

# 2024



# PARTNERSHIP OPPORTUNITY



**PARTNER WITH TENNESSEE'S  
LARGEST ASSOCIATION  
FOR PHYSICIANS**

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# WHO ARE WE

The Tennessee Medical Association is a nonprofit advocacy organization representing Tennessee physicians. We advocate for policies, laws and rules that promote healthcare safety and quality for all Tennesseans and improve the non-clinical aspects of practicing medicine.

## MISSION

To improve the quality of medical practice for physicians and the quality of healthcare for patients by influencing policies, laws, and rules that affect healthcare delivery in Tennessee.



## VISION

To be the most influential advocate for Tennessee physicians in the relentless pursuit of the best possible healthcare environment.



Contact: [Morgan.Ripley@tnmed.org](mailto:Morgan.Ripley@tnmed.org)

## PHYSICIAN CONCENTRATION THROUGHOUT TENNESSEE

REGION 1 (MEMPHIS)	23%
REGION 2	4%
REGION 3	5%
REGION 4 (NASHVILLE)	20%
REGION 5	5%
REGION 6(CHT AREA)	14%
REGION 7 (KNX AREA)	21%
REGION 8 (NE TN)	12%

## SPECIALTIES

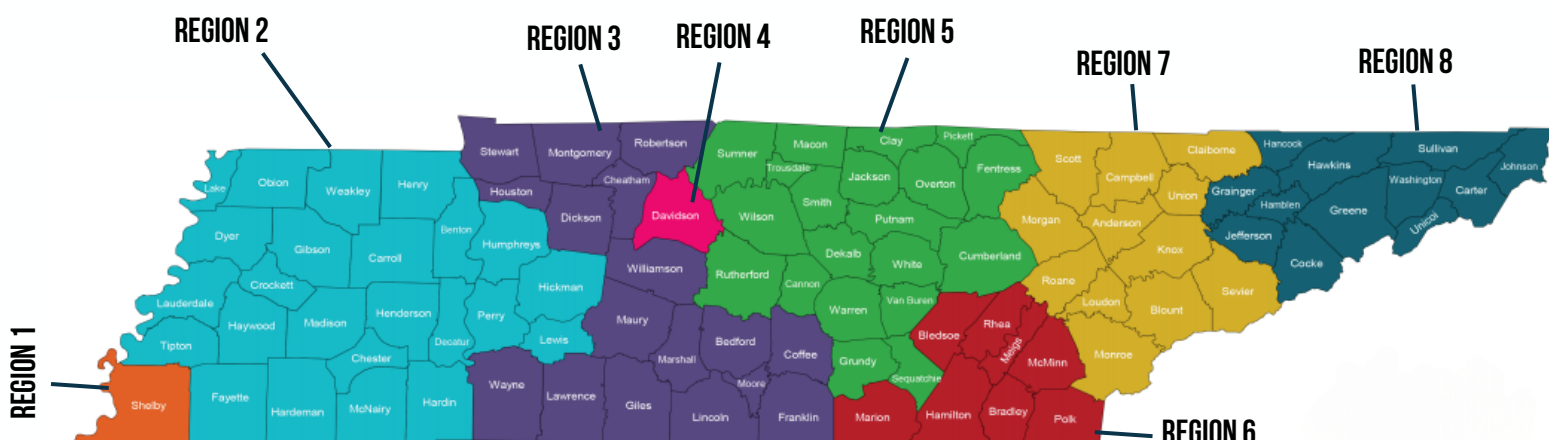
PRIMARY CARE	32%
SPECIALITIES	68%

## GENDER

FEMALE	65%
MALE	35%

## MEMBER AGES

UNDER 30	20%
30-39	23%
40-49	14%
50-59	13%
60-65	8%
OVER 65	24%



## MEMBERSHIP BREAKDOWN

**4,893** ACTIVE PRACTICE PHYSICIANS

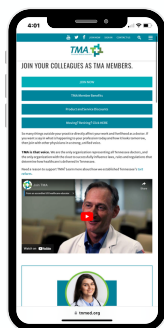
**4,062**  
PRACTICING TN RESIDENTS  
& MEDICAL STUDENTS

**1,280**  
PRACTICES IN TENNESSEE

## OUR WEBSITE

Practice managers turn to the TMA website regularly as their trusted source for **current health care information, best practices, and hot topics in medicine.**

Our partners can take advantage of web ad placements on key [tnmed.org](http://tnmed.org) pages to reach these connected physicians and further enhance their brand's exposure.



## TOPLINE

Topline is a quarterly printed newsletter comprised of relevant health care news and articles that highlight the latest TMA news and member accomplishments.

**4,800+**  
SUBSCRIBERS



## MEMBER NEWS

Member news is a bi-weekly e-newsletter delivering legislative, legal, insurance, public health, and association news affecting Tennessee physicians and patients.

**8,300+**  
SUBSCRIBERS

**43%**  
AVG. OPEN RATE



# YOUR OPPORTUNITIES

## IN PERSON

- **Annual Meeting-House of Delegates**

The House of Delegates (HOD) is the official policy-making body of the Association that meets once per year. Each Member of the House is responsible for guiding and directing the policy of the TMA for the best interests of the people and of the medical profession in Tennessee.

- **Day On The Hill-Capitol Hill**

Doctor's Day on the Hill is TMA's biggest advocacy event of the year that brings together physicians, residents, students, practice managers, healthcare administrators, and healthcare advocates to represent organized medicine's unified presence on Capitol Hill. Participants spend the day meeting with legislators from their respective districts, lobbying TMA's legislative package, attending committee meetings, and enjoying fellowship with their colleagues from around the state.

- **Doctor of the Day**

TMA works with the Tennessee General Assembly each legislative session to provide volunteer physicians to serve the medical needs of lawmakers and their staff. Each Tuesday, one physician representative has the unique opportunity to interact with legislators on the House and Senate floors, attend committee meetings, and advocate on a topic of his or her choice. The program has shown to be a highly effective grassroots tool and allows TMA members to advocate for issues that directly impact their patients or practice.

- **Workshop**

Delivering updates from subject-matter experts, TMA's workshops offers critical information on compliance and auditing, specialty coding and more.

- **Physician Leadership Training**

The John Ingram Institute for Physician Leadership is TMA's ongoing training initiative empowering physicians as leaders within the health care team, their profession and communities. This multi-month Leadership Lab helps physicians develop the valuable skills essential to leaders in the emerging physician-led, team-based healthcare environment. The Immersion program serves as a special getaway for physicians to gain leadership training in teamwork, collaboration, conflict resolution and media and communications.



# YOUR OPPORTUNITIES

## **DIGITAL**

- Bi-weekly digital newsletter (Member News)
- Website
- Social Media
- Webinars
- Sponsor Video

## **PRINT**

- Quarterly Newsletter (Topline)
- Membership Onboarding Packet
  - Orientation
  - Certificate Mailings
  - Direct personalized member mail campaigns



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# PARTNERSHIP PACKAGES

**The platinum package provides full exposure to all TMA members statewide. This package covers the most effective opportunities to reach physicians, residents and students who support the TMA mission and support organized medicine.**

- Exhibit Table at Annual Meeting plus logo on banners
  - 4 Tickets for Annual Meeting
- Ad in all Topline (1/2 PAGE) (4) (Digital & Print)
- Ad in all E-news (Digital) (Banner Ad)
  - 4 Subscriptions to all e-news & topline (email/address)
- Website:
  - logo on homepage
  - logo with small paragraph under member benefits/products/services.
  - Splash Page
- Monthly social media postings (12)
- Logo/Blurb featured in video as sponsor for TMA.
- Featured on Annual Report at Annual Meeting
- Featured on "Day on the Hill" and "House of Delegates" Landing Pages

**PLATINUM**  
**\$24,000**

**The gold package provides enhanced exposure to TMA members. The opportunities below will allow physicians, residents and students the opportunity to become aware of and engage with your offerings.**

- Exhibit Table at Annual Meeting
  - 3 Tickets for Annual Meeting
- Website
  - Logo on homepage
  - Logo with small paragraph on member benefits/products/services
- Bi-monthly social media posts (6)
- Ad in 16 E-news (Digital)
- Ad in 2 Toplines (1/2 PAGE) (Digital & Print)
  - 3 Subscriptions to all e-news & topline (email/address)

**GOLD**  
**\$18,000**

**The silver package is an effective resource for growing awareness of your offerings, brand and network.**

- Quarterly Social media post (4)
  - 2 Tickets to Annual Meeting
- Logo with small paragraph on member benefits/products/services
- Ad in 1 Topline (1/2 PAGE)(Digital & Print)
- Ad in 10 E-news (Digital)
  - 2 Subscriptions to all e-news & topline (email/addresses)

**SILVER**  
**\$9,000**

**If interested, we do have many other individualized opportunities that TMA can provide for you! Please contact Morgan Ripley to discuss boutique options.**

*Event Sponsorships -- One on one meetings -- Advertising Sponsor -- E-mail campaigns  
-- Webinar Series -- Website features -- and more.*

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