

Society for Maternal-Fetal Medicine MFM Fellow Lecture 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 [Fellow Lecture Series](#).

These webinars are held twice monthly on diverse topics of interest to maternal-fetal medicine Fellows.

- There are approximately 140-150 new Fellows each year. Across years 1-3, there are approximately 430-440 SMFM Fellow Members in the United States.
- About 50 to 60 Fellows attend each live lecture.
- Lectures are recorded and remain on the SMFM website, pending review every 18-24 months.
- Recorded lectures may have 400+ registrants.
- Please [click this link](#) for the most up-to-date information about lecture topics.
- Lectures are available at no cost to members of SMFM.

DESCRIPTION:

The MFM Fellow Lecture Series supports high-risk obstetric clinicians and complements MFM Fellowship programs with a twice-monthly web lecture series given by leaders in MFM, ultrasound, research, neonatology, and genetics on topics related to clinical practice, advocacy, research, and career development. These events are held on the first and third Wednesday of each month. Each lecture consists of 50 minutes of didactic lecture followed by 10-15 minutes of live Q&A with the speaker. All live lectures begin at 12:00 EST/EDT. Past webinars are also available on demand.

Please note: Lectures do not provide CME credit.

TARGET AUDIENCE:

MFM Fellows: *There are approximately 140-150 new Fellows each year. Across years 1-3, there are approximately 430-440 SMFM Fellow Members in the United States.*

LEARNING OBJECTIVES:

Vary based on the topic and indicated in the presentation.

COURSE DIRECTOR(S):

Each lecture has a different lecturer. Topics are chosen by the SMFM Clinical Education Committee.

ADDITIONAL INFORMATION:

The recorded lectures and presentation slides are posted to the SMFM online learning site 24-48 hours following the live lecture presentation.

SPONSORSHIP OPTIONS

If you would like to sponsor 5+ lectures over the course of one 12-month period, we will offer a 10% discount.

Gold Level Sponsorship - \$10,000/lecture

- Sponsor logo and a clickable link will be on the registration page for 18 months after the lecture is posted.
- Sponsor's 30-second video message or ad-read will play at the beginning of the live lecture and be included in the lecture recording for an 18-month period.
- Sponsor logo and clickable link will be included in one pre-lecture email sent to SMFM membership.
- Sponsor logo will be included in one pre-lecture social media post advertising the live lecture.
- Sponsor thank you message and clickable link will be sent to all lecture registrants 24-48 hours after the live lecture.

Silver Level Sponsorship - \$7,500/lecture

- Sponsor logo and a clickable link will be on the registration page for 18 months after the lecture 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.
- Sponsor logo will be included in one pre-lecture social media post advertising the live lecture.

Bronze Level Sponsorship - \$5,000/lecture

- Sponsor logo and a clickable link will be on the registration page and show notes during the lecture and for 18 months after the lecture is posted.
- Sponsor will be acknowledged at the beginning of the live lecture.