓ Product Ads & Promotions
- ✓ Solution Discovery & Education
- ✓ Educational Resources



Reach LIVE

How the American Heart Association™ is improving health outcomes with personalized digital tech

Reena Sangar
Director of Digital and Connected Health
Ipsos MORI

Patrick Dunn, PhD, MS, MBA, FAHA
Program Director, Center for Health Technology & Innovation
American Heart Association

Friday, April 30, 2021
4pm GMT / 11am ET

Watch Live on LinkedIn  Learn More: www.reachtl.org/resources
Reach is an Innovators' Network Member of the American Heart Association™.

 American Heart Association
Center for Health Technology & Innovation

Previous
guests from...

PEQUOT
HEALTH CARE



INSTANT
ACCESS
MEDICAL

one medical

 American Heart Association
Center for Health
Technology & Innovation

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Reach LIVE

Sponsorship Opportunities

Premier Sponsorship - \$7500

- Live interview with Reena Sangar
- 2 advertising spots per episode
- Featured on episode page
- Featured on social media outlets
- 1 article based on episode with social media outreach

à la Carte Sponsorship

1:1 Live in-depth interview	\$3500
Interview + article	\$6500
1 advertising spot	\$1500
Featured on episode page	\$1500
Featured on social media outlets	\$1250



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How It Works

PRE-EVENT

- LinkedIn Event Calendar and promotion 3 to 4 weeks prior
- Promotion across all major social media channels
- Personal invitations sent across LinkedIn to targeted audience
- Pre-event discussions and polling
- *Speaker prep meeting 1 week prior to the show includes refinement of theme and questions*

DAY OF EVENT

- Reminder notification on social media and directly to registered attendees
- *Speaker A/V check - 30mins prior to event (10:30AM Eastern). Show starts at 11AM – 30 minutes conversational style interview*
- Live broadcast on YouTube and LinkedIn + Recorded
- Promoted during the event including speaker quotes and screen captures shared on social media

POST EVENT

- Replay available and announced same day on social media
- Registered attendees receive thank you and notice of the replay
- *Ongoing promotion via YouTube and Reach website (Includes speaker headshot and bio)*
- Sponsored events may include white paper released two weeks following the show. Announced on social media and sent directly to event attendees.

