



# HEALTHCARE **HQ**

media / marketing / education

2024 **Media Kit**



**Our Purpose** is to Hardwire Healthcare Excellence and Efficiency Across the Continuum of Patient Care.

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## About Healthcare HQ

Healthcare HQ is an innovative hub for clinical education and marketing support, bringing together our successful subsidiary brands - **Beyond Clean, First Case, Power Supply, and Transmission Control** - into one powerful platform.

We specialize in the development and distribution of high-quality clinical education content, leveraging our expertise in digital marketing, podcasting, video production, virtual, and live events. By connecting healthcare professionals with content that aligns with their areas of interest, we facilitate comprehensive learning experiences that cater to various healthcare sectors and support the growth of innovative healthcare companies around the globe.

## Mission

Our mission is to disrupt the way clinical education is delivered in the healthcare setting. We believe in the power of knowledge to improve patient care and outcomes. By using digital media and innovative methodologies, we strive to create engaging and valuable content alongside our vendor partners that empowers frontline clinicians and shapes the future of healthcare.

## Vision

Our vision is to serve as the go-to partner for innovators, manufacturers, and vendors supporting the healthcare industry. By aggregating the strengths of our sub-brands and providing an accessible, one-stop hub for clinicians and decision-makers, we aim to foster ongoing learning and skill development that supports progress within hospitals, ASCs, and clinics worldwide.

## Values

**Innovation:** We harness the power of technology and creativity to continually redefine how clinical education is delivered and consumed. Our commitment to innovation is driven by our desire to close gaps in healthcare safety, education, compliance, and improvement.

**Partnership:** Our work is enriched by strong collaborations with industry trade groups, manufacturers, and healthcare innovators. We value these partnerships and the mutual growth they foster, allowing us to align and meet the educational needs of the healthcare community.

**Engagement:** By leveraging the expertise of active clinicians, we create relevant, authentic content that resonates with our audience. We believe in engaging our community not only as recipients of knowledge but also as contributors to the collective wisdom of the field.

**Thought Leadership:** We strive to be the vanguard of knowledge in the healthcare setting. Our focus is to bring forth high-level themes and trends, providing a platform that promotes thought leadership and fosters dialogue on pressing healthcare issues

# Our Brands



A Sterile Processing education, media, and consulting company.



A next generation Perioperative education, media, and consulting company.



A company focused on helping navigate the intricacies of logistics, purchasing, contracting and supplier relationships.



With a focus on Infection Prevention, the newest brand in the Healthcare HQ Suite!

# Our Team



**Hank Balch**

Co-Founder and President



**Justin Poulin**

Co-Founder and CEO



**Lindsay Brown**

Chief Commercial Officer



**Brett Norton**

VP of Customer Success



**Aaron Leslie**

Producer, Beyond Clean



**Aaron Ankrum**

Audio/Visual, Producer



**Christian Ankrum**

Audio/Visual, Producer



**Chelsea Wolner**

Marketing Specialist

## CO-HOSTS/CONTRIBUTORS



**Bobby Parker** ●

VP of Clinical Solutions  
Contributor, Beyond Clean



**Hays Waldrop** ●

Co-Host, Power Supply



**Lisa McKown** ●

Manager of Research and Development  
Contributor, Beyond Clean



**Gary Skinner** ●

Co-Host, Power Supply



**Peter Nichol, MD** ●

Chief Medical Officer  
Contributor, Beyond Clean



**Suzi Collins** ●

Market Director of Supply Chain  
Contributor, Power Supply



**Melanie Perry** ●

Perioperative Clinical Manager  
Co-Host, First Case



**Brian Bartel** ●

Content Manager  
Contributor, Power Supply



**Lindsey Joyce, MSN, RN, CNOR** ●

Perioperative Content Contributor,  
First Case



# Promote and Empower.

## Opportunities **ON** Healthcare HQ Brand Platforms

### ADVERTISING

**Podcast Commercial:** A branded company advertisement in your own voice! Get the word out to a wide audience of sterile processing professionals on the podcast channel of your choosing based on the desired reach. Create an evergreen message advertising your brand or change your ads based on what is most vital at the moment. ●●●●

**E-newsletter Advertising:** Banner ad placement in a digital newsletter sent to specific industry segments (Sterile Processing, Operating Room, Supply Chain, Infection Prevention) using smart targeting and deployed to a highly-engaged audience with a potential total reach of 85,000 contacts! ●●●

**Website advertising:** With advanced analytics and timely user data, let us help you find customers and attract new audiences with banner ad placement on one or multiple Healthcare HQ brand websites. Creatively deploy your graphics in strategic places based on your target market and their interests. ●●

**Vendor Focus Social Media Takeover:** Bring your most valuable messages to a new audience with our vendor focus social media takeover opportunity! Create your own content or collaborate with our team to curate three social media posts to be shared to one or multiple Healthcare HQ brand social media platforms on your chosen takeover date. ●●●

**SPX Annual Social Media Vendor Expo:** A virtual vendor expo like no other! Save the lengthy registration pages and streaming logins! You bring the social media content focused on the key messages of your brand and products, and we pre-promote and push it out to our social media audiences during this week-long event (Beyond Clean brand only) that gathers a wide audience in a naturally-engaging and authentic virtual environment. ●



*The SPX expo was a total success for us. Not only did the Beyond Clean team manage all the content we provided in a logical manner, but they tracked the conversations and followed back up with us regarding expo results, including a vast list of participants.*



## SPONSORSHIPS

**Expert Series Feature:** Let us help you add credibility and shine a light on your subject matter expert and company brand with an expert series feature. For 12-months, you will be featured as the go-to expert on a specific healthcare topic that you specialize in. Includes a spot in the lineup of our annual Expert Series Conference, voiceover recordings of expert series posts distributed through our podcast feed, and much more! ●●●

**Virtual Conference Sponsorship (educational):** Sole sponsorship opportunities for our acclaimed virtual conferences—each addressing progressive industry themes to drive engagement with a specific audience that is tuned in to your story. Includes an immersive, branded experience with logo placement, ‘on-air’ mentions and advertising opportunities, full conference registration reports, and unique promotional spots during the event. See content calendar for more details. ●●●

**Speaking Opportunities:** Give your subject-matter experts the Healthcare HQ platform treatment as a featured speaker on one of the many Healthcare HQ brand events. From livestreams to virtual educational conferences, and in-person panels, the opportunity to highlight your message and give your talking points the audience they deserve is invaluable! ●●●●

## CONSULTING

**Industry Expert Consulting:** Curious about how to launch an idea or need support and strategy insights for how to engage new audiences? Healthcare HQ brand experts are poised to bring your issues into focus by offering expert guidance and support to help you focus on what matters most to your business. ●●●●

## MEDIA

**Beyond the Tour:** An innovative, multi-layered approach to telling your story, in your words, on your turf. A visually captivating filmed series, shot by our professional crew, that perfectly captures what makes your brand stand out and presents your team as innovators in healthcare. Learn more and watch past feature episodes at [beyondclean.net/beyond-the-tour](http://beyondclean.net/beyond-the-tour). ●

**Vendor Spotlight Podcast:** The Healthcare HQ suite of brands was built on telling stories of professionals and businesses that weren’t afraid to #FightDirty and disrupt this industry with innovative, outcome-based solutions that push us all forward. Our proverbial bread and butter, a vendor spotlight podcast interview exists solely to tell your company’s story with our experienced team of hosts at the helm. This evergreen content serves as a 24-7 sales tool for your organization to utilize as you see fit. ●●●●

**Webinar:** With a wide array of options to choose from, your webinar will be featured on a Healthcare HQ brand platform and will benefit from event promotion, expert platform management and functionality, enhanced analytics, and multi-layered tools to help deliver your educational content in a seamless, professional package. ●●●●

**Live/Livestream Panels:** Collaborate with Healthcare HQ brands to co-host a panel discussion on a hot industry topic of your choice. Stay relevant and be a part of the conversation with our vast network of engaged leaders as we help you create a professionally-produced panel of experts that speak to issues that matter. Each panel includes pre-event and post-wrap promotion, panelist sourcing, and key talking points/discussion topics as needed. ●●●





# Our Expertise, Your Content.

## Opportunities **BY** Healthcare HQ Brand Experts

These services are carried out on your behalf by our team of healthcare experts, thought leaders, and patient safety advocates. This work is developed behind the scenes in collaboration with your team and the results are yours to brand, publish, and promote through your company platform or ours.

### MARKETING

**Social Media Strategy Session:** Get out of your own way with a virtual or in-person social media strategy workshop for your healthcare marketing team. Our team of social media enthusiasts love getting into the nitty gritty of crafting and deploying engaging social media content that helps your business stay relevant and reach new audiences. Lay out an easily-followed roadmap to increased engagement and discover best practices to keep your products and services top of mind in the sterile processing world!

**Market Research:** The truth is out there! Coordinating any type of market research can be daunting, even for the savviest businesses! That's why it's often the most overlooked step in bringing new products or services to market. Yet it remains one of the most essential functions that will help bring insight and ensure viability for your next venture. From end-user surveys to industry focus groups or key opinion leader interviews and research, our team can support your quest for industry insights that will build a data-backed case for success.

### CONTENT

**CE Content Creation:** Our team of Healthcare HQ content creators were made to design CE-approved educational content that can help your company reach new leads, target accounts, and create a loyal following. With decades of experience and a cast of industry experts within reach, our content team will create effective assets including but not limited to slide decks, podcast series, or social media content- all approved for CE credit for Sterile Processing and Nursing professionals.

**National Sales Meeting Content Development & Presentation:** Put a new spin on the same old national sales meeting with an added Beyond Clean flair! Let us put a spark in your agenda with diverse discussion on key issues and hot topics through a hosted panel, expert speaker, or even a live podcast recording to help keep your team focused and in-tune with the key messages and themes you want them to take away from your annual time together.

**Vendor Spotlight Content Conversion to Social Posts/Blogs:** Our team of healthcare social media experts repurpose your vendor spotlight podcast interview into additional content that can be deployed as social media posts, story highlights, audio clips, and blog articles that highlight your messages and bring them to life in new ways.

Content Continued...

**Event/Conference Hosting:** Utilize our robust virtual event platform to host your next internal or external education/promotional event. Our team is also ready to host an in-person event on your behalf where we take care of sourcing speakers, outlining sessions, and stress about the details of making your event content seamlessly high-impacts that you don't have to!

**Social Media Content Creation:** Understanding the language that will resonate with the healthcare audience through social media is a niche skill that requires nuance, tact, and an ear toward today's trends. Our team can support you with white-labeled social media content to build your audience and engagement online through your existing channels or can help you create new ones!

**Educational Content Creation (articles/blogs):** Article and blog content written through the lens of a clinical thought leader that can be used to build engagement and drive traffic to your site. Each piece is composed with your audience in mind and will echo your brand voice while incorporating industry research and trends as needed to help create a lasting impression that brings your business to the forefront of pressing issues in healthcare.

## MEDIA

**Podcast Hosting Platform:** Our industry-leading professional suite of podcast production services will help your message expand and reach new audiences through high-quality recording, editing, packaging, and deployment solutions that take the hassle out of building this valuable extension of your brand from scratch.

**Video/Photography Production:** Getting your most vital messages out through high-value digital media is made simple by Beyond Clean's in-house team of expert visual storytellers. From first concept to final content, let our artists capture your story (and your product) in the perfect light!

**Co-hosted/White-labeled Webinar(s):** Reach new audiences with an expertly-produced, fully curated webinar package from the team of specialists at Beyond Clean. Using our industry-leading tools, bring your most complex content to life with a co-hosted webinar branded to your standards and deployed with targeted promotional support from your Beyond Clean co-host.

**CE Presentation Deck Build:** Our technical expertise shines through the creation of CE presentation decks that specifically highlight your brand and make it shine while also providing engaging educational content that helps your team pull double duty in a seamless, integrated way. Tailored to CE standards and bursting with creative visuals and poignant discussion points, refresh your approach to offering education with a custom build from Beyond Clean.

**Live Panel/Podcast Booth at Trade Shows:** Let's take YOUR show on the road! Meet your customers and end users where they're at by creating a unique experience with a captive audience. Seize the moment with our suite of industry-wide and topical experts and craft a memorable presentation that catches attendees in creative ways while providing value-added knowledge, live demos, and key insights that reinforce your niche in a highly-receptive space.

## CONSULTING

**Annual Marketing Strategy & Brainstorm Support:** Another meeting that could've been an email! Your team is full of experts with opinions on vision, strategy, and execution—and while that may seem like a strength—it can sometimes be hard to see past your own nose. Let the Beyond Clean team of entrepreneurial specialists help you put pen to paper through intensive visioning and strategy exercises to help your team not miss the forest for the trees and get to what really matters for the success of your business.

**B2B Networking/Referrals:** It's not always what you know, it's more often who you know! Don't get lost in a series of 'You should meet X' or 'You need to meet Y' conversations; instead rely on the central nexus of connection in the healthcare industry—our team of hyper-connected industry heavy hitters. Through years of building our brands, our team has run into, rubbed elbows, brainstormed, and even challenged a broad range of contacts that represent the best in the business. Let us formally introduce you!

**Social Media Content & Strategy Review:** Don't let your audience get mixed messages. Social media used to be the wild west, but through years of trial and error, the Healthcare HQ social media team has honed a fully-developed kit of analytic tools, key metrics, best practices, and deployment strategies to help your social reach grow in quantity and quality as you strive to stay relevant in today's fast-paced and ever-changing social media landscape.

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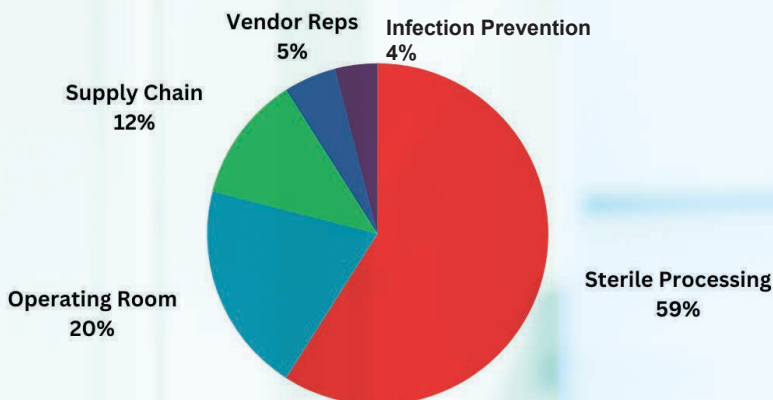
**Sales Training Program:** Does your team have what it takes to give succinct sales pitches and convert leads in the noisy landscape of the healthcare world? Through a rigorous deep-dive on the people and products that make your business stand out and a pointed refresher on the tactics and language of selling that resonate with various healthcare call points, our sales training program will help you invest in sustainable growth through building people, capital, and a culture of success.

**Vendor Microcredential (Sterile Processing):** Equip your sales, marketing, and/or leadership teams with our innovative Vendor Microcredential online learning course. Help your team learn the ins and outs of how to speak Sterile Processing as they gain knowledge on the values of partnering with clients, leads, and prospects throughout the sales cycle. Courses are completed individually, at the pace of the learner, thereby creating an approachable path to learning that will enhance your team and build their industry acumen.

**LinkedIn Sales Enablement Platform Solution:** Leverage a full suite of sales software using LinkedIn’s powerful platform of networking wizardry. Our implementation team will walk you through the basics of the platform to make sure your team can efficiently utilize this robust functionality that focuses on building relationships with prospects versus spending time stuck in the details of contact/lead management and tracking. A unique approach that will revolutionize your sales funnel and create efficiencies that free your team to be their best-selling selves!



## Audience Overview





 **BEYOND**CLEAN 

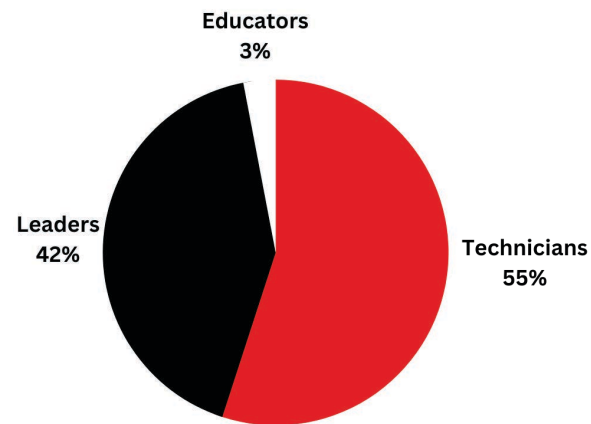


# #WEFIGHTDIRTY

## TARGET AUDIENCE

We seek to hardwire sterile processing excellence across the continuum of patient care and through Beyond Clean, engage primarily with Sterile Processing leaders and frontline technicians to bring them education, resources, and motivation to adhere to guidelines, understand the critical nature of their role, and build them up as healthcare professionals.

## AUDIENCE OVERVIEW



# BEYOND CLEAN

## ABOUT BEYOND CLEAN

Beyond Clean is a Sterile Processing education, media, and consulting company. We are committed to being the central nexus for the people, processes, and products that are pushing the Sterile Processing industry forward.

With a combined 120+ years of healthcare experience, the team at Beyond Clean brings cutting-edge insight and expertise to our vendor partners. We are internationally certified Sterile Processing subject matter experts and clinical innovators with a passion to #FightDirty.

## HIGHLIGHTS



Podcast downloaded in  
**160+ Countries**



**163,000+**  
**Professionals**  
Educated through Beyond Clean virtual events



**6 Million+**  
yearly social media impressions

# EDITORIAL CALENDAR

## PODCAST

The Roles That Make Us Great		Jan/Feb
		Technicians
		Lead Techs/Supervisors
		Educators
		Quality Assurance
		Instrument Coordinator
		Manager
		Director
		VP
The Papers That Make Us Awesome		Apr/May
		Mission, Vision, Values
		Job Descriptions
		Onboarding/Orientation
		Policies/Procedures
		Competencies
		Department Documentation
		Annual Evaluations & Recognition
		IFUs

The Little Things That Make a Big Difference		Jul/Aug
		Sterilizer Door Gaskets
		Ultrasonic Transducers
		Washer Arms
		Sticker Guns
		Case Cart Casters
		Instrument Lubrication
		Sterile Towels
		Break Room Fridge
		Container Locks
The Processes That Save Lives		Oct/Nov
		Loaner Reprocessing
		Manual Cleaning
		Washer Loading
		Instrument Inspection
		Sterilizer Loading
		Turnover Management
		Case Cart Picking
		Repair Management

If you have an industry expert on your team who'd like to be featured in these CE-approved, vendor-neutral, educational podcasts, please reach out to [hank@beyondclean.net](mailto:hank@beyondclean.net).

# CONFERENCE AND LIVE STREAM THEMES

Month 2024	Live Stream Event	Sponsor	Conference Theme	Sponsor	Podcast Season Theme
<b>January</b>	"Surgeon Says": Surgeons Perspective on SPD		Up in Arms: Setting the Standard for Robotic Reprocessing		The Roles that Make Us Great
<b>February</b>	I'm New Here: Insights from Brand new SPD Techs		Built Tough to Fight Dirty: SPD Construction & Department Renovation		The Roles that Make Us Great
<b>March</b>	Aceing the Survey: Regulatory Compliance in Sterile Processing (Regulatory Compliance)		FLX 2024: Flexible Endoscope Reprocessing Conference		
<b>April</b>	Count Me In: Insights on Instrument Assembly (Instrument Assembly)		Uncharted Waters 2.0: The New Standard Speaks		The Papers That Make Us Awesome
<b>May</b>	Thanks for the Tests: All You Need to Know About SPD Quality Tests		Sterile Storage Wars: Winning the Battle for Space & Sanity		The Papers That Make Us Awesome
<b>June</b>	We See You: A Conversation on Instrument Level Marking		Approved to Purchase: Business of Sterile Processing Management		
<b>July</b>	The Dirty Truth about Instrument Drying		Ready, Set, Clean: All Things Automated Cleaning (Automated Cleaning)		The Little Things That Make a Big Difference
<b>August</b>	Cleaning Squared: An Argument for Automated Cleaning		Below the Surface: Manual Cleaning Matters (Manual Cleaning)		The Little Things that Make a Big Difference
<b>September</b>	Building an Excellent Prep & Pack Station		CDC: The Cleaning & Disinfection Conference (Chemicals)		
<b>October</b>	Every Patient, Every Time: Flexible Scope Tracking Summit		Expert Series 2024		The Processes that Save Lives
<b>November</b>	Your Health is Worth it: Strategies for Real Chemical Safety in SPD		Safety Burst 2.0: Sterile Processing Safety Conference		The Processes that Save Lives
<b>December</b>	Open for Customized Content		Open for Customized Content		



# FIRST CASE

THE OPERATING ROOM PODCAST

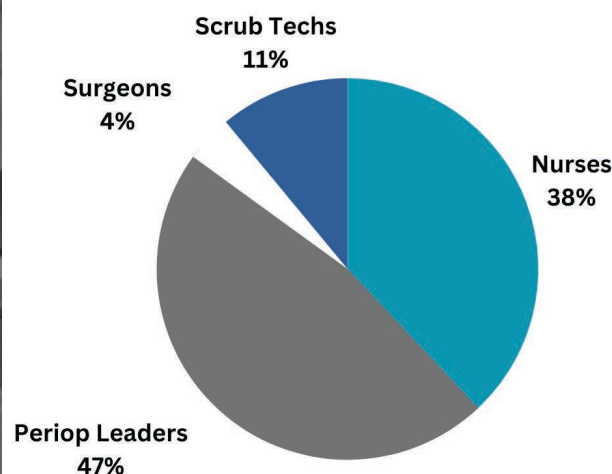


# Hardwiring Perioperative Excellence.

## Target Audience

We speak "Operating Room." Our content is specifically targeted to the professionals who keep the OR running. From the OR Nurses, circulators, and scrub techs, to the anesthesiology techs and surgeons— we seek to bring timely information to frontline OR professionals.

## Audience Overview



# FIRST CASE

THE OPERATING ROOM PODCAST

## ABOUT FIRST CASE

We are First Case, a perioperative education, media, and consulting company with a commitment to being the central nexus for the people, processes, and products that are pushing the perioperative industry forward. With a combined 120+ years of healthcare experience, the team at First Case brings cutting-edge insight and expertise to our partners.

We are certified perioperative subject matter experts and clinical innovators with a passion to bring perioperative excellence to all of surgical services.

## Highlights



Podcast downloaded in  
**100+ Countries**



**4.9 Million+**  
yearly social media impressions

# EDITORIAL CALENDAR

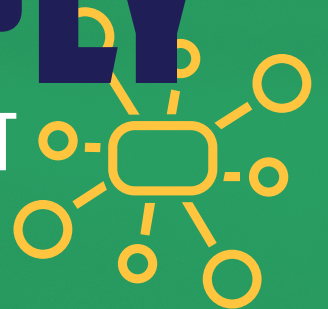
## PODCAST

<b>Season 10 - Advocacy in the Operating Room</b>	<b>Jan/Feb</b>
<b>Season 11 - Multimodal Pain Management</b>	<b>Apr/May</b>
<b>Season 12 - Disaster Preparedness</b>	<b>Jul/Aug</b>
<b>Season 13 - The Departments that Support the OR</b>	<b>Oct/Nov</b>

Monthly webinars, Virtual Conferences, and Livestream events are available for educational and promotional purposes.

# POWER SUPPLY

THE SUPPLY CHAIN PODCAST

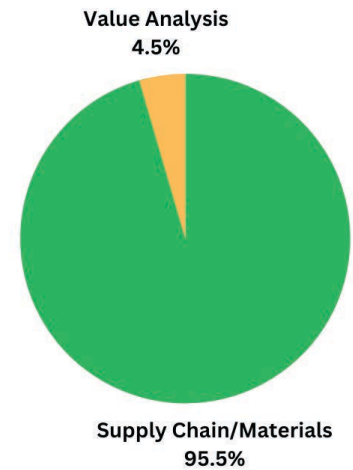


**Without supplies, there is no surgery.  
Without products, there is no patient care.**

# Target Audience

We seek to engage Supply Chain professionals and leaders tasked with purchasing decisions, value-analysis discussions, hard and soft cost savings, and more.

## Audience Overview



## ABOUT POWER SUPPLY

We are Power Supply, a next generation education, media, and consulting company with a commitment to helping you navigate the intricacies of logistics, purchasing, contracting and supplier relationships. With over 120+ combined years of healthcare experience, the team at Power Supply brings cutting-edge insight and expertise to our partners.

We are subject matter experts tackling the real-life issues impacting the health care supply chain.

## Highlight

# 100%

**of Educational Podcast  
Episodes Approved for  
CEC through AHRMM**



# **TRANSMISSION CONTROL**

**THE PUBLIC HEALTH PODCAST**



# Target Audience

Target Audience: We seek to engage Infection prevention professionals around the globe.

## Highlights

**New!**

The newest brand in the Healthcare HQ suite!



## ABOUT TRANSMISSION CONTROL

Transmission Control is an emerging brand targeting the Infection Prevention space. Our mission is to bring important Infection Prevention-related topics to the concentrated forefront through creative content and innovative media.

# Testimonials

*"Beyond Clean is WRITTEN into our marketing plan every year. We wouldn't have the content we have without them, we wouldn't have the reach we have without them, and we wouldn't be as relevant to our industry without them. They are not only a partner to advertise with, but an incredible resource and extension of my marketing team when working on strategic goals...We are more than just a product thanks to Beyond Clean. We get to tell our story to an audience we would have never been able to build on our own and if that's not value, I don't know what is."*

*"Partnering with Beyond Clean has solved so many problems and opened our eyes to the power of professional networking from a digital perspective. After just one panel discussion with the Beyond Clean, we immediately saw a major increase in our site traffic and shared media value. As a small company, Beyond Clean has everything we need for success - the media channels, subject matter experts, content, CMEs, and the ability to reach a huge network of likeminded professionals around the globe."*

*"Medline is very pleased with the insight, perspective, and education provided by Beyond Clean. We are very excited to have them as a valuable business partner to help better prepare our sales and marketing team to meet the needs of our customers... Our collaboration with both new & current customers has shown results with new areas of revenue streams & faster growth rates. We are expecting to grow our relationship with Beyond Clean to meet our future customer and internal needs."*

*"I am excited to be a part of the Beyond Clean team as a vendor because it provides our small business access to an audience we wouldn't otherwise be able to reach. Plus, our message is coming from a diverse group of experts and thought leaders who share our passion in raising the bar in the Sterile Processing field."*

*I've had the opportunity to be both a guest, and a spotlighted Vendor, on the First Case / Power Supply podcasts. Working with the team every time was a professional, high-touch, experience. Whether it's the pre-work discussions, technical planning for audio and editing, nothing slips through the cracks. The Team is well prepared, knowledgeable of the industry, and passionate about delivering relevant material and educating the marketplace. The reactions to each podcast have been positive, and inclusive of a broad cross section of listeners. I highly recommend working with this creative Team to get your message out.*

*Working with First Case was a wonderful experience! All team members are consummate professionals and educators who understand and appreciate what is important for surgical staff. First Case is a strong brand that has reach through a unique marketing channel to an engaged audience. This makes them a great option for raising product awareness and providing insights to perioperative professionals.*

*Power Supply is incredible and I'm so thankful to work with you!*

# Contact



- beyondclean
- firstcase
- powersupplymedia
- transmissioncontrol



- BeyondCleanPodcast
- FirstCasePodcast
- PowerSupplyMedia
- TransmissionControlPodcast



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