

medical office manager

learn more, earn more, be a better manager

Medical Office Manager Marketing Opportunities

[Website Visitors](#)

[Newsletter Subscribers](#)

[Email and Alert Subscribers](#)

[Webinar Attendees](#)

[Book Buyers](#)



MOM uniquely serves the market you want to hit

- For nearly three decades, Medical Office Manager has provided medical office managers throughout the U.S. with relevant and timely information to help them perform their jobs more effectively and more efficiently. Our experts understand and report on hiring and terminations, compliance and risk management, Medicare and insurance reimbursements, managing productivity and integrating technology, budgets and software solutions, plus balancing the personal and business personalities we all have.

MOM Users

MOM Users have reported having some firm responsibility over:

- **Hiring and firing**
- **Discipline and training**
- **Medical billing and insurance reimbursement**
- **Budgeting and purchasing**
- **Technology evaluation and acquisition**
- **Patient medical records**
- **Project management**
- **Employee productivity**
- **Compliance**

How can you reach MOM members?

- **Email blasts**
- Advertising in the weekly e-zines *momAlert*, *Medical Office Manager Spotlight* and/or the *Weekly Wrap-Up*
- Advertising on the primary website, www.medicalofficemgr.com
- Sponsored webinar
- Host your own MOM Webcast (webinar)

MOM Marketing Opportunities

Email Blasts

Every vendor who has taken advantage of a MOM email blast has come back for another. It works. It's your message. It's your sense of urgency. It's your response mechanism.

Introduce a new product or concept...drive traffic to your website...promote a new white paper that showcases your company's capabilities. The possibilities are infinite.

Email blasts currently go to nearly 6,000 MOM members and prospects. They are conference and webinar attendees, newsletter and e-zine subscribers, book buyers and recurrent website visitors. Pricing for one use is \$1,500, and there are discounts for multiple uses.

Contact Grace Payment for scheduling details and to learn how an email blast would complement your current marketing activities:

grace@medicalofficemgr.com

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Advertising in the weekly e-zines *momAlert*, *Medical Office Manager Spotlight* and/or the *Weekly Wrap-Up*

The three e-zines are weekly, quick-read emails that give medical office managers access to current developments, new thought leader pieces, quick tips, etc.

Subscribed to by thousands of professionals in North America, the frequency of these popular informational e-zines allows for marketers to take advantage of repeat messaging.

momAlert, *Medical Office Manager Spotlight* and the *Weekly Wrap-Up* currently hit 4,000 subscribers every week. Banner ads, top and bottom, and Sidebar Ads are available, from \$700 for a single insertion.

Contact Grace Payment for scheduling details and to learn how advertising in MOM's weekly informational e-zines would complement your current marketing activities: grace@medicalofficemgr.com

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MOM Marketing Opportunities

Advertising in the weekly *momAlert*

momAlert is just one of three weekly e-zines blanketing the medical office management market.

Contact Grace Payment for scheduling details and to learn how advertising in MOM's weekly informational email would complement your current marketing activities:

grace@medicalofficemgr.com

The screenshot displays the 'momAlert' newsletter layout. At the top left, the 'momAlert' logo is prominent. Below it, a 'must read' section features an article titled '21 easy ways to boost practice profitability fast' with an image of a hand holding a stethoscope over a dollar bill. A 'featured' section highlights 'HEALTH CARE REFORM: Is your practice aware of significant changes to Medicare's MACRA program?' accompanied by a newspaper graphic. Another section on 'COMPLIANCE' discusses 'Avoid these 3 deadly age discrimination traps' with a photo of a man. A 'RISK MANAGEMENT' section addresses 'After a relationship with a disruptive patient ends'. The right sidebar includes 'live events', 'NEW WEBINARS COMING SOON', 'training on demand', 'connect with us', and two ad boxes: 'Sidebar Ad 230 x 230' and 'Skyscraper Ad 400 x 230'. The top right corner shows the 'medical office manager' logo and the date 'Aug 8, 2016'.

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MOM Marketing Opportunities

Advertising on www.medicalofficemgr.com

[medicalofficemgr.com](http://www.medicalofficemgr.com) is where medical office managers go for answers to both routine and complicated office management questions, from time management to medical reimbursement, from Family Leave implementation to ADA signage, from risk management to updating policies and procedures.

Top Banner, Sidebar and Skyscraper (double the length of Sidebar) ads are available, and each can provide a link back to the advertisers website, research, a white paper, or an email address.

Advertisers can begin for as little as \$350.

Contact **Grace Payment** for advertising options, insertion scheduling and to learn how advertising on www.medicalofficemgr.com would complement your current marketing activities: grace@medicalofficemgr.com

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The screenshot displays the homepage of the medical office manager website. At the top, there is a navigation bar with the site's logo and tagline. Below this, a prominent banner area offers 'LIMITED ACCESS' and 'PREMIUM ACCESS' options for users. The main content area features several article thumbnails with images and titles. On the right side, there are two distinct advertising spots: a 'Banner Ad 900 x 156' and a 'Sidebar Ad 260 x 230'. At the bottom right, another 'Skyscraper Ad 260 x 400' is visible. The website layout is clean and professional, with a clear focus on providing resources and information to its members.

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MOM Marketing Opportunities

Sponsored Webinar

MOM puts on several educational webinars for licensing executives throughout the year. Marketers can get their message across by sponsoring a webinar, having their logo attached to marketing for the webinar, receiving acknowledgement from the moderator, and having your marketing slide inserted into the webinar deck.

Pricing begins at \$3,500.

Contact Grace Payment to discuss the webinar schedule and to learn more about how webinar sponsorship can complement your current marketing activities: grace@medicalofficemgr.com

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MOM Marketing Opportunities

MOM Webcast

MOM Webcasts take advantage of MOM's marketing routines and membership lists by having MOM help you develop your own webinar, marketed to MOM audiences, for your company's products and services.

This is an effective and cost effective option to reach the decision-making medical office managers, maximizing your message both in North America and internationally.

Pricing begins at \$4,000.

Contact Grace Payment to learn more about Licensing Webcasts and to review scheduling (MOM Webcasts are very popular and should be scheduled months in advance). To learn more about how a MOM Webcast can complement your current marketing activities: grace@medicalofficemgr.com