

Society for Maternal-Fetal Medicine Clinical Webinar Series

The Society for Maternal-Fetal Medicine (SMFM) is a non-profit membership association that serves as the national voice for more than 6,600 perinatal clinicians and researchers specializing in high-risk pregnancies. Of the 3.7 million births registered in the United States in 2022, 6-8% (257,000) were considered high risk. The United States is one of 13 countries—and the only other developed country—where the maternal mortality rate has risen over the last several years. As maternal morbidity and mortality rates increase, the demand for maternal-fetal medicine subspecialists grows to address these critical health challenges.

The goal of SMFM is to represent experts in high-risk pregnancy across research, advocacy, and education to advance birth equity and quality of care for all pregnant people, especially high-risk pregnancies. SMFM strives to optimize equitable perinatal outcomes by harnessing the expertise and relationships of members to develop evidence-based guidelines, educational resources, and best practices to equip all healthcare providers and public health partners who serve patients at risk for pregnancy-related morbidity and mortality. Through active partnerships with healthcare professionals, community organizations, and government agencies, SMFM supports research that reduces disparities among subpopulations and improves perinatal health outcomes across the nation.

SMFM's reach is vast and multifaceted. Here is a brief snapshot of the impact that SMFM has on the practice of medicine and the lives of patients and their families:

- **Membership:** SMFM represents 6,600 clinicians that comprise mostly maternal-fetal medicine subspecialists but also includes healthcare professionals in related disciplines, nurses, genetic counselors, ultrasound technicians, and others working toward optimal and equitable perinatal outcomes for all people who desire or experience pregnancy.
- **The Pregnancy Meeting:** The annual Pregnancy Meeting remains the global centerpiece of SMFM's work and attracts more than 3,000 researchers and clinicians each year.
- **Publications:** In 2023, SMFM published 5 sets of guidelines, 5 statements, 1 executive summary, and 1 clinical recommendation in the *American Journal of Obstetrics and Gynecology* (impact factor 9.8). SMFM's publications and guidelines were viewed by 230,000 users from 2022-2023.
- **Social media:** Our social media channels have over 50,000 followers, and we achieve almost 3000 impressions each day.
- **SMFM.org:** The SMFM website had 200,000 visitors in the last 6 months.
- **Highriskpregnancyinfo.org:** Our patient education website had over 50,000 visitors in the last 6 months.

SMFM is looking for support for our [Clinical Webinar Series](#).

These webinars are produced when SMFM publishes a new consult.

- When offered free of charge to members, registration rates range from 75-140 in the first 4 months.
- Lectures are recorded and remain on the SMFM website, pending review every 18-24 months.

DESCRIPTION:

Each webinar in the Clinical Webinar Series summarizes guidelines published in an SMFM "Consult.". The series aims to provide an additional avenue by which users can access and assimilate SMFM guidance and recommendations in an engaging, didactic lecture format.

TARGET AUDIENCE:

MFMs, Fellows

LEARNING OBJECTIVES:

Vary based on the topic and indicated in the presentation.

COURSE DIRECTOR(S):

Each lecture is given by a Consult author and moderated by a member of the SMFM Clinical Education Committee.

SPONSORSHIP OPTIONS

If you would like to sponsor 5+ webinars, we will offer a 10% discount.

Gold Level Sponsorship - \$10,000/webinar

- Sponsor logo and a clickable link will be on the registration page for 18 months after the webinar is posted.
- Sponsor's 30-second video message or ad-read will play at the beginning of the webinar for an 18-month period.
- Sponsor logo and clickable link will be included in one webinar marketing email sent to SMFM membership.
- Sponsor logo will be included in one social media post advertising the webinar.
- Sponsors thank you message and clickable link will be sent to all webinar registrants one month after the webinar has been made live to membership.

Silver Level Sponsorship - \$7,500/webinar

- Sponsor information and a clickable link will be on the registration page for 18 months after the webinar is posted.
- Sponsor's 30-second video message or ad-read will play at the beginning of the live lecture.

- Sponsor logo and a clickable link will be included in one pre-lecture email sent to SMFM membership.

Platinum Level Sponsorship - \$5,000/webinar

- Sponsor information and a clickable link will be on the registration page for 18 months after the webinar is posted.
- Sponsor will be acknowledged at the beginning of the webinar.