



MCMS MEMBER PRACTICE PARTNERSHIP OPPORTUNITIES



MCMSONLINE.COM

AN INTRODUCTION

TO MARICOPA COUNTY MEDICAL SOCIETY (MCMS)



Maricopa County Medical Society (MCMS), founded in 1892 and incorporated in 1935, is the oldest medical association in Arizona. MCMS is a physician-led membership-based organization that provides advocacy, services, and resources for physicians in Maricopa County and across Arizona. These services and resources have evolved over the years to meet the ever-changing needs of physicians.



133 YEARS OF SUPPORTING

PHYSICIANS AND THEIR PRACTICES

Maricopa County Medical Society (MCMS) historically focused on supporting physicians and their practices throughout their careers. That includes support and services during medical school, residency, fellowship, and throughout their medical career and retirement.

The mission of MCMS is to promote excellence in the quality of care and the health of the community and to represent and serve its members by acting as a strong, collective physician voice.



THE MCMS BOARD

IN 2025

Jane Lyons, MD

Board President

Zaid Fadul, MD

Immediate Past President

Greg Aran, DO

Secretary

Kishlay Anand, MD

Secretary

Ajay Bhatnagar, MD

Board Director

Karyne Vinales, MD

Board Director

Adnan Saithna, MD

Board President - Elect

Rahul Rishi, DO

Treasurer

Mona Amini, MD

Board Director

Jay Arora, MD

Board Director

Shana Johnson, MD

Board Director

Regan Hill, DO

Resident Director



WHAT WE DO FOR PHYSICIANS AND THEIR PRACTICES

AT MARICOPA COUNTY MEDICAL SOCIETY (MCMS)

MCMS partners with member physician practices so that they can be showcased, referred to, and more easily connect with business partners.

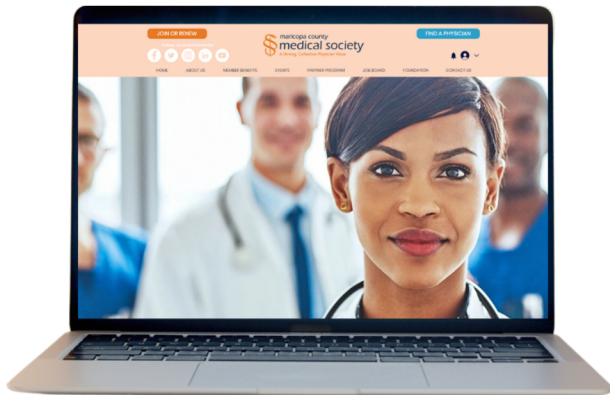
MCMS provides the following to member practices across Maricopa County & beyond:

- Showcasing practice physicians and services to other physicians across the county and state
- Connecting the practice to MCMS business partners
- Keeping the practice aware of public health announcements
- Patient referrals through our online physician database



OUR MARKETING BY THE NUMBERS

MCMS



MCMS Website:

- Averaging 1700+ unique monthly users
 - 37% direct, 38% organic, and 25% email

Email Marketing:

- 7,800+ practicing physician subscribers across county
- 400+ medical student subscribers
- 225+ resident subscribers

MCMS Social:

- LinkedIn - over 2,000 followers
- Facebook - over 750 followers
- Twitter - over 1250 followers
- Instagram - over 500 followers

Arizona Physician



Arizona Physician Magazine:

- Readership, listener-ship, and viewership is approximately 18,000 across all AZP platforms
- Print issue exclusive to MCMS members

Arizona Physician Website:

- Averaging 2200+ unique monthly users
 - 33% direct, 30% organic, and 37% email

Email Marketing:

- 11,000+ practicing physicians subscribers across Arizona
- 400+ medical student subscribers
- 225+ resident subscribers

PARTNERSHIP OPPORTUNITIES

MCMS would like to introduce opportunities for physicians and their practices to benefit from partnering with MCMS.

Each partnership opportunity includes physician membership for all physicians in the practice and a variety of value added services for the medical practice (i.e. marketing and networking).

Member Practice
60+ Physicians

\$25,000

Physician Membership:

- \$350 per member (\$21,000+ in value)

Benefits included:

- MCMS Annual Gala Sponsorship
 - One (1) table of ten (\$800 value)
 - Logo placed on all marketing materials
 - Logo placement on “Thank you to our Sponsors” signage
 - Sponsor recognition through social media posts (before and after the event)
 - Logo placement on Step and Repeat
 - Marketing materials and collateral included in guest gift bags
- MCMS Email Marketing
 - Four quarterly dedicated emails with banner ad to MCMS Members on your services and or products provided (\$1,200 value).

- MCMS Marketing
 - Marketing materials included in MCMS swag bags
 - Practice Logo on MCMS website
 - Strip horizontal banner ad on MCMS website for 12 months (\$1,000 value)
 - Included as partner practice in Member Lobby Directory
- Arizona Physician Magazine
 - Two Full page ads in any print-digital issue (\$6,580 value)
 - Strip horizontal banner ad on arizonaphysician.com for 12 months (\$1,822 value)

Member Practice
Up to 50 Physicians

\$15,000

Physician Membership:

- \$350 per member (Up to \$17,500 in value)

Benefits include:

- MCMS Annual Gala Sponsorship
 - One (1) table of ten (\$800 in value)
 - Logo placed on marketing materials
 - Logo placement on “Thank you to our Sponsors” signage
 - Sponsor recognition through social media posts (before and after the event)
 - Logo placement on Step and Repeat
 - Marketing materials and collateral included in guest gift bags

MCMS MEMBER PRACTICE PARTNERSHIP OPPORTUNITIES

- MCMS Email Marketing
 - Four quarterly dedicated emails with banner ad to MCMS Members on your services and or products provided (\$1,200 value).
- MCMS Marketing
 - Marketing materials included in MCMS swag bags
 - Practice Logo on MCMS website
 - Strip horizontal banner ad on MCMS website for 12 months (\$1,000 value)
 - Included as partner practice in Member Lobby Directory
- Arizona Physician Magazine
 - Two print-digital ads:
 - Full page ad on any print-digital issue (\$3,290 value)
 - Half page ad on any print-digital issue (\$2,584 value)
 - Strip horizontal banner ad on arizonaphysician.com for 9 months (\$1,496 value)

Member Practice Up to 40 Physicians

\$12,500

Physician Membership: \$350 per member (Up to \$14,000 in value)

Benefits include:

- MCMS Annual Gala Sponsorship
 - Six (6) tickets (\$480 in value)
 - Logo placed on marketing materials
 - Logo placement on “Thank you to our Sponsors” signage
 - Sponsor recognition through social media posts (before and after the event)
 - Logo placement on Step and Repeat
 - Marketing materials and collateral included in guest gift bags

MCMS MEMBER PRACTICE PARTNERSHIP OPPORTUNITIES

- MCMS Email Marketing
 - Four quarterly dedicated emails with banner ad to MCMS Members on your services and or products provided (\$1,200 value).
- MCMS Marketing
 - Marketing materials included in MCMS swag bags
 - Practice Logo on MCMS website
 - Strip horizontal banner ad on MCMS website for 9 months (\$750 value)
 - Included as partner practice in Member Lobby Directory
- Arizona Physician Magazine
 - One full page ad in any print-digital issue (\$3,290 value)
 - Strip horizontal banner ad on arizonaphysician.com for 6 months (\$1,026 value)

Member Practice Up to 30 Physicians

\$10,000

Physician Membership: \$350 per member (Up to \$10,500 in value)

Benefits include:

- MCMS Annual Gala Sponsorship
 - Six (6) tickets (\$480 in value)
 - Logo placed on marketing materials
 - Logo placement on “Thank you to our Sponsors” signage
 - Sponsor recognition through social media posts (before and after the event)
 - Logo placement on Step and Repeat
 - Marketing materials and collateral included in guest gift bags

MCMS MEMBER PRACTICE PARTNERSHIP OPPORTUNITIES

- MCMS Email Marketing
 - Three quarterly dedicated emails with banner ad to MCMS Members on your services and or products provided (\$900 value).
- MCMS Marketing
 - Marketing materials included in MCMS swag bags
 - Practice Logo on MCMS website
 - Strip horizontal banner ad on MCMS website for 6 months (\$500 value)
 - Included as partner practice in Member Lobby Directory
- Arizona Physician Magazine
 - One half page ad in any print-digital issue (\$2,584 value)
 - Strip horizontal banner ad on arizonaphysician.com for 6 months (\$1,026 value)



Member Practice Up to 20 Physicians

\$7,500

Physician Membership: \$350 per member (Up to \$7,000 in value)

Benefits include:

- MCMS Annual Gala Sponsorship
 - four (4) tickets (\$320 in value)
 - Logo placed on marketing materials
 - Logo placement on “Thank you to our Sponsors” signage
 - Sponsor recognition through social media posts (before and after the event)
 - Logo placement on Step and Repeat
 - Marketing materials and collateral included in guest gift bags
- MCMS Email Marketing
 - Three quarterly dedicated emails with banner ad to MCMS Members on your services and or products provided (\$900 value).
- MCMS Marketing
 - Marketing materials included in MCMS swag bags
 - Practice Logo on MCMS website
 - Strip horizontal banner ad on MCMS website for 6 months (\$500 value)
 - Included as partner practice in Member Lobby Directory
- Arizona Physician Magazine
 - One third page ad in any print-digital issue (\$2,260 value)
 - Strip horizontal banner ad on arizonaphysician.com for 6 months (\$1,026 value)
 - Inclusion in Member practice directory for two issues (\$500 value)

**Member Practice
Up to 10 Physicians**

\$5,000

Physician Membership: \$350 per member (Up to \$3,500 in value)

Benefits include:

- MCMS Annual Gala Sponsorship
 - Two (2) tickets (\$160 in value)
 - Logo placed on marketing materials
 - Logo placement on “Thank you to our Sponsors” signage
 - Sponsor recognition through social media posts (before and after the event)
 - Logo placement on Step and Repeat
 - Marketing materials and collateral included in guest gift bags
- MCMS Email Marketing
 - Two quarterly dedicated emails with banner ad to MCMS Members on your services and or products provided (\$600 value).
- MCMS Marketing
 - Marketing materials included in MCMS swag bags
 - Practice Logo on MCMS website
 - Strip horizontal banner ad on MCMS website for 6 months (\$500 value)
 - Included as partner practice in Member Lobby Directory
- Arizona Physician Magazine
 - One third page ad in any print-digital issue (\$2,260 value)
 - Strip horizontal banner ad on arizonaphysician.com for 3 months (\$556 value)
 - Inclusion in Member practice directory for two issues (\$500 value)

Member Practice Up to 5 Physicians

\$2,500

Physician Membership: \$350 per member (Up to \$1,250 in value)

Benefits include:

- MCMS Annual Gala Sponsorship
 - One (1) ticket (\$80 in value)
 - Logo placed on marketing materials
 - Logo placement on “Thank you to our Sponsors” signage
 - Sponsor recognition through social media posts (before and after the event)
 - Logo placement on Step and Repeat
 - Marketing materials and collateral included in guest gift bags
- MCMS Email Marketing
 - Two quarterly dedicated emails with banner ad to MCMS Members on your services and or products provided (\$600 value).
- MCMS Marketing
 - Marketing materials included in MCMS swag bags
 - Practice Logo on MCMS website
 - Strip horizontal banner ad on MCMS website for 6 months (\$500 value)
 - Included as partner practice in Member Lobby Directory
- Arizona Physician Magazine
 - One third page ad in any print-digital issue (\$2,260 value)
 - Inclusion in Member practice directory for two issues (\$500 value)