

A photograph of a man with a beard and short curly hair, wearing a blue jacket over a light blue shirt. He is smiling and looking down at a smartphone he is holding in his hands. The background is a blurred outdoor setting with green foliage.

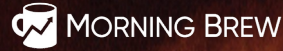
# HEALTHCARE BREW

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2023 Opportunities



# Morning Brew makes the complicated...uncomplicated.



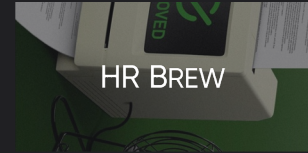
CFO BREW



EMERGING TECH BREW



HEALTHCARE BREW



HR BREW



IT BREW



MARKETING BREW



MONEY WITH *Katie*



RETAIL BREW

**Morning Brew** is a collective of community brands connecting business leaders of today and tomorrow. We simplify subjects *that matter* using levity, insight, and wit.



**Introducing Healthcare Brew –  
the newsletter that provides  
concise coverage of an  
industry defined by complexity.**

**68%**

Of our audience say they get news insights they haven't seen elsewhere.

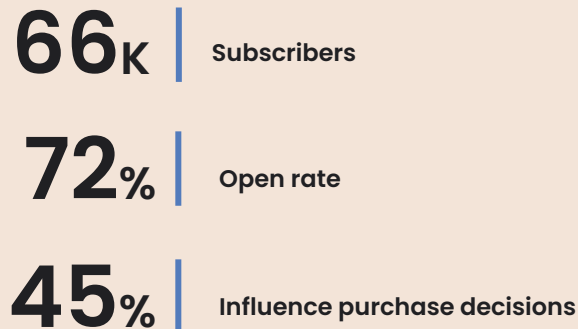
**54%**

Of our audience say they rely on us for industry trends.

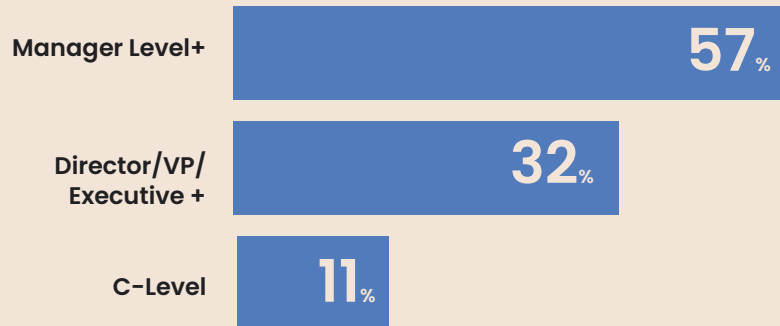


Healthcare Brew helps industry professionals navigate their world by zooming in on core aspects of the industry, and zooming out to examine nationwide trends.

NEWSLETTER STATS



SUBSCRIBER STATS





# Our audience is comprised of decision makers across the industry.

**45%**

**influence purchase decisions.**



**71%** work within the Hospital or Health System



**16%** are Pharmaceuticals & Life Sciences Executives



**47%** invest in healthcare companies and/or technologies



**9%** work for a Health Insurance or Payer



**We reach a healthy  
level of industry  
decision makers.**

### Sample Roles & Brands

- VP, benefitter technology @ UnitedHealth Group
- CFO @ Mayo Clinic
- Director, Revenue @ Northwell Health
- Director of Marketing @Cigna Health
- VP, information technology @ Revera Living
- VP of product @ Somatus
- Finance Director @ Stryker
- Director, Digital Marketing and Strategy @ GE Healthcare
- Director of Operations @ Amgen
- VP, Medical Affairs @ Transplant Genomics
- Director of Clinical Segment Marketing @ Quest Diagnostics

### Sample Companies

Pfizer, Merck, Tatera Medical, Johnson & Johnson, Alivation Health, St. Luke's University Health Network, Vibra Healthcare, Walgreens, Cigna, Tris Pharma, Virtrial, Skinio.



# A positive diagnosis: estimating **49% YoY** subscriber growth.

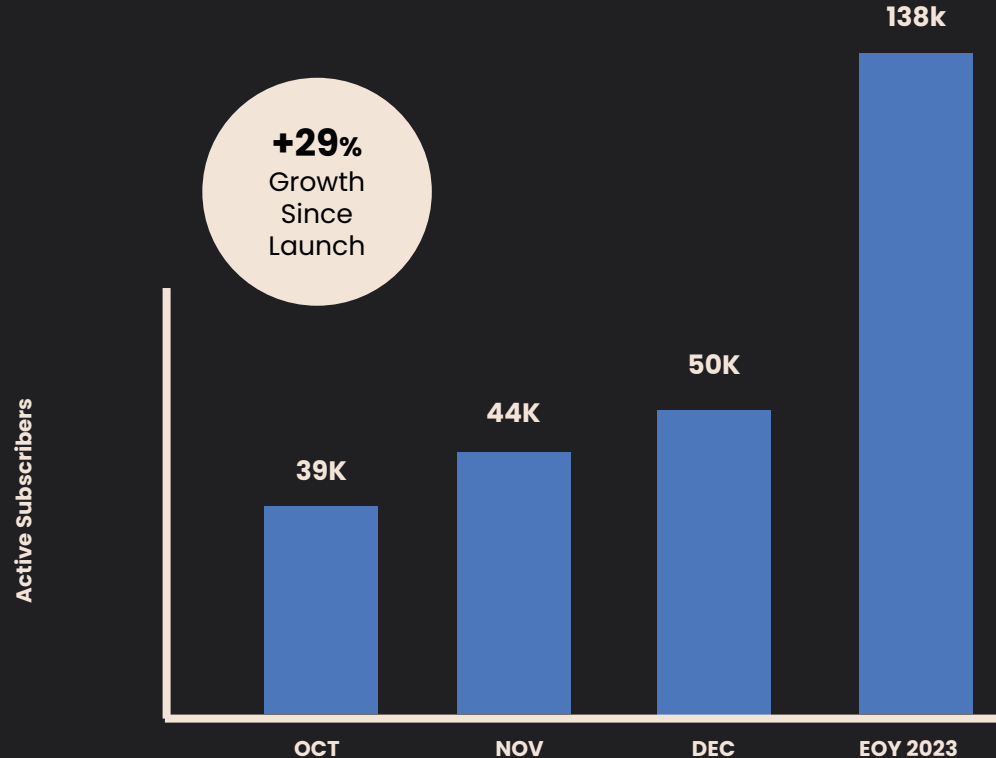
## Organic channels tactics:

- Gated/evergreen content
- On-site promotion
- O&O (cross)promo
- Backlink outreach
- Lifecycle and retention

## Paid channels tactics:

- Social
- Search
- Content Syndication

2023 GROWTH



SOURCE: Sailthru



# Opportunities







# Impactful newsletter placements.

Leverage our in-content, custom written native placements to drive traffic to your site, surface content or promote an event.

Cadence: M/W/F

Click [here](#) to see a recent issue.

Production time: 4 weeks

## YOUR NEWS IN OUR NEWSLETTER

### Takeover

December 07, 2020 View Online | Sign Up

**HEALTHCARE BREW**

TOGETHER WITH **BRAND LOGO**

**SPONSORED BY YOUR BRAND**  
Insert Title Here



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**SPONSORED BY YOUR BRAND**

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**1.27%** average unique CTR

- Logo in header
- 100% SOV (Primary + Secondary placements)
- 3 CTAs with hyperlinks
- Imagery

### Primary Position


December 07, 2020 View Online | Sign Up

**HEALTHCARE BREW**

TOGETHER WITH **BRAND LOGO**

**Good morning.** There are just over 2 million seconds left in the year. But who's counting?

**INSERT TOPIC HERE**  
Insert Title Here



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- Logo in header
- 150 words of custom copy
- 3 CTAs with hyperlinks
- Imagery

### Secondary Position

**SPONSORED BY BRAND**



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- 50 words of custom copy
- 2 CTAs with hyperlinks
- Imagery

### Vital Signs (Tertiary)

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\*This is sponsored advertising content

- 35 Words of copy
- 1 CTA with hyperlink

# Position your brand as an industry thought leader with an editorial sponsorship.

## TOPICS CALENDAR

- **JANUARY:** Maternal Mortality/Birthing Trends
- **FEBRUARY:** Healthcare Innovation
- **MARCH:** Health Equity
- **APRIL:** Healthcare Jobs of the Future
- **MAY:** Childhood Mental Health
- **JUNE:** The State of Aging
- **JULY:** Cannabis + Healthcare
- **AUGUST:** Value-Based Care
- **SEPTEMBER:** Climate Change's Impact on Healthcare
- **OCTOBER:** Women's Health
- **NOVEMBER:** Wellness
- **DECEMBER:** Pharma/opioids

## SPONSORSHIP INCLUDES



**Article Package:** 4X, 6X, or 8X on-site article sponsorship with 100% SOV



**Social Promo** across the Brew's channels



**Video Add On:** Sponsored editorial video with logo integration.

# Drive awareness of your thought-leadership content with **Resource Roundup**.

Leverage our native newsletter placement called Resource Roundup to share thought-leadership content that the industry could use. Written in our own voice and nestled within our editorial content, your content is bound to see increased traffic.

## DETAILS:

- Up to 50 words of copy.
- Up to (3) hyperlinked CTAs.
- (1) image or gif.
- Can run within a Primary or Secondary

2-4 weeks turnaround time

TOGETHER WITH CONNECTRN

## The power of the ConnectRN platform



We all owe nurses our biggest thanks. These skilled pros care for patients, communicate vital info to doctors, and basically keep the entire healthcare system running. And connectRN is here to provide nurses with what they could really use: connection.

connectRN is the leading community-based platform for nurses, and it's reinventing the way these healthcare workers find work (and each other). Nurses can use the connectRN app to meet other nurses, find career support, and get access to flexible work opportunities.

See what nurses have to say about us:

- The Bolde share their experiences working in the field

# Leverage **In-Network Spotlight** to elevate your Executive or SME.

In-Network Spotlight is the short in-newsletter feature designed to put your brand front and center while highlighting your Executive or SME in a succinct, Brew-style Q&A.

## DETAILS:

- 2-3 questions posed on the topic/subject of your choice, either via email or phone.
- Approximately about 150 words.
- Client is responsible for providing Executive or SME.
- Inclusion of headshot.
- (1x) prominent CTA.
- Runs in a Primary.

*Estimated 3-4 weeks turnaround time*

### IN-NETWORK SPOTLIGHT WITH CONNECTRN

## Q&A with Ted Jeanloz

HEALTHCARE BREW

### Chief Chat



### Ted Jeanloz

CEO at ConnectRN

We all owe nurses our biggest thanks. These skilled pros care for patients, communicate vital info to doctors, and basically keep the entire healthcare system running. And connectRN is here to provide nurses with what they could really use: connection.

#### **What is ConnectRN?**

connectRN is the leading community-based platform for nurses, and it's reinventing the way these healthcare workers find work (and each other). Nurses can use the connectRN app to meet other nurses, find career support, and get access to flexible work opportunities. It's a like-minded

# Provide a POV on a trending topic in **Second Opinion**.

Medicare changes, data privacy laws, new technologies, M&As, and government regulations provide healthcare professionals with a LOT to keep track of.

Show off your expertise as an industry knowledge with our newest offering, Second Opinion, where we ask your SME or Executive to weigh in on a topic trending within the industry.

## DETAILS:

- 5-6 questions posed on a topic in collaboration.
- Client responsible for providing Executive or SME.
- Teaser within email links out to full article on Healthcare Brew's site.
- Includes site and social promotion.

Estimated 4 weeks turnaround time

HEALTHCARE BREW

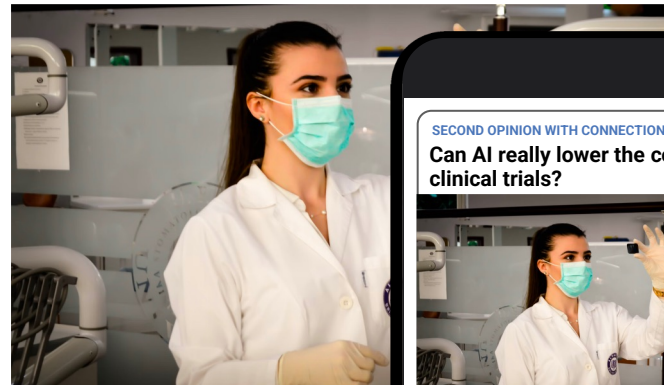
Topics Courses

Subscribe

SPONSORED BY **connect RN**

## SECOND OPINION: Can AI really lower the costs of clinical trials? An exec weighs in.

Drug costs are unsustainably high, but using AI in the recruitment phase of clinical trials could play a hand in lowering them.



Getty Images

Clinical trials are extremely expensive—they cost, on average, \$700 million to \$1 billion, according to Stefan Harrer, chief innovation officer at the Digital Health Cooperative Research Centre, an Australian investment fund and incubator for the digital health industry.

We spoke to Lucas Glass, vice president of artificial intelligence at life sciences research and analytics firm IQVIA to get

SECOND OPINION WITH CONNECTIONRN

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Getty Images

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# InnovationRX: The feature touting your unique product or solution.

Introducing a new product, solution or service that's bound to change the game? Consider leveraging InnovationRX where our healthcare studio writers interview your SME, asking the questions our audience will want to know the answers to.

## DETAILS:

- 5-6 questions.
- Imagery and up to 800 words of copy.
- Placement within the newsletter link out to full article on Healthcare Brew's site.
- Includes site and social promotion.

Estimated 4 weeks turnaround time

HEALTHCARE BREW

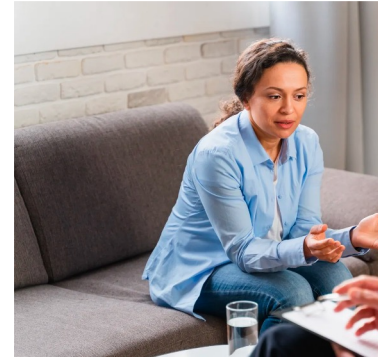
Topics Courses

Subscribe

SPONSORED ADVERTISING CONTENT BY  eleos

## How this company wants to use AI to help therapists navigate clawbacks

Eleos Health CEO Alon Joffe has been working to try to address a reimbursement problem dogging therapists across the country.



Fabio Formaggio/500px/Getty Images

As the CEO and co-founder of Eleos Health, Alon Joffe has been working to try to address a reimbursement problem dogging therapists across the US that states like [Illinois](#) and [Colorado](#) forgoing insurance altogether.

Clawbacks, or retroactive coverage denials, are a pervasive problem in healthcare. It occurs when Medicare, Medicaid, or private health plans recoup payments to

### INNOVATIONRX WITH ELEOS HEALTH Clapping back at clawbacks



Fabio Formaggio/500px/Getty Images

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Many mental health providers already struggle with low reimbursement rates, and clawbacks can



# How We'll Collaborate



# White glove service is extra our standard.

## HOW WE COLLABORATE

We seek to make our partnerships as 'light lift' for our partners as possible -

From content sponsorships to newsletter placements, Morning Brew's in-house Creative Studio handles all the heavy lifting.

### **Streamlined efficiency with Comet**

Comet is our proprietary workflow management system that we'll use to collect your assets and messaging points, deliver drafts, review and edit copy and provide feedback.

- Once a creative point of contact is assigned, submit your messaging points into the portal, and our Creative Studio team will take it from there.
- When your draft is ready, you can read it in the portal, suggest edits for review, or approve the copy. From there, we will be able to provide a mock-up so you can see how the ad will come to life.
- Plus, your dedicated Account Manager will shepherd Square through all the steps of the creative process, able to answer any questions that come up along the way.



# Thorough & detailed campaign reporting.

## Pre-launch

- 3rd party tracking pixels required at least 5 days before campaign launch.
  - ◆ If 3rd party, please grant access to [Lexy@morningbrew.com](mailto:Lexy@morningbrew.com)
- If using UTM links, please confirm whether landing pages are already active or when they will become active.
- If data must be provided in your own reporting template do let us know at least 5 days prior to campaign launch.

## Post-launch

- Morning Brew will provide Excel reports for the daily newsletter placements the week after they run, and weekly for branded content and franchise newsletter sponsorships.
- We keep an eye to optimizations during the campaign and share any recommended changes.
- Post-campaign wrap reports are delivered up to 3 weeks after the campaign is complete.
  - ◆ This includes: Total sends, total opens, unique opens, total newsletter clicks

A pink piggy bank is the central focus, with a silver stethoscope resting on its back. The stethoscope's blue tubing is visible at the top. To the left, a portion of a white calculator is visible, showing buttons for 'MC', 'MR', 'M-', and 'M+'. A white pen lies horizontally across the middle ground. The background is a light-colored surface, possibly a desk. The entire image has a dark, semi-transparent overlay, and the text 'Rates & More' is centered in white.

# Rates & More



## 2023 WEEKLY RATES: IN-NEWSLETTER OPPORTUNITIES

	Q1	Q2	Q3	Q4
<b>Newsletter Placements:</b>				
→ Takeover	\$24,336	\$33,306	\$42,687	\$52,858
→ Primary	\$11,589	\$15,861	\$20,328	\$24,696
→ Secondary	\$8,691	\$11,895	\$15,246	\$18,522
→ Vital Signs	\$4,347	\$5,946	\$7,623	\$9,261
<b>Resource Roundup</b>				
→ Primary position	\$11,589	\$15,861	\$20,328	\$24,696
→ Secondary position	\$8,691	\$11,895	\$15,246	\$18,522
<b>In Network Spotlight</b>	\$11,589	\$15,861	\$20,328	\$24,696

All rates are subject to change, rates provided above are valid for 5 days from the date received via email. All dates are subject to change and not guaranteed unless there is a signed IO



**Thank you!**

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