

IndeDocs

Sponsors

Guide





Thank you for your support!

IndeDocs (Independent Doctors of South Carolina) is an organization **dedicated to preserving, protecting, and promoting the doctor/patient relationship through the independent practice of medicine** in South Carolina.

As physicians ourselves, we are highly concerned by the current trend of expansion of larger systems, resulting in fragmented care, severe cost increases, and enforcement of hospital directives instead of purely patient-focused care.

Our goal as a non-profit 501 (c)(6) organization is to provide the South Carolina medical community an alternative in which doctors can practice medicine with the freedom of being able to create and implement their care plans according to the best interests of their patients while also enjoying the benefits of being part of a larger group, with access to practice management education resources and networking avenues, pooled purchasing power, and legislative advocacy.

We are excited to announce that IndeDocs has reached the development stage where we can open up opportunities for sponsorship. If your business or organization would be interested in the opportunity to connect with some of the top medical professionals in South Carolina and support our mission to fundamentally change the practice of medicine here in the Palmetto State for the better, we invite you to contact our admin team at IndeDocs.com/Contact for more information.

Thank you in advance for your consideration and your support.

INDEDOCS BOARD OF DIRECTORS

Marketing Outlets

IndeDocs

PODCAST

Our **podcast**

is a series of discussions with thought leaders, industry experts, and practitioners of independent medicine and the institutions that influence it.

Each episode takes deep-dive look into a variety of topics examining the ins and outs of independent practice — what's working, what isn't, and how we can operate together as a collective community to elevate independent medicine in South Carolina for providers and patients alike.



The **INDEDOCS** Podcast

Distribution : hosted on [IndeDocs.com](https://www.indedocs.com) and available to download through Apple Podcasts, Spotify, and other major podcast platforms

Promotion : promoted on all IndeDocs social channels (Facebook, Instagram, LinkedIn) and in the monthly e-newsletter

Audience: physicians, administrators, and other professionals in fields related to independent medicine

E-NEWSLETTER

Our **e-newsletter**

is sent every month to the entire IndeDocs email distribution list with organization news, updates from the IndeDocs board and membership, and interactive links to additional reading and resources to help our readers stay up-to-date, educated, and connected.

Distribution : sent monthly via email

Promotion : promoted on all IndeDocs social channels (Facebook, Instagram, LinkedIn)

Audience: over 2,000 recipients, comprised of physicians, administrators, and other professionals in fields related to independent medicine

IndeDocs

MARCH UPDATE
We hope this newsletter finds you in good health and high spirits. As we move further into the year, we're excited to share some updates and insights from the IndeDocs community.

The Fight to Ban Non-Compete Agreements in Doctor Contracts

Non-compete agreements are ubiquitous in hospitals and healthcare organizations, and they are a problem for both doctors and their patients.

When a doctor chooses to leave a hospital or practice with an active non-compete agreement, the geographic restrictions on their new practice may make it inconvenient, or even impossible, for their patients to follow.

These same healthcare corporations are going to great lengths to protect their own interests and prevent lawmakers from banning non-compete agreements, proposing arbitrary salary caps, and making outlandish claims about the impact bans might have on the economy.

Read our IndeDocs President, Dr. Marcelo Hochman's, latest article that debunks these claims and shows just how important it is that we ban non-competes in the healthcare industry:

[Read full article here](#)

DOCTORS' LOUNGE
and achievements with the community. Whether you've recently published a paper, received an award, or have an event coming up, we'd love to hear from you.

[Contact Us](#)

JOIN NOW

WE'RE COMMITTED TO SUPPORTING YOU IN YOUR PROFESSIONAL JOURNEY AND PROVIDING VALUABLE RESOURCES AND NETWORKING OPPORTUNITIES. IF YOU HAVE ANY SUGGESTIONS OR FEEDBACK, PLEASE FEEL FREE TO REACH OUT TO US.

Thank you for being a part of the IndeDocs community. Together, we can continue to make a difference in healthcare.

IndeDocs Website www.indedocs.com

DIGITAL MAGAZINE

Our **digital magazine** is a bi-monthly publication produced in partnership with HealthLinks. With information and insight on topics such as preserving the doctor-patient relationship, increasing the productivity of independent practices, and advocating for relevant legislation, IndeDocs Magazine drives conversations and pushes for positive changes to our healthcare system.

Hosting: hosted on both HealthLinks.com and IndeDocs.com

Distribution: sent monthly to HealthLinks and IndeDocs networks

Additional Promotion: promoted on all IndeDocs social channels

Audience: over 3,000 recipients, comprised primarily of SC-based doctors and high-level administrators



SOCIAL MEDIA

Our **social media**

channels (including LinkedIn, Instagram, public Facebook page, and members-only private Facebook group) have new posts added at least twice a week sharing news, organization updates, event announcements, and resources relevant to our membership and community of colleagues.

Our social audience includes physicians, physicians-in-training, administrators, leaders of fellow organizations, and other professionals in fields related to independent medicine

A screenshot of a social media post from the account "IndeDocs". The post is dated March 26 at 4:24 PM and is public. The text of the post reads: "Don't miss this compelling read about Dr. Hochman's dedication to creating a healthcare system rooted in choice, compassion, and excellence. Together, we can build a future where every individual has the opportunity to thrive." Below the text is a photograph of Dr. Marcelo Hochman, a man with a beard and glasses wearing a white lab coat, standing in front of a building entrance. A sign on the wall behind him reads "DR. HOCHMAN FacialSurgeryCenter.com". At the bottom of the post, there is a link to "USREPORTER.COM" and the title "Dr. Marcelo Hochman: Championing Choice and Reform in Healthcare - US Reporter".

IndeDocs
Published by Inde Doc · March 26 at 4:24 PM · Public

Don't miss this compelling read about Dr. Hochman's dedication to creating a healthcare system rooted in choice, compassion, and excellence. Together, we can build a future where every individual has the opportunity to thrive.

USREPORTER.COM
Dr. Marcelo Hochman: Championing Choice and Reform in Healthcare - US Reporter

ANNUAL MEETING

Our **annual meeting**

attracts attendees from all over South Carolina and features speakers including top independent physicians, thought leaders, and other subject matter experts related to independent medicine. The day is packed with educational and empowering content delivered through presentations, panel discussions, and Q&As and the environment is excellent for building and nurturing a network of like-minded colleagues. The event sold out last year and we expect the same this year!



*It was fun, educational, and a great way to meet local independent docs. Impressive group with a ton of knowledge and experience, well put together, and valuable for all attendees. A great event! - **DocSocial***

*The program was well thought out. Speakers were all well-qualified. Presentations were relevant. Venue was very good. Technical support was excellent. - **Independent Health Alliance (IHA)***

*The setting, agenda, and execution were all top notch. - **Blue Cross Blue Shield of SC***

The word from past sponsors:

*As a company that has remained fiercely independent and physician owned over our three-decade history, it was great to be around like-minded people. You should be proud of what your organization has accomplished to date and we're excited to see what you will achieve in the future. - **SurgCenter Development***

*There was great attendance, I like the topics and how it was all about helping physicians remain independent yet viable. I also like the fact that it was so open forum meaning a variety of different opinions on things but not derogatory or upsetting. Glad I sponsored, will certainly attend and sponsor again. - **PSyn, Inc.***

Levels of Sponsorship

IndeDocs

At the **ENTERPRISE** sponsorship level:

- **Podcast** - ad spot (up to 30 seconds each) on 6 episodes
- **E-newsletter** - ad space in “above the fold” section for 6 editions
- **Digital Magazine** - a mini interview with sponsor featured in the “Sponsor Spotlight” section
- **Social Media** - a solo mention in 4 social posts on all IndeDocs social media channels over a 12-month period
- **Website** - premium placement on sponsors section of website
- **Email Blast** - 2 dedicated emails sent to the IndeDocs membership with sponsor’s messaging over a 12-month period
- **Annual Meeting** - a table at the 2025 Annual Meeting and up to 8 additional entry tickets (adults only)
- **Additional Promotion** - to be discussed

At the **PLATINUM** sponsorship level:

- **Podcast** - ad spot (up to 30 seconds each) on 4 episodes
- **E-newsletter** - ad space in “above the fold” section for 4 editions
- **Digital Magazine** - a mini interview with sponsor featured in the “Sponsor Spotlight” section
- **Social Media** - a solo mention in 3 social posts on all IndeDocs social media channels over a 12-month period
- **Website** - premium placement on sponsors section of website
- **Email Blast** - 2 dedicated emails sent to the IndeDocs membership with sponsor’s messaging over a 12-month period
- **Annual Meeting** - a table at the 2025 Annual Meeting and up to 6 additional entry tickets (adults only)

At the **GOLD** sponsorship level:

- **Podcast** - ad spot (up to 30 seconds each) on 3 episodes
- **E-newsletter** - ad space in “above the fold” section for 3 editions
- **Digital Magazine** - a mini interview with sponsor featured in the “Sponsor Spotlight” section
- **Social Media** - a solo mention in 2 social posts on all IndeDocs social media channels over a 12-month period
- **Website** - premium placement on sponsors section of website
- **Email Blast** - a dedicated email sent to the IndeDocs membership with sponsor’s messaging
- **Annual Meeting** - 4 entry tickets (adults only) and access to discounted sponsor table rates

At the **SILVER** sponsorship level:

- **Podcast** - ad spot (up to 30 seconds each) on 2 episodes
- **E-newsletter** - ad space in 2 editions
- **Social Media** - group mention in 2 social posts on all IndeDocs social media channels
- **Website** - placement on sponsors section of website
- **Annual Meeting** - 4 entry tickets (adults only) and access to discounted sponsor table rates

At the **BRONZE** sponsorship level:

- **Podcast** - ad spot (up to 30 seconds) on 1 episode
- **E-newsletter** - ad space in 1 edition
- **Social Media** - group mention in 2 social posts on all IndeDocs social media channels
- **Website** - placement on sponsors section of website
- **Annual Meeting** - 2 entry tickets (adults only) and access to discounted sponsor table rates

At the **STEEL** sponsorship level:

- **Podcast** - mentioned in “additional sponsors” list on 1 episode
- **E-newsletter** - ad space in 1 edition
- **Social Media** - group mention in a social post on all IndeDocs social media channels
- **Website** - placement on sponsors section of website

LEVELS OF SPONSORSHIP

Enterprise \$ 10,000+

Platinum \$ 10,000

Gold \$ 5,000

Silver \$ 2,500

Bronze \$ 1,000

Steel \$ 500

Have questions or need more information?

If you have questions or would like to request additional information, please contact us at IndeDocs.com/Contact. We appreciate you reviewing this guide and hope you'll consider joining our sponsorship team.

Together we can change medicine in South Carolina for the better!

