

# Business Development

## Business Development Newsletter

### Note from the Business Development Team

The Society of Hospital Medicine (SHM) has been working hard the past few months to answer the needs of our members and fill the gaps that 2020 may have left. Our COVID-19 Task Force has created new content to ensure we are providing our hospitalists with the education they need to continuously serve on the frontlines. SHM COVID-19 Resources for Hospitalists are gaining the attention of hospitalist providers nationwide with continuously updated content, tips for success, and more. The newfound focus on resiliency has taken a front stage as we launched our SHM Wellness Resources. We are committed to supporting hospitalists and the healthcare team to safely deliver patient care while maintaining the health and well-being of the families and the community they serve.

New opportunities are coming down the pipe, creative and mutually beneficial partnerships are being formed, and connections are being made. COVID-19 has afforded us the opportunity to rethink how we do things and give new meaning to networking and engagement. [SHM Converge](#) is becoming a unique virtual arena to interact, share information, network, and begin the conversations that create long-term partnerships. Online registration is now open and the [SHM Converge Partnership Catalog](#) is now available. We look forward to your joining us for this "virtual" journey.

Your Partners,

Theresa Jones, Director of Business Development  
Nyla Nicholson, Business Development Manager

## Meeting Updates



### New! SHM Converge | May 3-7, 2021

SHM Converge Partnership Catalog & Online Registration are NOW available!

The SHM Converge Partnership Catalog is now available. This year's catalog includes several new and innovative opportunities for our Sponsors and Exhibitors to partner with us. Family Engagement Opportunities, New Social Functions and Receptions, Expert Theaters, and more have been created to help fill the voids on networking and engagement that the past months have left.

SHM Converge is fully reimagined and fully virtual! Block your calendar for the entire conference and secure your sponsorship/exhibitor offering to ensure your brand is recognized and placed in front of our audience for broadening your reach and maximum access and engagement.

[Access the SHM Converge Partnership Catalog](#)

[Register Online](#)

Please note: Once you are on the main page, you must click the "Register Now" button in the top right corner.



### Virtual Leadership Capstone | April 5-7, 2021

Sponsoring a brand recognition/interaction opportunity at the 2021 Virtual Leadership Capstone is a unique opportunity to interact in a virtual arena with current and emerging key decision-makers in a wide variety of specialties within hospital medicine. This year's virtual space will allow the Sponsorship Program to provide partnering companies with more opportunities than ever to broaden their reach and brand engagement with attendees.

[Virtual Leadership Capstone Co-Sponsor Opportunities](#)

[Learn More](#)



### Call for Testimonials

Have you partnered with SHM over the years and would like to provide a testimonial that can be shared with our hospitalists and/or your fellow sponsors and exhibitors? If you would like to share your experience with our partners and target audience, please complete the Industry Partners Call for Testimonials by February 5, 2021, by 5:00 p.m. ET.

[Submit Now](#)

## Looking for a customized partnership opportunity?

Contact our Business Development Team at  
[bizdev@hospitalmedicine.org](mailto:bizdev@hospitalmedicine.org)

