



# G2 Intelligence Marketing Opportunities

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[Webinar Attendees](#)

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# G2 Intelligence uniquely serves the markets you want to hit

- G2 Intelligence has been serving information needs of the diagnostic laboratory industry for three decades. Our unique focus on market analysis, legal compliance, the legislative landscape, and the latest developments in diagnostic technology, provides senior clinical and diagnostic lab executives with the actionable insights they need in order to thrive in this dynamic industry.
- G2's list of users reads like Who's Who in the lab business.



# G2 Intelligence Users

## Representative Titles (40% are VP to C-Level Lab Executives)

- President
- CFO
- CIO
- Sr. Director
- Managing Director
- Medical Director
- Director Strategy
- SVP, Managed Care
- Lab Director
- Principal
- Chair
- Director of Operations
- SVP, VP
- Compliance Director

# G2 Marketing Opportunities

## How can you reach G2 members?

- **Email blasts**
- Advertising in the weekly *Laboratory and Pathology Insider*
- Advertising on the primary website, G2Intelligence.com
- Sponsored webinar
- Host your own Labcast (webinar)



## Email Blasts

Every vendor who has taken advantage of a G2 email blast has come back for another. It works. It's your message. It's your sense of urgency. It's your response mechanism.

Introduce a new product or concept...drive traffic to your website...promote a new white paper that showcases your company's capabilities. The possibilities are infinite.

Email blasts currently go to over 23k G2 members and prospects. They are conference and webinar attendees, newsletter and ezine subscribers, book buyers and recurrent website visitors. Pricing for one use is \$3,500, and there are discounts for multiple uses.

Contact **Jen Frost** or **Myra Langsam** for scheduling details and to learn how an email blast would complement your current marketing activities:

**Jen@PlainLanguageMedia.com**

or

**Myra@PlainLanguageMedia.com**

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## **Advertising in *Laboratory and Pathology Insider***

The *Laboratory and Pathology Insider* is a weekly email that gives readers access to G2 market analysis, regulatory changes, M & A activity, leadership moves and more on the diagnostics industry.

Subscribed to by virtually every diagnostic lab in North America and read religiously by executive and operating managers, the Insider's frequency allows for marketers to take advantage of repeat messaging.

The Insider currently goes to nearly 11k subscribers. Banner ads, top and bottom, and Sidebar Ads are available, from \$700 for a single insertion.

**Contact Jen Frost or Myra Langsam** for scheduling details and to learn how advertising in G2's *Laboratory and Pathology Insider* would complement your current marketing activities:

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## Advertising in *Laboratory and Pathology Insider*

New FDA Draft Guidance Addresses Companion Diagnostics

Email not displaying correctly? [View it in your browser.](#)



**G2**  
INTELLIGENCE  
**Lab & Pathology Insider**  
Advancing the Business of Diagnostic Medicine

July 19, 2016

**PRECISION MEDICINE**  
**New FDA Draft Guidance Addresses Companion Diagnostics**  
By Kelly Hardy Briganti, Editorial Director, G2 Intelligence  
The U.S. Food and Drug Administration (FDA) released another draft guidance document last week that addresses...  
[Read More](#)

**TESTING STRATEGIES**  
**U.S. Colorectal Cancer Screening Capacity Exists, Although Actual Rates Remain Low**  
By Lori Solomon, Editor, Diagnostic Testing & Emerging Technologies  
The United States has the screening capacity to meet colorectal screening goals, but this capacity has so far not translated into increased screening rates, according to a...  
[Read More](#)

**Banner Ad**  
708 px wide  
165 px tall

**COMPLIANCE TIPS**  
Penalties for False Claims Aren't the Only ECA Risk to

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## **Advertising on G2Intelligence.com**

G2Intelligence.com is where lab executives go for answers to complicated questions, from marketing data to analyses of new healthcare regulations.

Top Banner, Sidebar and Skyscraper (double the length of Sidebar) ads are available, and each can provide a link back to the advertisers website, research, a white paper, or an email address.

Advertisers can begin for as little as \$400.

**Contact Jen Frost or Myra Langsam** for advertising options, insertion scheduling and to learn how advertising on G2Intelligence.com would complement your current marketing activities:

**Jen@PlainLanguageMedia.com**

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**Banner Ad**  
900 px wide  
180 px tall

**Sidebar Ad**  
250 px wide  
250 px tall

**Skyscraper Ad**  
250 px wide  
450 px tall



## How can you reach G2 members?

- Email blasts
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- Advertising on the primary website, G2Intelligence.com
- **Sponsored webinar**
- Host your own Labcast (webinar)



# G2 Marketing Opportunities

## Sponsored Webinar

G2 puts on several educational webinars throughout the year. Marketers can get their message across by sponsoring a webinar, having their logo attached to marketing for the webinar, receiving acknowledgement from the moderator, and having a marketing slide inserted into the webinar deck.

Pricing begins at \$1,500.

**Contact Jen Frost or Myra Langsam** to discuss the webinar schedule and to learn more about how webinar sponsorship can complement your current marketing activities:

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- **Host your own Labcast (webinar)**



## Labcast

Labcasts take advantage of G2's marketing routines and membership lists by having G2 help you develop your own webinar, marketed to G2 audiences, for your company's products and services.

This is an effective and cost effective option to reach the decision-making executives in diagnostic laboratories, maximizing your message to diagnostic labs, both in North America and internationally.

Pricing begins at \$4,000.

**Contact Jen Frost or Myra Langsam to learn more about labcasts** and to review scheduling (labcasts are very popular and should be scheduled months in advance). To learn more about how a labcast can complement your current marketing activities:

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# G2 Marketing Opportunities

## Labcast

G2 Webinar  
April 20th @ 2:00

Example of a Labcast design

### **Complimentary Webinar: Activate a New Era of Business Analytics With Healthcare Relationship Management Solutions**

Join hc1.com and Sonora Quest Laboratories, LLC (SQL) on April 20th at 2:00 ET for a free webinar to learn how to build a profitable, patient-focused laboratory with a healthcare relationship management solution. Tamara Nelson, Lean Master Black Belt at Sonora Quest Laboratories (SQL), will discuss the business drivers and challenges she encountered as she moved her lab out of the volume-focused past into the patient-centric present.

During this free webinar, you will learn how:

- SQL shifted their business model from accession-based to the ultimate profitable, patient centric focused laboratory
- To remove complexities and constraints in operational workflows to increase data accessibilities and communication to stakeholders
- Leveraging and integrating data positions your lab to achieve optimal financial performance and service

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## Labcast

Example of a recent Labcast promotion

**FREE WEBINAR**  
From the Front Lines:  
**Navigating the Out-of-Network Landscape**

As laboratories survey the landscape today, there aren't many ways to increase reimbursement rates. In-network contract rates are hard to change, and Medicare/Medicaid rates can't be changed. Maximization of Out-of-Network payments represents the last, great opportunity to improve the bottom-line.

Collect Rx is the only company in the country whose sole focus is obtaining additional dollars from the insurance companies on Out-of-Network bills. Join CEO John Bartos for this special webinar where he will explain how Collect Rx can help you increase revenue today!

**Thursday, June 23rd 2016**  
**1:00 PM - 1:30 PM EDT**

Join the webinar and discover how Collect Rx:

- Maximizes Out-of-Network reimbursements on faxed settlement offers
- Appeals underpayments for significant additional dollars
- Performs complimentary audits that show providers where potential lies for improved reimbursements

[Register Now](#)

**Featured Speaker:**



**John F. Bartos, Jr.**  
CEO, Collect Rx, Inc.

To learn more, call or visit our website today

- ▶ Success-based fees
- ▶ No upfront costs
- ▶ No minimums

[www.collectrx.com](http://www.collectrx.com) 1-877-230-2440



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