

# REACH RADIO

Improving Public Health Everywhere



**Reach**

# 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.

Contact us at [podcast@reachtl.org](mailto:podcast@reachtl.org)

# Introducing



Hosted by

[Fran Ayalasomayajula](#), MPH, MSMIS, PMP  
President Reach and HP Head of Digital Health  
Strategy Worldwide



## Why

Healthcare professionals want to provide meaningful and effective care, but the industry is stuck in old ways that don't adequately support their efforts. Many are seeking new channels for accessing resources and education.

## What

We are elevating the voice of the public health community to drive positive change. We put a spotlight on innovation and novel approaches to system optimization. We promote health equity and the adoption of digital health technology.

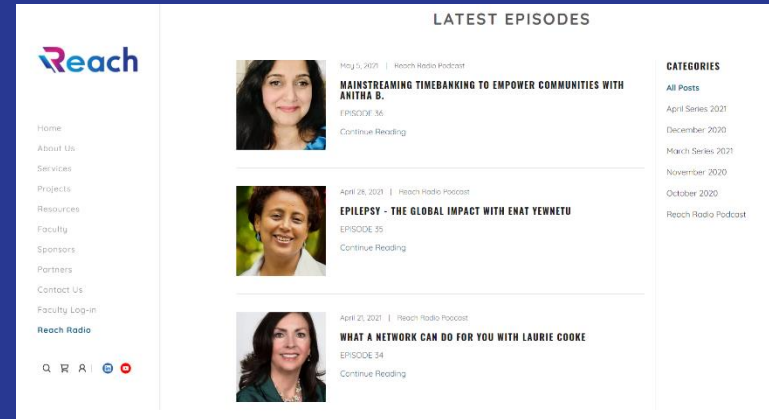
## Who

Our guests are non-governmental, non-profit, patient advocacy and professional organizations. Our forum extends the reach of the public health community, by giving those on the frontlines both an avenue from which to be heard and to connect.





And more...



## Where

Reach Radio is available on Apple Podcasts, Google, Spotify, YouTube, and all other podcast streaming platforms free of charge.

## When

Our debut episode aired on October 7, 2020. New episodes are available once a week, plus themed series throughout the year.

## How

Listen on your favorite podcast platform by searching for Reach Radio or access on <http://reachtl.org/reach-radio>. Interested in being a guest on the show? **Contact us at [podcast@reachtl.org](mailto:podcast@reachtl.org)**

# Topics We Cover

Public Health Ecosystem

System Optimization

Self Care

Health Equity

Data Science

Aging and Tech

Social Determinant of Health

Behavioral Health  
Economics

Maternal Health

And more...



## Ad Packages & Investment Options to Reach Your Goals

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

### Podcast Interview

- \$495 one (1) episode limit
- Interview with Fran A.
- Transcribed, abridged, and optimized episode Page
- Abridged insights and notes for our listeners
- 1 Resource link
- 1 Blog

Most Common. One (1) episode, limited spacing

### Thought Leadership

- 12 Custom podcasts
- Your choice of guests to feature
- 2 Advertising spots per episode
- Organic product discovery ad placement
- 5 Associated blogs
- Monthly newsletter & social media outreach

Limited advertising spots available, \$18,500 base package and up

### Sponsor Investment

- \$450 per episode
- 1 advertising spot per episode
- Featured on episode page
- Featured on social media outlets, and blog
- 1 newsletter & social media outreach

Minimum commitment of five (5) episodes or starting at \$2,250.

**Data Metrics Report** Over 35,000 downloads, delivering content weekly, with over 20 featured full episodes. Population health related themes captivating a global audience of public health professionals



# How It Works

## PRE-EVENT

Guest speaker completes onboarding forms, schedules interview time and reviews podcast questions

Reminder email sent to guest speaker approximately one week prior to date of interview

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## DAY OF EVENT

Guest speaker logs on to recordingg platform

Conversational interview is conducted with Reach Radio Host

Interview is approximately 25-minutes

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## POST EVENT

Tech team edits recording.

Podcast airs approximately 6 to 8 week from date of recording

Guest Speaker receives notice when the show is published

Published on all major podcast platforms

Announced on social media and archived on Reach website with photo, bio, and transcript



Contact us at [podcast@reachtl.org](mailto:podcast@reachtl.org)

# Questions We Ask

1. Tell me more about your organization and what you offer to the public health community?
2. What is your number one public health priority and how is your organization addressing it?
3. Why did you choose this focus area?
4. Who are the key stakeholders creating the most change in this area?
5. In terms of industry challenges, what are you most concerned about?
6. In terms of industry opportunities, what are you most excited about?
7. What is one of the best resources you use that most people don't seem to know about?