



We believe in a healthy medical system, with informed doctors and well treated patients.



SPONSORSHIP PROPOSAL

Prepared for: [Company]
Prepared by: Titi Jalba
Delivered on: 2017



Why we do what we do



Imagine you are a passionate Romanian doctor and you want to be sure that your patients are getting the best treatment possible, without experiencing that paralyzing fear of **uncertainty**.

Access to medical publications is a must in every health care system, but in our case it is not supported by the Romanian government, and doctors still rely on colleagues who work abroad to send them a journal article or book chapter that can help them treat the patient, prepare for conferences, perform medical research or publish their works.

We support top medical talents, those who actively crave to improve their knowledge and lead others to do the same, the doctors we call when we have a friend in pain.

For four years, **enformation** has been providing free access to scientific medical content to doctors, helping more than 3.000 professionals to be up to date with the latest procedures in their activity field.

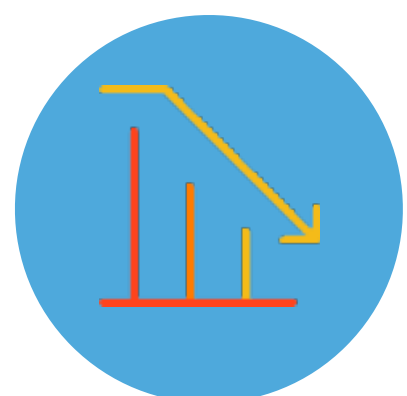
Connecting for Good



Improve medical decisions



Reduce medical errors



Reduce useless laboratory tests

In the context of [budget constraints](#), cost-effectiveness is a common idea for hospitals, ambulatories and healthcare providers. The unique denominator in the medical field that helps institutions achieve measurable savings is the trusted clinical content that is easily accessible to health care providers.

Time is the first factor that influences cost reduction within these institutions: every day, each physician faces an average of 9.5 clinical questions. With an average of 5 minutes spent for each question, the total reaches 48 minutes a day. If we multiply this result by the number of doctors in a hospital, we come up with a considerable number of hours lost by doctors, just to look for answers.

An even bigger problem: 2/3 of these questions will not be answered by the usual methods of investigation. If the number of these unanswered questions is multiplied by the number of doctors in the hospital, there is a high potential for the occurrence of medical errors, unnecessary laboratory tests, and consequently, increased costs.



Patient education

Health education is also a tool used in health care plans, and can include both general preventive information, health or disease promotion, and specific education on illnesses. The most important elements of patient education are focused on awareness and skills development: patients need to know when, how and why they need to make a change in their lifestyle.

The patient's therapeutic education should enable the patient to acquire and sustain capacities and skills to help him live his life in an optimal way, especially in the case of a chronic condition. As a consequence, we are talking about a permanent, integrated and patient-centred health care process. Therapeutic education involves organized awareness, information, learning and patient psychological support on illness, prescribed treatment, medical care, hospital framework, organizational information, and information on behavioural typologies specific to the condition or health. It aims to help patients and their families understand their illness and treatment, to cooperate with health professionals, to live healthy and to maintain or improve their quality of life. The therapeutic education aims to transform the patient from a passive participant of the therapeutic act into one who is actively involved in the recovery process.



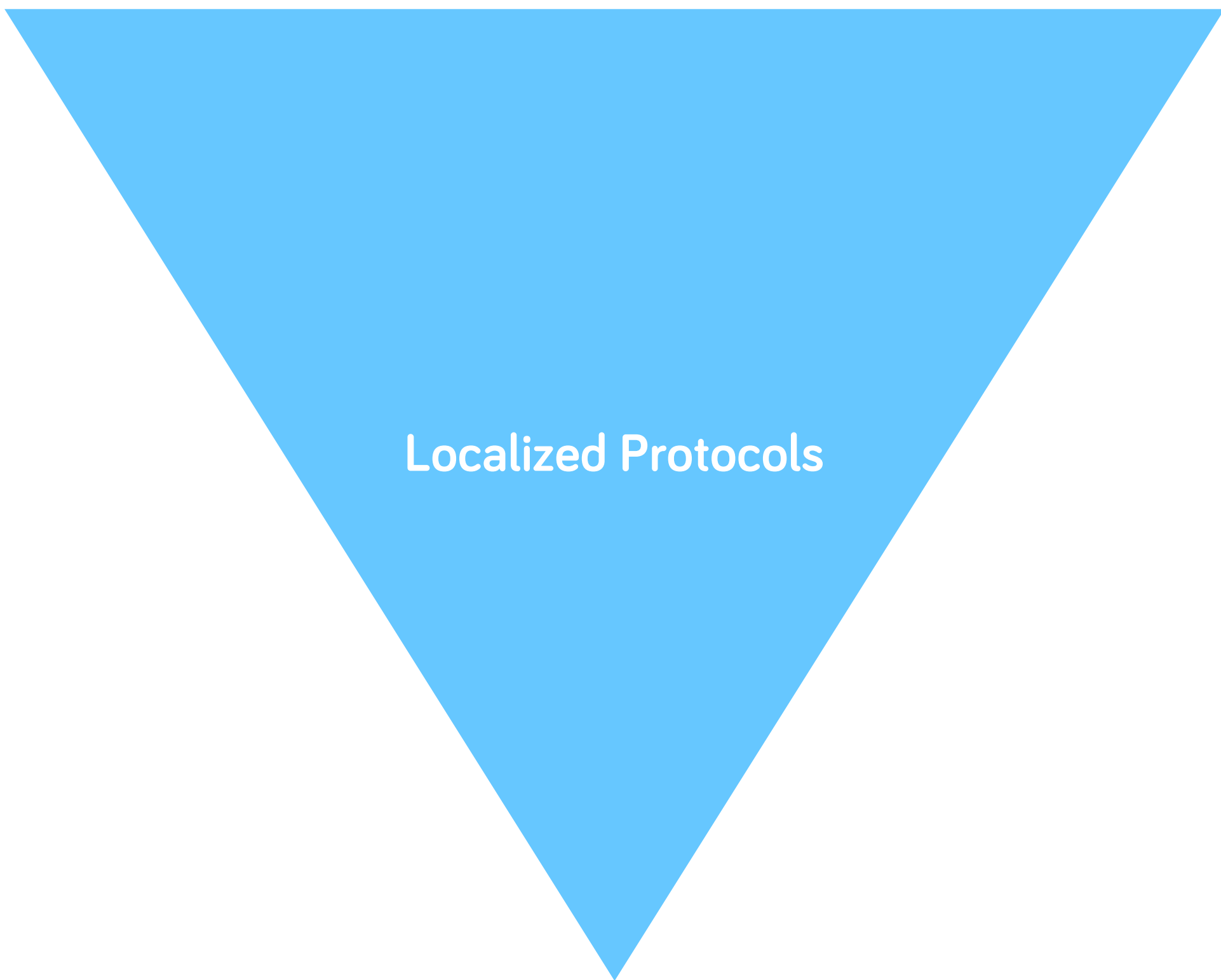


Adopt international guidelines & protocols

A major challenge for people involved in developing health policies across countries around the world is the increase in the quality of health care and health care management, implemented through reforms of the medical system and the implementation of case-based medicine (evidence -based medicine). This model of documentation proposes to change the way of approaching the patient's health problems through the realization in a normative, legislative, educational, structural and organizational framework that allows access to medical case studies, to encourage their integration into the current medical decisions.

The most important effort has been directed in the most countries towards the creation and implementation of medical practice guides. Medical Practice Guides are scientific tools that aim to standardize the medical act, improve the medical knowledge of practitioners, increase the quality of health care, and reduce the cost of health care. These have proved to be very useful in introducing into current medical practice. Most countries have developed a methodology of guides to medical practice and a set of own guides.

(Inter)national guidelines



Localized Protocols

Personalized Careflow



Decrease doctors migration & attract talents

Migration of doctors is a real problem in Romania. According to the College of Physicians in Romania, 3000 physicians, graduates of higher education graduates and approximately 3500 out of the country (through staff migration abroad, retirement and death). Some potential reasons for this may be: the possibility of bigger earnings for for less working hours, better equipment and a better work environment.

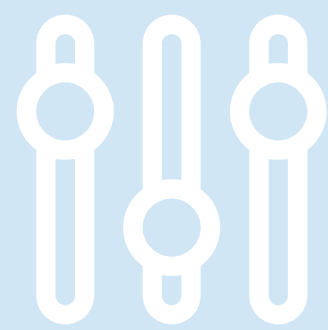
One of the most important factors in the development of medical infrastructure is access to the latest scientific information, regarded by medical professionals as an essential means for further specialization and development of personal knowledge.

On the other hand, issues such as family and language challenges are strong reasons which prevent physicians from migrating towards Western European countries. So, if we are able to provide access to online medical academic literature, journals, books and other information databases, physicians will have an extra reason to stay in the country.



peace MED

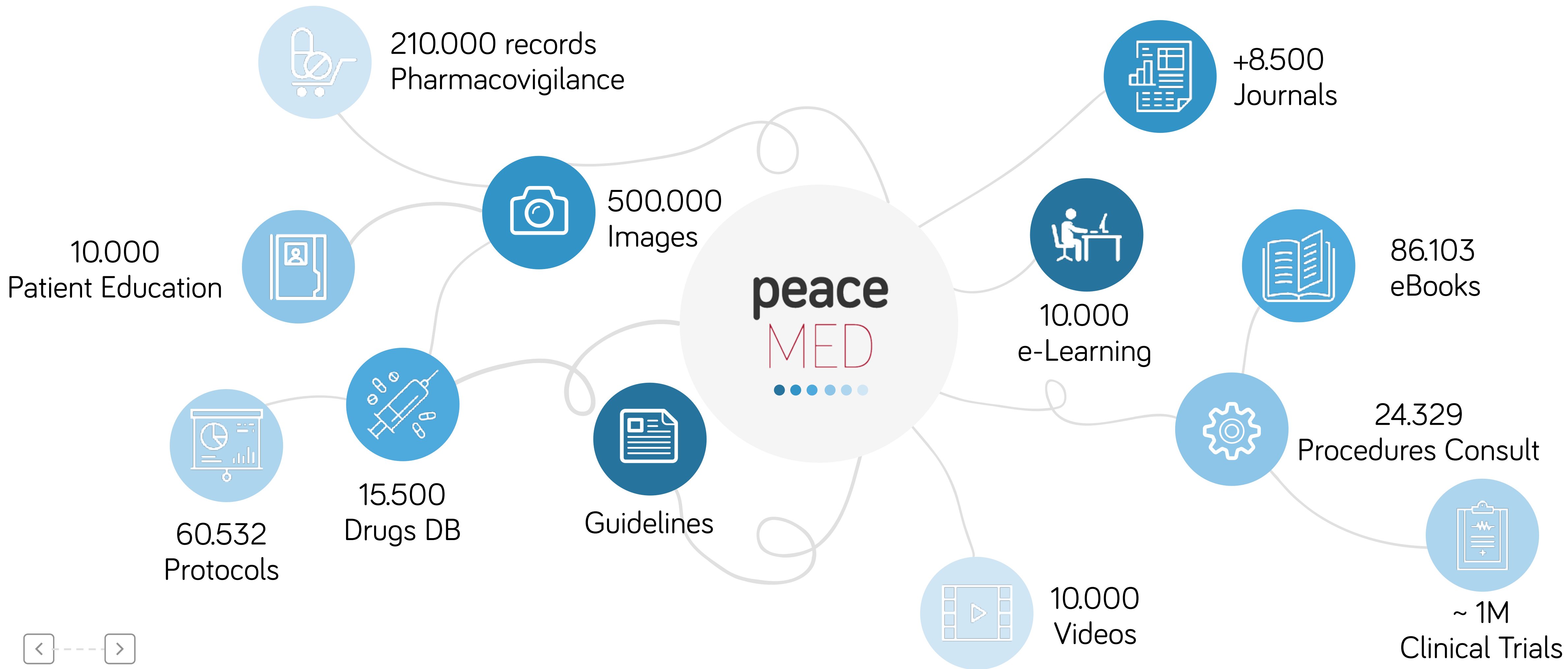
in numbers



* based on stats for the period 1st April – 30th June

enformation.ro/peaceMED

latest medical information for Romanian doctors





Academic platforms

Included in the project



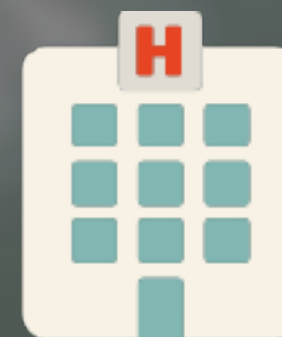
Accessible on any device

Customization to various **technologies** is the key





1.205
doctors &
medical professionals



121
hospitals &
research institutes



118.800
documents

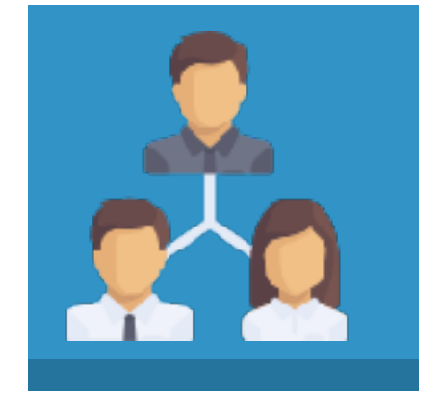
Our users

are **growing** in numbers as we speak

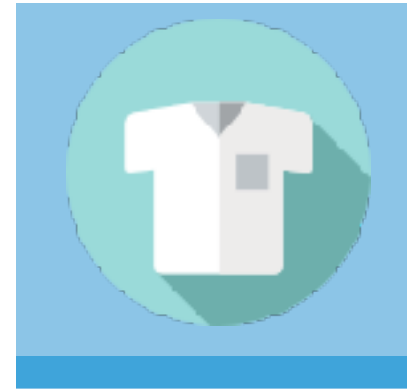
448 Residents



354 Specialists



Primary Care Dr. **349**



43 Nurses

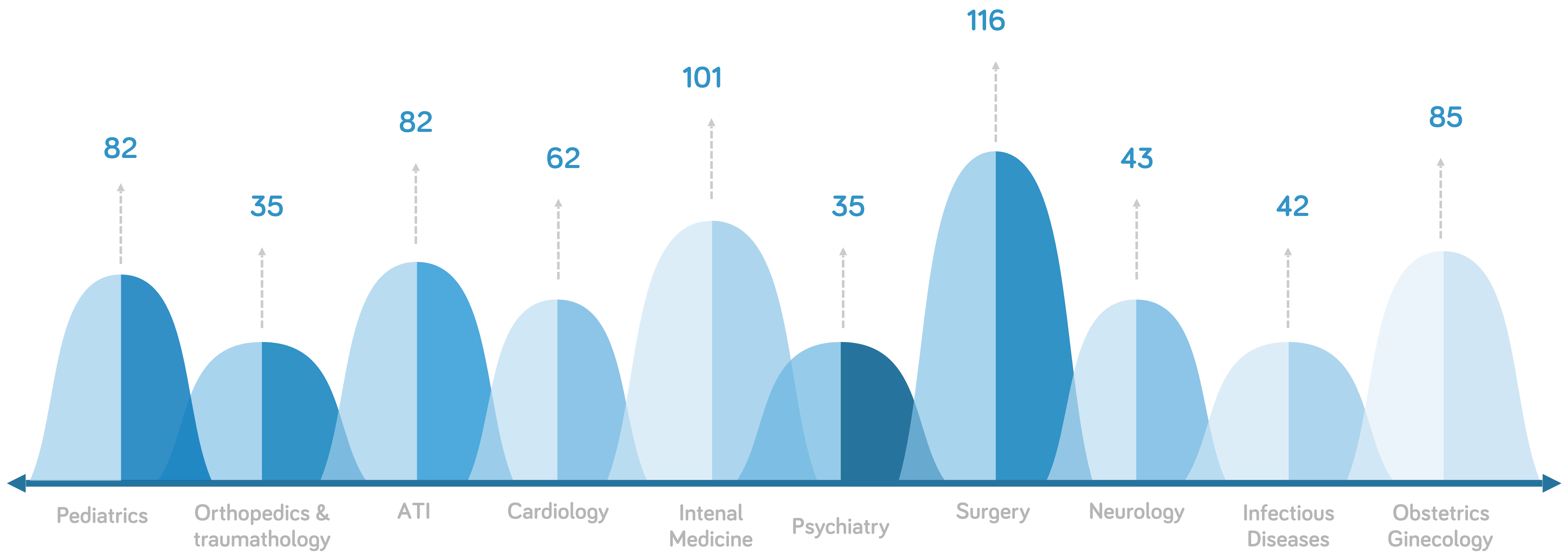


Pharmacists **11**



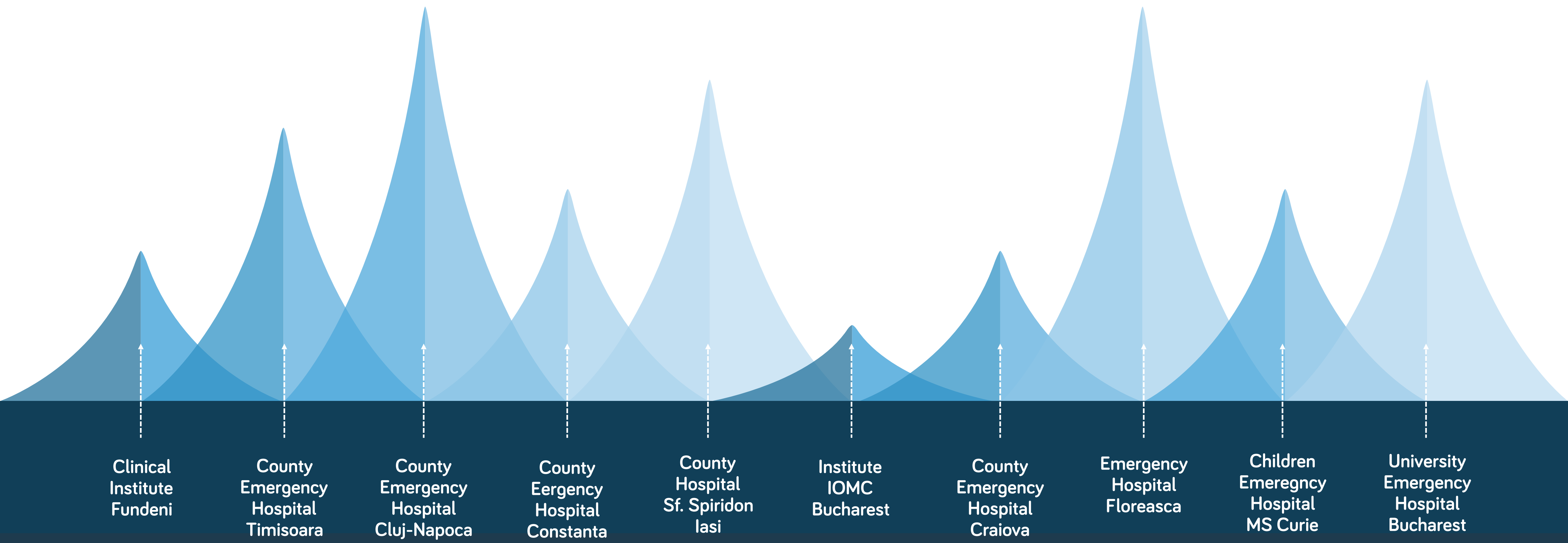
Top 10 user specializations

from more than 23 medical subject domains



Top 10 hospitals

by user count



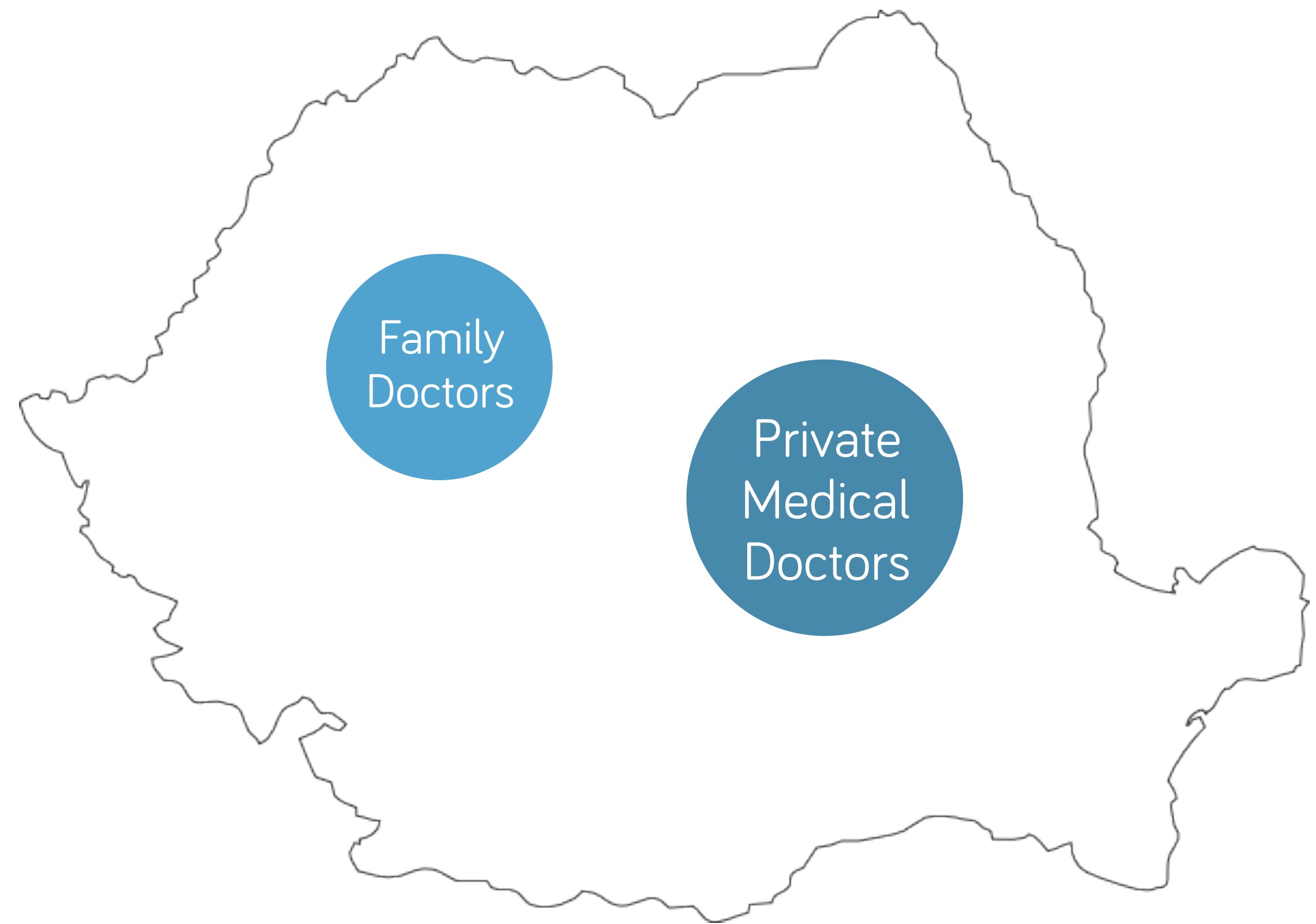
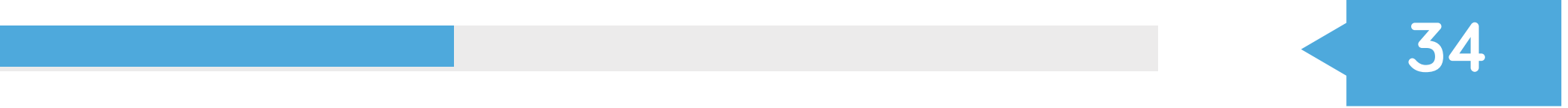
our access policy

is extended to **all doctors** that practice medicine in Romania, no matter where they are.

Private medical doctors

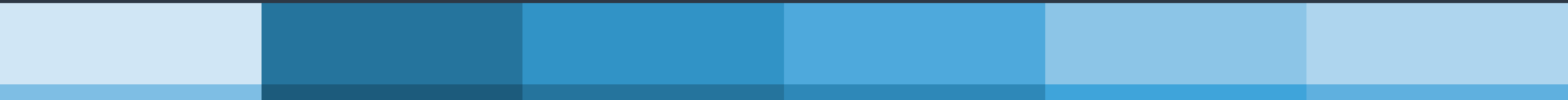


Family doctors



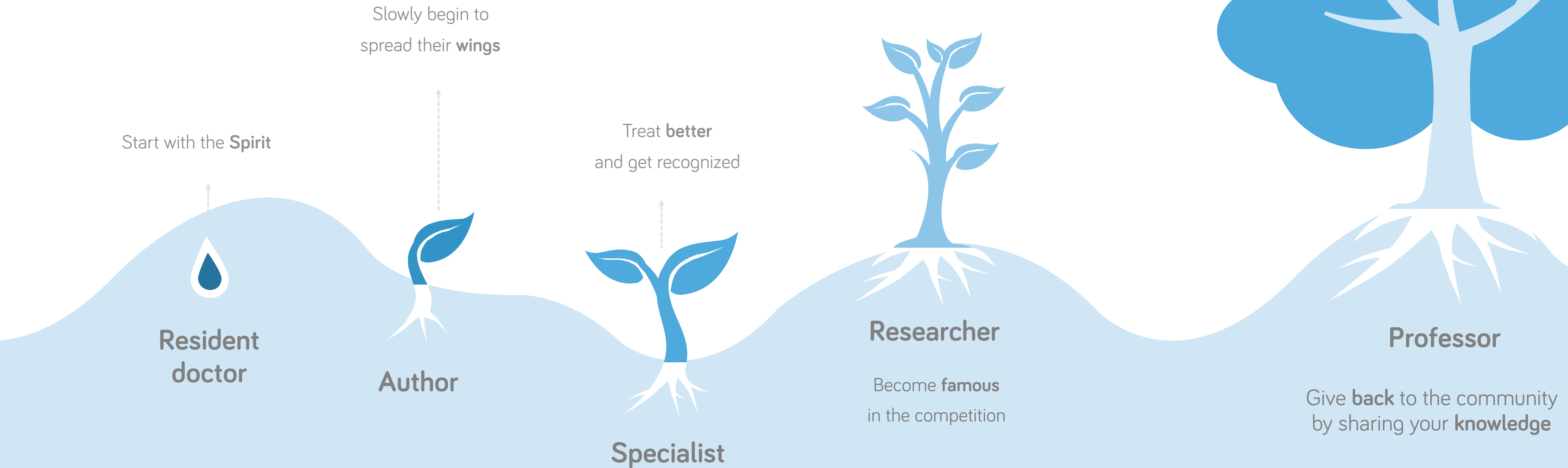
But it's not all about the numbers

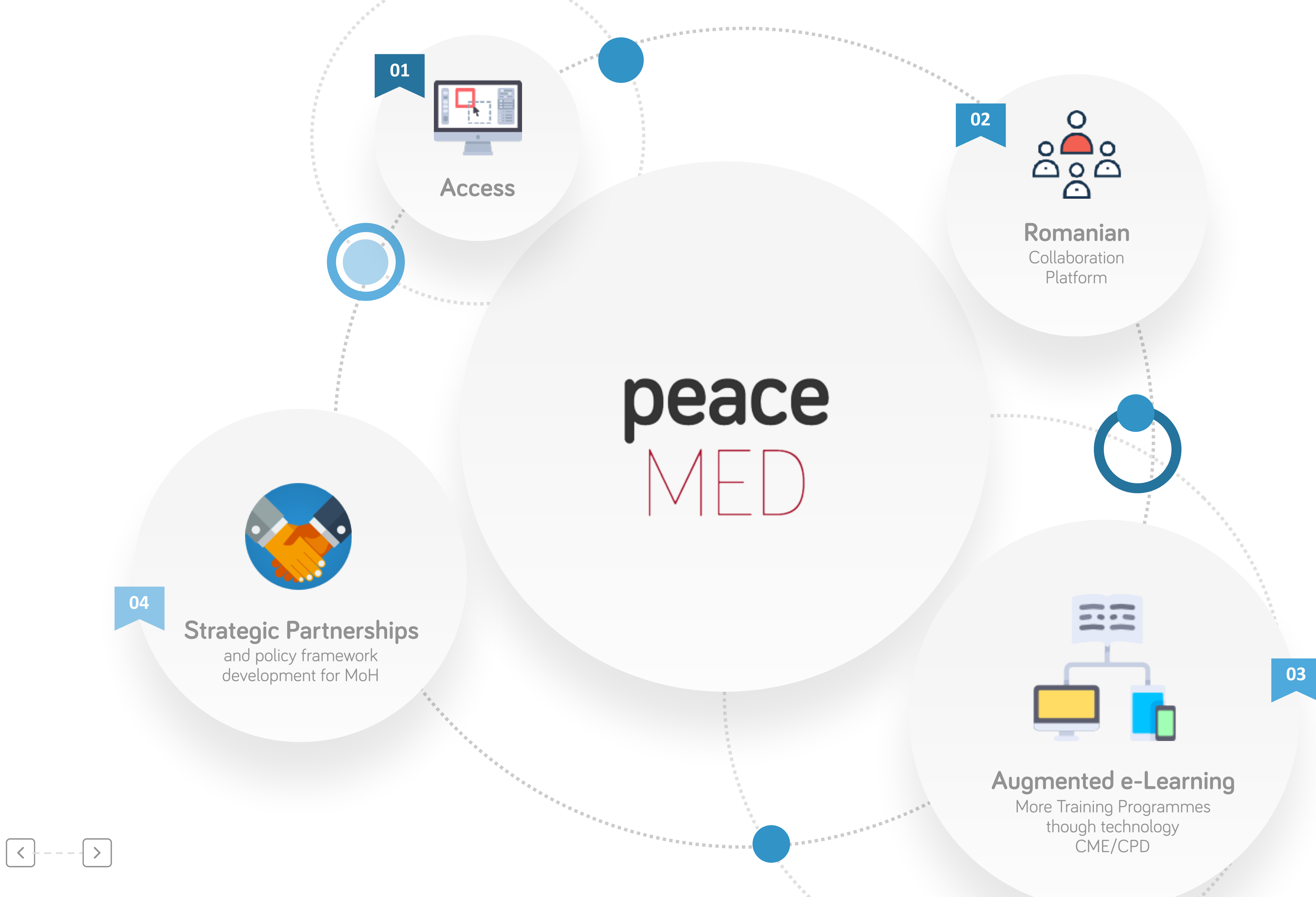
It's about what all of us can do together



Growth Stages

of our future healthcare professionals





Our Clients Say

Our services are **really** useful

2015

20 Aug, 2015

Conf. Dr. Victor Strâmbu



“We consider the access to these resources vital for continuous medical education of our doctors.”

Medical Manager – Nephrology University Hospital “Carol Davila”

Dr. Radu Spătaru

15 Feb, 2016



“ The medical platforms provided by enformation helped us in our daily activity by **reducing** investigation **time** in solving medical cases. “

Medical Manager – Clinical Pediatrics Hospital “MS Curie” Bucharest

07 Apr, 2016

Prof. Dr. Dragoș Vinereanu



“I support any project, national or EU, through which Romanian hospitals will be provided with access to scientific medical content!”

Head of Cardiology – University Emergency Hospital Bucharest
 Vice-rector of Research – University of Medicine and Pharmacy “Carol Davila”
 President – Romanian Cardiology Society

25 Apr, 2017

Cristina Cristea



“I use peaceMED to make better decisions, get relevant and up to date information and write scientific articles.”

Head of Infectious Disease – Infectious and Tropical Diseases Hospital “Victor Babes”

Dr. Simin Florescu Aysel

23 Mar, 2017



“The hospital needs access to medical platforms to raise the quality of medical services and patient satisfaction.”

Medical Manager – Infectious and Tropical Diseases Hospital “Victor Babes”

Raluca Tipa

17 May, 2017



“Congratulations on your excellent initiative!. peaceMED project is really helpful! We wish you consistency in pursuing these useful projects!”

Resident Doctor – Sf. Ioan Emergency Hospital Bucharest

29 Oct, 2016

Radoslaw Budzichowski



“Today we had a session on “How to get published” and that was a very interesting meeting with many questions. Thank you! “

Account Manager Romania/Poland – Ovid — [Wolters Kluwer](#)

Cem Üzüm

30 Oct, 2016



”We support Romania with all our community activities: we’re giving content, talk to the community, publish with them. We have editorial activities.”

Licensing Manager – [SpringerNature](#)

2017



How can you help?

The first *steps*



Sponsorship options

Which is the most suitable option for *you*?



1

Help us complete the 1st step

and make a change in the current health care system by facilitating the access to medical content

peaceMED, the pilot project will continue until the end of September. But our limited resources will not allow us to extend the free access beyond that moment. That is why, we could use your help.

„**Adopt**” a hospital or a group of doctors and facilitate their access to up to date, specialized medical content that covers their needs (in clinical practice or for research purposes).

We are asking you, **[Company]**, to join us by investing in a **Custom Sponsorship Package** aimed to help doctors continue their education and support their activity.



Let's work on these packages

We recommend one of [the following](#):

Group

[Company] is sponsoring Romanian cardiologists to access SpringerNature publications for one year.

€ 25k-75k

Hospital

[Company] is sponsoring MS Curie Children Hospital to access OVID publications for one year.

€ 50k-200k

National

[Company] is sponsoring all Romanian doctors and patients to access international accredited publications for one year.

€ 200k-2M

Let's spread the word!

connect your marketing department with ours and help us reach all doctors in the country.

Currently, **peaceMED** has more than 1.200 doctors registered but our goal, same as [Company], is to bring the services to every interested user in the country. In our case, we want to bring medical information in every hospital and clinic.

Joint campaigns will include: creating a partnership identity, weekly newsletters, contests, surveys, participation to medical events, press conferences, TV ads, Radio ads, etc.

We are asking you, **[Company]**, to help us by using your communication channels and resources to the good of Romanian medical community. Let's grow the user count to **5.000 in 3 months**.



Dissemination is Key

We recommend one of [these](#):

Basic

Mailchimp

6 Facebook posts - [Company] page over 1 month period

A news story provided to 6 medical websites - one time post

Combined visual identity peaceMED + [Company]

€ free

Web

10 promoted Facebooks ads/ 1 per week

1 video interview - influencer

10 Google ads/ 1 per week

Combined visual identity peaceMED + [Company]

€ 2.000

TV & Radio

TV ad - 30s x 5 during one month

Radio Ad - 30s x 10 during one month

presence in 1 TV show

Press conference

Combined visual identity peaceMED + [Company]

€ 10.000

Technological support for doctors

Gadgets are mandatory today

Doctors' time is **limited**. Documentation from classical sources is time-consuming and prevents doctors from performing their best work. Using a smartphone or a tablet, they can access information immediately without **losing precious time** searching for books and academic journals available at the library. Time saving is essential in the medical field.

Help us by providing doctors with a **smartphone, a tablet or a computer!** The medical act would improve immediately. Your support in this regard can **make the difference!**

Smartphone

25-75 pcs

Tablets

25-75 pcs

Computers

25-75 pcs

items can be donated to specific group of doctors, hospitals, we can organize a contest or offer the items based on a survey.



What can you gain?

a Romania with well informed doctors and well treated patients



As your **partner, enformation** takes your sponsorship very seriously. You make a promise to sponsor Romanian doctors, and in return we promise to deliver the best sponsorship benefits out there.

Connect with your customers

Customers are getting more and more conscientious about which companies they do business with. What better way to communicate your values than by sponsoring a cause that matches theirs?



Connect your brand

Your brand will be present in the medical field. Doctors and patients will find out about [Company]'s concern for health progress in Romania.



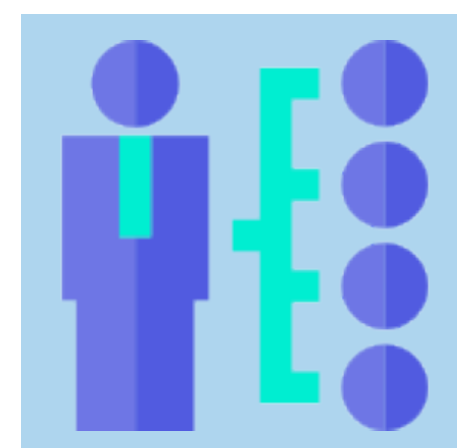
Tell your story and win new customers

Tell a whole new audience how much **[Company]** cares about Romanian health and education system. Every time a user will access medical content, participate in workshops, participate to online sessions with our publishing trainers, your brand will be front and centre.



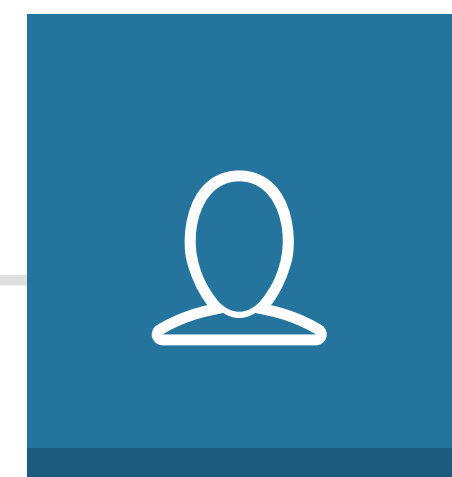
Network sharing

After 4 years of successfully providing medical content, **enformation** has a big network of supporters in the medical community. As our sponsor, you'll have access to our extensive list of influential members, as well as our special brand.



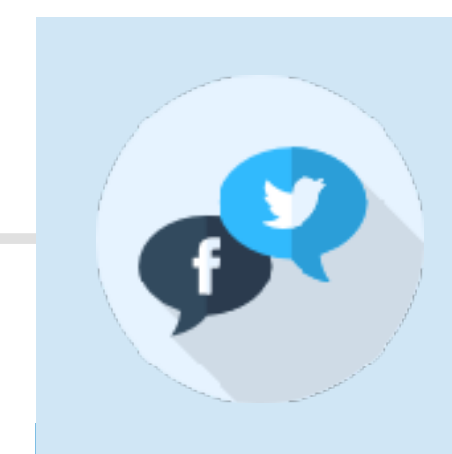
Give your staff something to smile about.

Responsible companies like **[Company]** know how important it is to get staff involved in giving back to the community. Talk to us about how your people can directly get involved in the project.



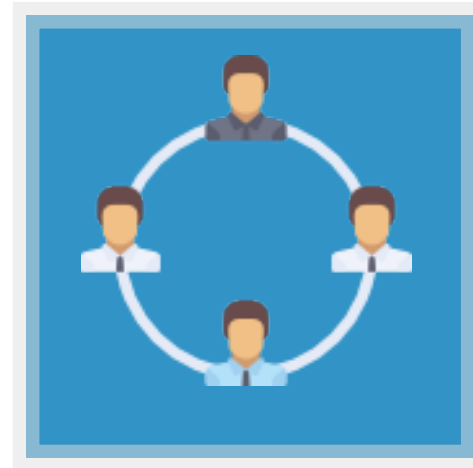
Social Media Exposure

enformation has 5.854 followers on Facebook, +14.000 total users on enformation.ro and we are active in 17 medical groups.



International Press Releases

We can support you to disseminate the company's message through International Press Releases. Enformation has an excellent relationship with numerous information points from abroad. It would be a pleasure for us to provide you these contacts developed over more than a decade.



National Press Exposure

Our marketing activity plan includes the option of communicating the involvement of **[Company]** to more than 600 medical reporters across the country.



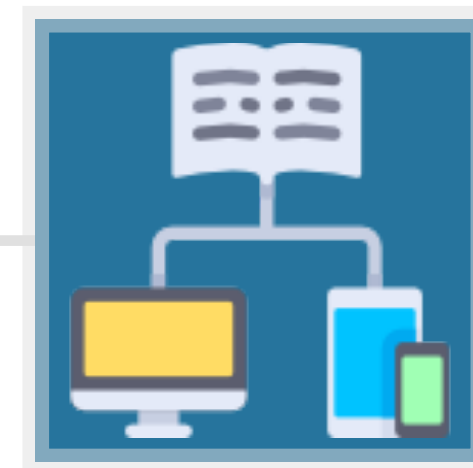
Survey

Our team will join efforts to support **[Company]** in conducting surveys, based on our vast experience.



Display

Our marketing team will make sure your brand is visible to our users. This includes and is not limited to: hospital posters, hospital website posts, project website, mailchimp, giveaways, user guides, banners, etc.



Proven track record of honesty and accountability

You want to know how your sponsorship dollars are working to raise awareness and funds for [Company]. We provide detailed reports after every campaign/ sponsorship period.



Unique marketing channels

Because we have a longstanding trust of our community, we have access to valuable marketing channels. In addition to our database of clients and users, we partner with other organizations such as medical Romanian societies, eHealth Romania, Medical Manager, RoMedic, MyMed and many others.

We always respect our partners

How will your sponsorship look and feel



Partnership Map

Let's **synthesize**

Your support will contribute to achieving real progress for:

[Company] will be included in numerous press releases



- 1.205 doctors & medical professionals

- 121 hospitals and research institutes



The multiplier effect on patients will be impressive

You will become a reference point for health policy makers

PeaceMed project can help the company's message reach the elite in the medical field



International publishers will recognize [Company] as a main partner in the Romanian medical field



Terms & Signature

We value your input on this project and we are looking forward to discuss the terms of our partnership in more detail.

