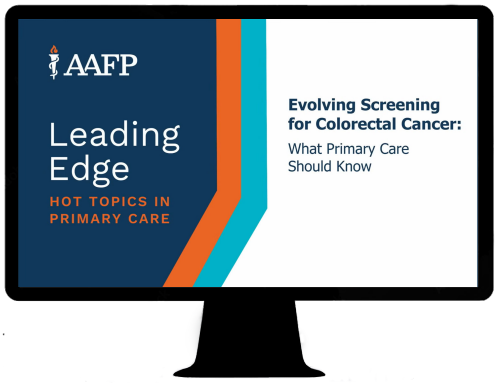
Leading Edge Video Series

Showcase your expertise on emerging technology, research and clinical innovations directly to family physicians.

Summary:

Leading Edge: Hot Topics in Primary Care is a regular social media video series featuring a family physician host and one or two experts discussing emerging technology, research, therapy and other topics relevant to family medicine. Each 20-30 minute episode will be presented on LinkedIn and on AAFP's YouTube channel. Introductory episodes in the series **average over 9,000 views** each, with some achieving significantly higher performance (results are not guaranteed).



Opportunity: Collaborative Content

The AAFP collaborates with the sponsor to produce a video episode focused on the condition or situation the sponsor's product or service addresses, the product or service itself, and its relevance to family physicians. Topics that require visuals are best suited for Leading Edge.

The sponsor will share key messaging and resources to support episode development for a clinician audience. The sponsor will provide and prep one to two guests, ideally at least one is a family physician. Sponsor may provide links to clinician and patient resources for use in the episode description.

The episode is typically a Q&A format between the family physician host and the guest(s). Five to six questions are answered during the episode. Content may address effective patient conversations. Sponsor will have the opportunity to review the episode and show notes before release.

Sponsorship Benefits:

The episode will be promoted in the following ways:

- Opportunity to place organization's logo at the end of the recorded episode
- Mention as the sponsor in the recording
- Promotional targeting on LinkedIn of primary care physicians and their care teams
- Highlighted for 60 days on the clinical or practice page of the AAFP website that most closely connects to episode content
- Featured on the AAFP YouTube playlist page for 60 days
- Three organic social media posts on AAFP channels
- Social media messaging provided to the AAFP's chapters for use on their channels
- Promotion of the episode in Family Medicine Today, an e-newsletter reaching approximately 60,000 family physicians daily
- Sponsor may promote the episode using the link or by reposting AAFP's content

Cost: $25,000 per episode

Activities and costs are estimates. Please reach out to your AAFP Strategic Engagements Manager for more detailed information.