

RIVERSIDE COUNTY MEDICAL ASSOCIATION

Business Partner Program



***Elevate Your Business
Unlock Opportunities
Empower Physicians***

Riverside County Medical Association's (RCMA) Business Partner Program is dedicated to offering special services or discounts to RCMA members on various products and services designed to accommodate the business needs of physicians. Companies desiring to be considered for inclusion in the program must be able to relate to the RCMA membership on an individual, group and/or practice basis.

RCMA's Business Partners play a key role in helping us serve the physician community and increase the value of membership. Doctors look to RCMA to provide solutions for their practice needs since they have limited time, money and energy to do this on their own. By providing quality referrals to RCMA Business Partners, physicians are able to focus on what they do best...patient care.

PROGRAM OVERVIEW

For a commitment of \$3,000 per year, your company will enjoy these benefits:

PARTNERSHIP:

- + You will be associated with the oldest, largest and most respected physician community in Riverside County.
- + You will be supporting a local organization physicians find valuable to their success in practice.
- + RCMA staff is available to help strategize ways to maximize your partnership.
- + You will receive an RCMA Business Partner logo you can use on your website and approved marketing pieces.

PROMOTION:

- + An electronic communication to RCMA membership announcing your partnership.
- + Your company name and information will be listed in materials sent to all prospective members, new physician members, and renewing members.
- + Your promotional products can be included in RCMA goodie bags provided to physicians and their staff at various events and in-person office visits.
- + Your logo and a link to your website on RCMA's website in at least one location.
- + An advertisement linked to your website listed in RCMA's email newsletter.
- + Quarter page black and white ad, or discounted upgraded ad, in RCMA's Annual Pictorial Membership Directory.
- + Two tickets to RCMA's Annual Installation of Officers Dinner held every January.
- + Recognition as a "Champion of Medicine" Sponsor at RCMA's Annual Medical Scholarship Fundraiser and General Association Meeting every October.
- + Recognition at general membership meetings.
- + RCMA member mailing labels upon request (maximum of four times/year).

PHYSICIANS in need of your quality products and support services will be actively referred to you through phone, web and materials distributed during in-office visits by RCMA's Practice Support Liaison.



APPLICATION

How To Become A Business Partner

Businesses who desire to become an RCMA Business Partner must submit a Business Partner Proposal. **The proposal must include the information below.**

COMPANY OVERVIEW

- ✓ Provide company contact information and website
- ✓ Provide a company overview
- ✓ Describe your business focus
- ✓ Describe your primary market
- ✓ What geographic areas do you currently serve?
- ✓ Describe your market penetration
- ✓ What is your history, if any, of supporting issues central to the interests of RCMA's members, either through supporting RCMA causes, subsidiaries and affiliates or otherwise.

PRODUCTS & SERVICES

- ✓ Describe your company's products and/or services
- ✓ How is your company different from what RCMA already offers or other companies that offer similar services?
- ✓ Describe your current pricing structure
- ✓ Describe your customer service guarantee(s)

PROPOSED MEMBER BENEFITS

- ✓ What benefit or pricing incentive does an RCMA member receive that they could not receive without this program? Please describe and assign a value to the benefit.
- ✓ Are you willing to differentiate your products and or services so that non-member physicians pay a higher price or receive less value? Please describe.

REFERENCES

- ✓ Are there other membership-based organizations that endorse your products/services? If so, please list them.
- ✓ Please provide a list of your top five key customers and a brief profile of each, preferably five practicing physicians in good standing with the California Medical Board.

SUBMITTING YOUR PROPOSAL

- ✓ Submit your proposal to membership@rcmadocs.org
- ✓ RCMA staff will contact you with questions or needed clarifications.
- ✓ Your references will be contacted. If references do not respond, you will need to provide additional references.
- ✓ Expect at least 60 days to review and process your Business Partner Proposal.



TERMS & CONDITIONS

- Only top-rated quality businesses with a product or service that meets the needs of RCMA physician members will be considered.
- RCMA will accept no more than three (3) Business Partners of like goods or services.
- Potential Business Partners must submit a complete Business Partner Proposal as described in this brochure. Incomplete proposals will not be considered.
- Potential Business Partners must agree to provide discounted rates and/or services exclusive to RCMA members and guarantee the prices are the lowest offered to any individual.
- Business Partner Proposals will be vetted by RCMA staff, reviewed by RCMA's Benefits Committee who will make a recommendation to RCMA's Board for final approval.
- Upon notification of RCMA Board Approval, the annual payment will be required within 30 days.
- All participating Business Partners will be contracted for one full year, regardless of the start date.
- After the initial year of partnership, this agreement may be renewed annually along with payment of the annual participation fee.
- Additional lines of business may be added to the original Business Partnership with RCMA's approval and an additional annual fee per line of service.
- Additional marketing activities may incur additional fees.
- Personal information of RCMA member physicians may not be duplicated or shared with any organization other than the contracted organization. Additionally, any marketing mailing labels provided to Business Partners are to be used one (1) time only and may not be duplicated.
- The Business Partner Program in no way implies RCMA's endorsement of your company.



The Riverside County Medical Association (RCMA) is comprised of 3,500 physicians, residents and medical students throughout Riverside County. Established in 1893, the RCMA is a professional association of Doctors of Medicine established to promote the science and art of medicine, the care and well-being of patients, the protection of the public health and the betterment of the medical profession. The RCMA unites with other societies in the State of California to form the California Medical Association.

WWW.RCMADOCS.ORG/PARTNERS