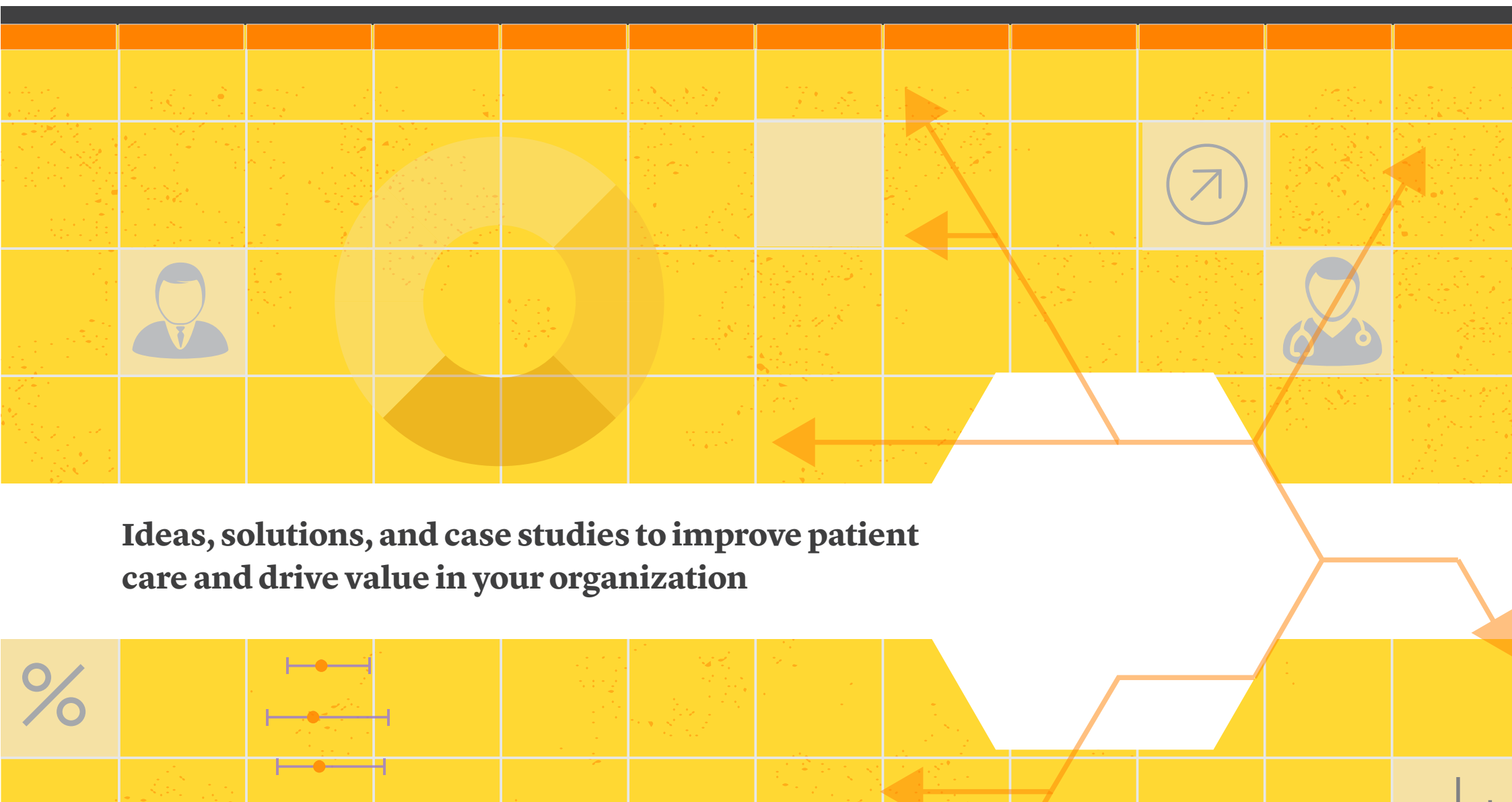




**Catalyst**

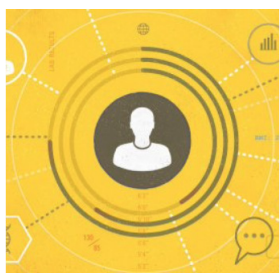
Innovations in Care Delivery



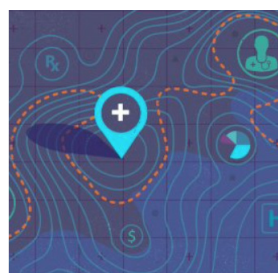
**Ideas, solutions, and case studies to improve patient care and drive value in your organization**

# A Dynamic Research, Events & Digital Content Platform

NEJM Catalyst was launched in 2015 as a platform to share innovative ideas and practical applications for enhancing the value of health care delivery. Together with a network of advisors and thought leaders, we published a daily digital publication, hosted quarterly events, and fostered the NEJM Catalyst Insights Council, all aimed at helping organizations address urgent challenges affecting health care. Because of the growing interest in our content and the need we saw emerging in the health care delivery transformation space, we transitioned NEJM Catalyst to a subscription-based, peer-reviewed journal.



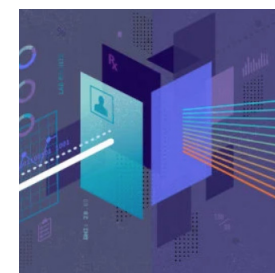
**Patient-Centered Care**



**Market Landscape**



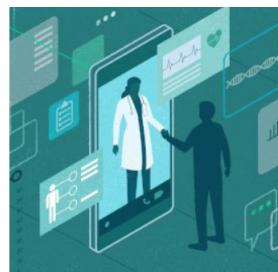
**Health Care Leadership**



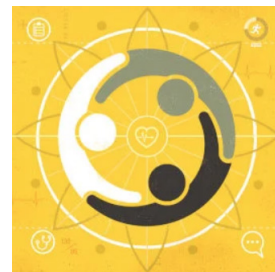
**Analytics and Outcomes**



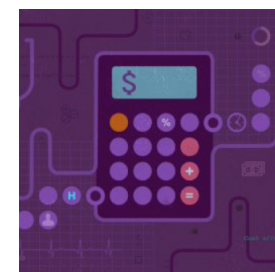
**New Models of Care**



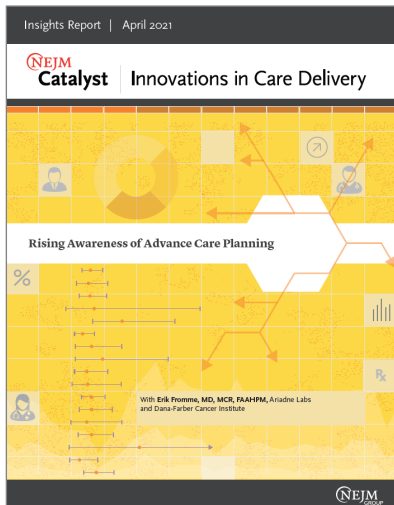
**Health Technology**



**Culture of Health**



**Alternative Payment Models**



## Research-Driven Dialogues

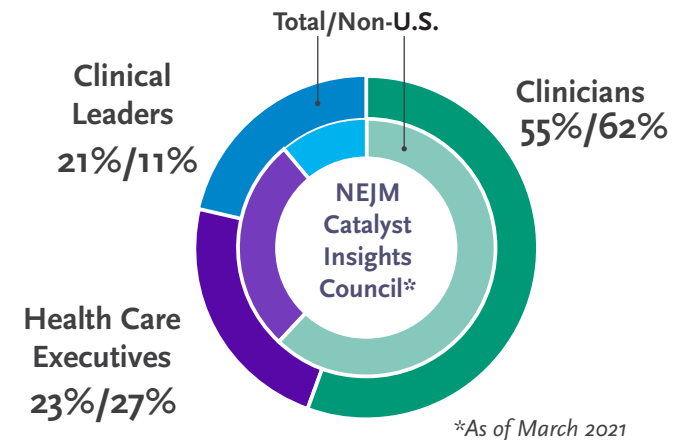
Reinforcing our dedication to insight-based coverage, NEJM Catalyst has built a multidisciplinary Insights Council to assist with assessing proposed new solutions, building clear understandings of new value equations, and informing change within their organizations.

The NEJM Catalyst Insights Council is a highly qualified global group of over 16,500 executives, clinical leaders, and clinicians at organizations directly involved in health care delivery, who bring different perspectives and sets of experiences to the conversation about health care transformation. They are change agents who are both influential and knowledgeable.

Council members participate in monthly surveys. The survey results are published as NEJM Catalyst Insights Reports, which include summary findings, expert analysis, and commentary from our thought leaders.

60%

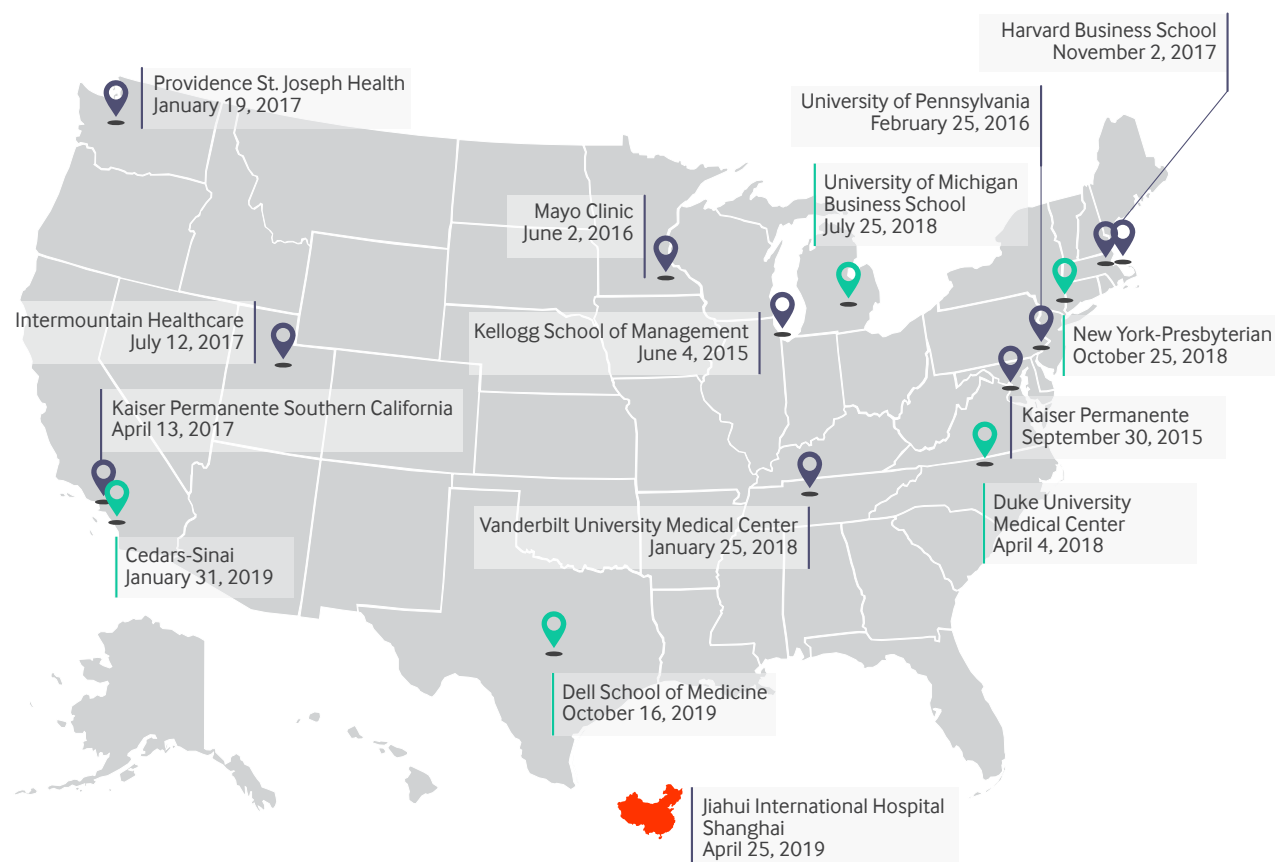
Insights survey respondents who are willing to be contacted to discuss results after taking survey.





## Dynamic Live-Streamed Events

NEJM Catalyst has unprecedented access & relationships with top-level speakers including executives, researchers, and clinicians across the care industry. Working with our partners we curate the most insightful conversations about mission-critical issues impacting health care. These engaging in-person and virtual events are designed to present differing perspectives and spur innovation at organizations through the sharing of case studies, actionable insights, and best practices.



## Editorial Board Co-Chairs



**Thomas H. Lee, MD, MSc,**  
Editor-in-Chief, *NEJM Catalyst  
Innovations in Care Delivery*;  
Chief Medical Officer, Press  
Ganey Associates, South Bend,  
Indiana

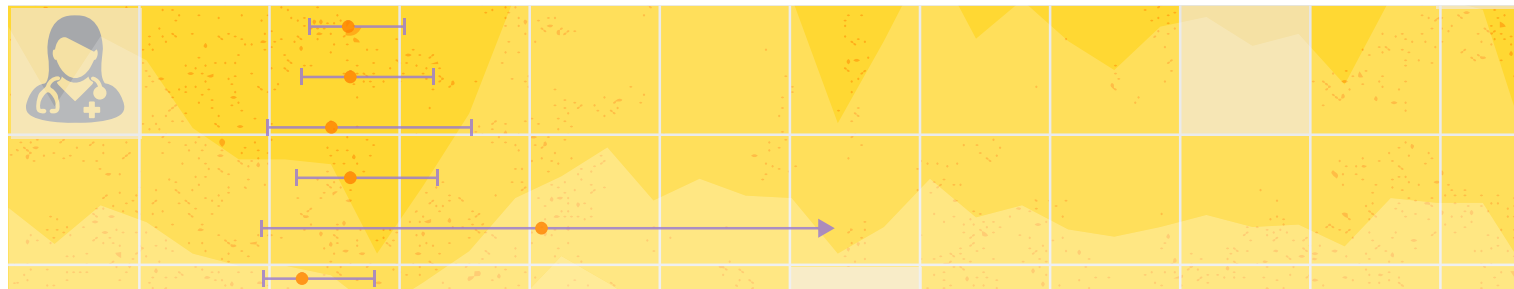


**Michael E. Porter, PhD,**  
Bishop William Lawrence  
University Professor, Harvard  
Business School, Boston,  
Massachusetts

# A Deeper Dive into the Most Critical Issues

*NEJM Catalyst Innovations in Care Delivery* is a peer-reviewed journal from NEJM Group and the publishers of the *New England Journal of Medicine*. This journal is charting new territory through its mission to identify the highest impact innovations, ideas, and measures to transform health care delivery. Our aspiration with the journal is to move the field forward to create a more rigorous discipline over time.

The journal features original articles that challenge the way readers think about health care by explaining an innovative approach or offering a well-developed framework for solving important problems. In-depth articles explore how health services should be organized, delivered, and financed; research reports feature survey results on consequential topics from the NEJM Catalyst Insights Council; case studies focus on care delivery solutions, including their successes and failures; and other content examines public policy and current trends that affect care delivery and chronicles the public perception of medical practice.



## Editorial Board

The journal's editorial board members are international leaders in health care and hail from provider, payer, and technology organizations; academic institutions; and governing and policy bodies. Our contributors are prominent experts and influential opinion leaders from provider organizations and academic institutions across the globe.

**Shantanu Agrawal, MD, MPhil**, President and Chief Executive Officer, National Quality Forum, Washington, D.C.

**Adrienne Boissy, MD**, Chief Experience Officer, Cleveland Clinic, Cleveland, Ohio

**Dave Chokshi, MD**, Commissioner, New York City Department of Health and Mental Hygiene, New York, New York

**Amy Compton-Phillips, MD**, Executive Vice President and Chief Clinical Officer, Providence, Renton, Washington

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**Dana Gelb Safran, ScD**, Head of Measurement, Haven, Boston, Massachusetts

**Sanjay Saint, MD, MPH**, George Dock Professor of Internal Medicine, University of Michigan, Ann Arbor, Michigan; Chief of Medicine, VA Ann Arbor Healthcare System, Ann Arbor, Michigan

**William Shrank, MD, MSHS**, Chief Medical Officer, Humana, Louisville, Kentucky

**Stephen Swensen, MD, MMM, FACR**, Professor Emeritus, Mayo Clinic College of Medicine, Rochester, Minnesota

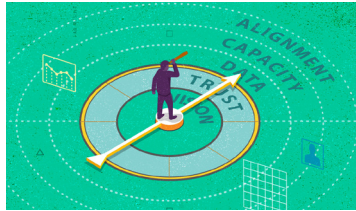
**Kevin G. Volpp, MD, PhD**, Founders Presidents Distinguished Professor and Director of the Center for Health Incentives and Behavioral Economics, University of Pennsylvania, Philadelphia, Pennsylvania

**Editor-at-Large: Vivian S. Lee, MD, PhD, MBA**, President of Health Platforms, Verily Life Sciences, San Francisco, California

## Targeted Access and Branding

At this time, **NEJM Catalyst** is seeking sponsors who provide transformative solutions and/or services to health care entities and are looking to:

- ▶ Embrace, drive, and foster innovation
- ▶ Improve the health care industry and drive better outcomes for health care organizations and patient value
- ▶ Build brand recognition amongst a highly engaged community of executives and clinical practitioners who are seeking solutions to health care's toughest challenges
- ▶ Be associated with the world-renowned NEJM Group brand and its flagship publication, the *New England Journal of Medicine*
- ▶ Share their proprietary content and thought leadership via sponsored content opportunities
- ▶ Capture opt-in event and asset download registrations to fuel new business lead generation
- ▶ Meet potential new-business prospects at an in-person event



*Align your brand exclusively with highly engaged executives and clinical practitioners who are seeking solutions to health care's toughest challenges*



## Exclusive Sponsorship Programs

NEJM Catalyst connects health care executives, clinical leaders, academics, and clinicians with the latest innovations and practical solutions for health care delivery transformation. As our audience continues to grow, connect, and engage directly with NEJM Catalyst, we can offer exclusive sponsorship opportunities for select global brands committed to driving innovation and offering valuable insight, market solutions and services that support leaders in their efforts to improve delivery and transform outcomes.

### OPPORTUNITIES INCLUDE:

#### Exclusive Journal Sponsorship

NEJM Catalyst is offering an exclusive opportunity for a select organization to be the sole sponsor of 6 or 12 issues of *NEJM Catalyst Innovations in Care Delivery*. In addition to exclusive branding, the sponsor has the option to contribute an article to be published as an accompaniment to each sponsored issue of the journal.

#### Sponsored Research Reports

NEJM Catalyst fields digital surveys with our proprietary Insights Council of over 16,000 international health care clinicians and leaders. Report sponsors receive brand recognition and may contribute an introductory perspective letter by a sponsor SME or thought leader.



## **General Policies for Sponsor Content**

- Content from our sponsors will be designated as such.
- Sponsor content or logos will link directly to sponsor site(s).
- Sponsor organizations do not participate in the publication of non-sponsor content.
- All sponsor content and assets are subject to approval by NEJM Catalyst.

## **Virtual Roundtable Discussions**

NEJM Catalyst will recruit and moderate a virtual executive roundtable discussion that will include a leader or expert from the sponsor's organization. After the discussion is held, NEJM Catalyst will publish a sponsor-branded digital report highlighting key findings of the roundtable discussion.

## **Virtual Event Sponsorships**

NEJM Catalyst events feature content-driven talks, panel discussions, and live audience Q&A. The sponsor may provide one SME to participate virtually in each event via a Q&A discussion with an NEJM Catalyst editor.

## **Content Collection Sponsorship**

NEJM Catalyst will produce a digital collection of previously published exclusive content on a specific topic to be available to our audience to download as a free PDF premium. The sponsor may provide a one-page ad and a one-page SME introductory perspective letter.

## **Sponsored Interview Podcast**

An NEJM Catalyst editor will hold a conversation and Q&A with a sponsor thought leader. The conversation will be published in streaming audio format on the homepage of the NEJM Catalyst site.

## **Weekly E-newsletter Sponsorship**

Place your brand in front of the highly engaged NEJM Catalyst audience of clinicians, clinical leaders, and health care executives with a banner or sponsored content posting in our weekly Connect e-newsletter. With a circulation of over 131,000 international readers and an open rate of 22%, the Connect e-newsletter is an effective way to reach your clients.

## Meaningful Audience Engagement\*



16,600

Insights Council Members



24,900

Social Media Followers



100,000

Event Registrations



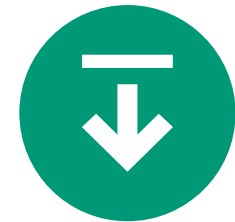
123,000

Monthly Unique  
Site Visitors



131,800

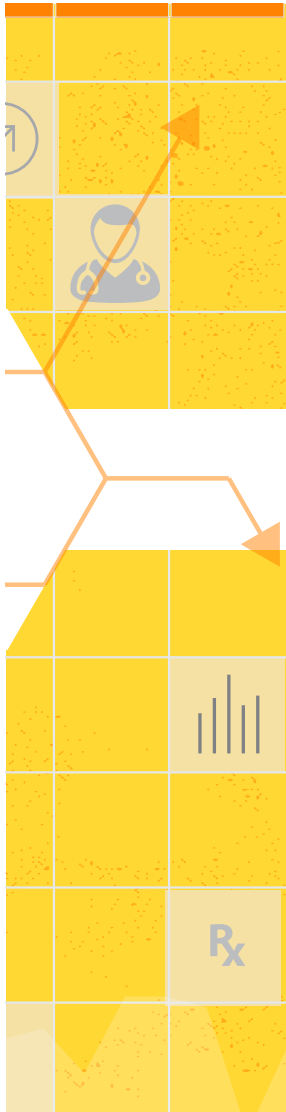
Weekly Email Subscriptions



281,000

Monthly Pageviews

\*Data as of March 2021



## Engaging an Audience — Transforming Care

NEJM Catalyst User  
Perception Survey,  
Aug 2017

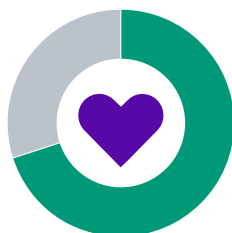


**89%** are likely to recommend NEJM Catalyst to a friend or colleague

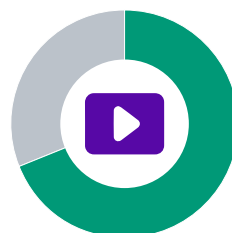


**86%** describe NEJM Catalyst content as "Interesting"

*"The issues brought forward are exactly those needed to advance the quality, patient-centeredness, and innovation of our healthcare systems. I only wish I had more time to dig into all the extremely useful content!"*



**70%** of respondents would change nothing



**69%** have watched at least one NEJM Catalyst live webcast event

### In their own words! How respondents describe NEJM Catalyst:

*"Reshaping healthcare through the exchange of opinions, ideas and experiences."*

*"Picking up the healthcare conversation where clinical information leaves off."*

*"A bridge that connects the academic knowledge of the New England Journal of Medicine with the realities of a complicated ever-changing health system."*



## For More Information Contact

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