



TEXAS MEDICAL
ASSOCIATION
**THOUGHT LEADERSHIP
PROSPECTUS**

texmed.org/Marketing



Physicians Caring for Texans



TMA THOUGHT LEADERSHIP

Elevate your organization to TMA member physicians by participating as a thought leader in your industry. In healthcare, trust is the currency. Thought leadership allows organizations to demonstrate expertise and empathy before any sales pitch begins. Unlike other industries, healthcare marketing must prioritize education over promotion. Patients and physicians alike seek reliable and informative content.

Benefits of Thought Leadership

- **Brand Elevation** – Positions your company or personal brand as a leader in the field.
- **Trust-Building** – Establishes credibility with consumers, TMA physician leaders and stakeholders.
- **Business Growth** – Drives interest, leads, and opportunities through influence.
- **Talent Attraction** – Appeals to top talent who desire to work with visionary leaders.

Examples of Thought Leadership Activities

- Publishing white papers, articles, or blog posts.
- Speaking at industry conferences or webinars.
- Participating in expert panels or podcasts.
- Sharing insights on LinkedIn or other professional platforms.
- Leading research initiatives or trend analyses.

TMA THOUGHT LEADERSHIP SPONSORSHIP OPPORTUNITIES



Texas Medicine Magazine

o **Advertorials**

- Vendors may purchase a full-page advertorial in one of TMA's six published *Texas Medicine* magazines, including the JAN/FEB, MAR/APR, MAY/JUNE, JULY/AUG, SEPT/OCT, and/or NOV/DEC issues.

Guidelines apply, content approval from TMA, and a 60-day advance placement.

- [Insertion Order Form](#)



Texas Medicine Today, TMT eNewsletter

o **Sponsored Content**

- Vendors may purchase a sponsored content bundle in Texas Medicine Today eNewsletter publication. Guidelines apply, content approval from TMA.

- [Insertion Order Form](#)



TMA Practice Well Podcast

o **Podcast – Expert Content**

- Vendors may purchase a Practice Well Podcast Thought Leadership Bundle at TMA. This comprehensive and integrated marketing sponsorship allows for multichannel touchpoints throughout the annual campaign period. Vendor receives two annual and separate podcast programs. This podcast education will be published on the TMA website for six to twelve months.
- Contact [Belinda Bininger](#) for pricing.

TMA Conferences and Events

o **TexMed** (April or May)

- **Ask-the-Expert Lunch & Learn Panel Discussion**

- ▶ [Gold-Level Sponsorship](#)

- ▶ [Silver-Level Sponsorship](#)

- **Tech Village with Tech Talks & Coffee Breaks**

- ▶ [Tech Village Sponsorship Package](#)

o **TMA Fall Conference** (September or October)

- **Business of Medicine Conference**

- ▶ [Ask-the-Expert Breakfast Panel Discussion](#)

- **Leadership Summit**

- ▶ [Gold-Level Sponsorship](#)



TMA THOUGHT LEADERSHIP ANNUAL MARKETING BUNDLE

TMA CHANNEL	MARKETING DELIVERABLE
Practice Well Podcast Content	<ul style="list-style-type: none"> • Vendor receives two episodes per year • Podcast content recorded & promoted in the Education Center for 12 months
Practice Well Podcast Landing Page	<ul style="list-style-type: none"> • Featured Podcast Title and link
	<p>Key Areas of Suggested Podcast Content:</p> <ul style="list-style-type: none"> • Business of Medicine / Technology Ambient AI, Generative AI, Chart Summarization, Prior Authorization, Ambient Transcribing, Virtual Assistant, Practice Management, Locums • Physician Health & Wellness Personal Finance, Work-Life Balance, Travel & Entertainment, Nutrition, Fitness, TMA Resources
Texas Medicine Today	<ul style="list-style-type: none"> • TMT Sponsored Content Bundle with Square Banner Ad for 12 months • One square banner ad; one week per month for 12 months • Vendor receives 2 sponsored content features per year
TMA Medical News Roundup	<ul style="list-style-type: none"> • Rectangle Banner Ad for 12 months
TMA Website Banner Ad	<ul style="list-style-type: none"> • Rectangle Banner Ad for 12 months
Podcast Pavilion Sponsor at TMA Events	<ul style="list-style-type: none"> • TexMed Annual Conference • Fall Conference
TMA Vendor Directory	<ul style="list-style-type: none"> • Company listing • Podcast Pavilion Sponsor listing in Conference Program
Pricing and Discounts	<ul style="list-style-type: none"> • Billed at \$3,000.00 per month per vendor with a 12-month commitment <ul style="list-style-type: none"> » Allows for a 15% discount on additional incremental spend throughout the year. » Qualifies for TMA 360 Vendor Program - Gold Level Shared and Value-added Deliverables

Customization available upon request

DISCLAIMERS: The Texas Medical Association does not endorse third-party advertisers including TMA Practice Well Content Providers unless specifically stated in the advertisement. TMA Practice Well Content Providers pay fees in exchange for TMA advertising, sponsorship, and designation as a TMA supporter.

TMA reserves the right to alter Thought Leadership Sponsorship without notice.

MEMBERSHIP BY THE NUMBERS

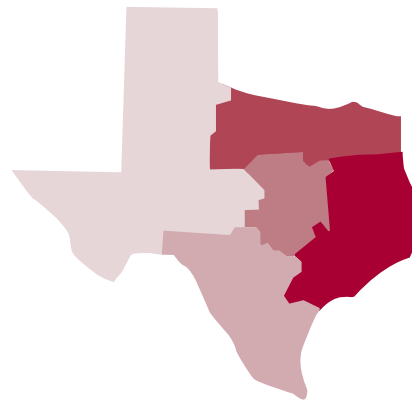


60,000+
TMA Members



PRACTICE SPECIALTY

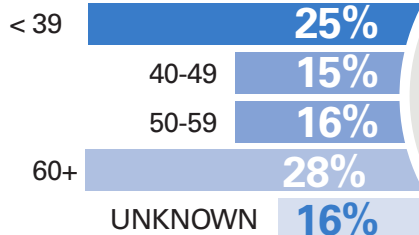
Internal medicine, family medicine, pediatrics	31%
Surgery	12%
Anesthesiology	7%
Obstetrics, gynecology	6%
Radiology	5%
Emergency	4%
All other specialties	35%



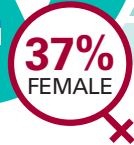
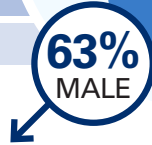
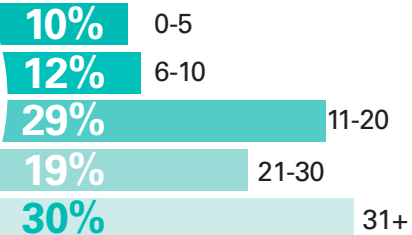
PRACTICE LOCATIONS

33%	East
30%	North
15%	Central
15%	South
7%	West

MEMBER AGES



YEARS IN PRACTICE



PRACTICE SIZE AND MEMBER TYPE

57%

Serve in a practice with 1-5 physicians

43%

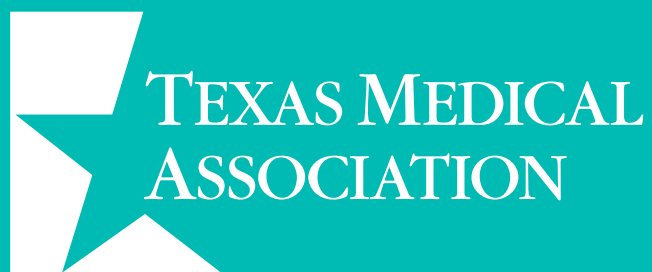
Serve in a practice with 6 or more physicians



69% Physicians

17% Residents

14% Students



Physicians Caring for Texans

[texmed.org/Marketing](https://www.texmed.org/Marketing)

 @texmed

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 @wearetma