

Society for Maternal-Fetal Medicine Podcast 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 [Podcast Series](#).

The podcasts are available on the SMFM e-learning page, Spotify, Apple Podcast, and Google Play.

- Podcasts are published on a minimum monthly basis.
- Podcasts generally have over 450 downloads on various platforms within the first 90 days. Downloads continue to grow as they remain up on the platform.
- Podcasts are promoted via SMFM's social media channels, member newsletter, and dedicated all-member emails.
- Podcasts are on a variety of topics. Supporters may select from planned, upcoming podcasts or select a podcast category, such as clinical guidance, MFM career development, or advocacy.

DESCRIPTION:

The SMFM Podcast series launched in February 2018 to highlight a range of topics that touch MFMs. From congenital heart disease to mental illness, 3D ultrasound, preventing burnout and more, new episodes are regularly recorded and released.

TARGET AUDIENCE:

MFMs, MFM Fellows

LEARNING OBJECTIVES:

Vary based on the topic.

MODERATOR(S):

Members of the Clinical Education Committee are joined by guests selected based on their expertise in the field.

ADDITIONAL INFORMATION:

The podcasts are enduring materials that will remain on all platforms for 18-24 months or longer (and will undergo review every 18-24 months).

SPONSORSHIP OPTIONS

If you would like to sponsor 3+ podcasts over the course of one 12-month period, we will offer a 10% discount.

Gold Level Sponsorship - \$10,000/podcast

- Sponsor information and a clickable link will be on the registration page during the podcast and for 18 months after the podcast is posted.
- Sponsor information and a clickable link will be on the show notes during the podcast and for 18 months after the podcast is posted.
- Sponsor's two 15-second ad-reads will play during the podcast.

- Sponsor's logo and a clickable link will be included in one promotional email sent to SMFM membership.
- Sponsor's logo will be included in one social media post advertising the podcast.

Silver Level Sponsorship - \$7,500/podcast

- Sponsor information and a clickable link will be on the registration page during the podcast and for 18 months after the podcast is posted.
- Sponsor information and a clickable link will be on the show notes during the podcast and for 18 months after the podcast is posted.
- Sponsor's 15 second ad-read will play at the beginning of the podcast.
- Sponsor logo and clickable link will be included in one promotional email sent to SMFM membership.

Platinum Level Sponsorship - \$5,000/podcast

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