

# Rheuma Schweiz – By doctors for doctors





## **About Rheuma Schweiz**

Rheuma Schweiz is a **non-profit health organisation** for doctors working in the field of rheumatology in Switzerland.

In the fields of musculoskeletal medicine and in similar areas of expertise, Rheuma Schweiz is responsible for:

- → Ensuring that information is at the cutting edge of science for professionals
- → medically-led training events
- → development of tools for diagnostics and treatments
- → Information on rheumatological diseases

The association Rheuma Schweiz was founded in 2007 by Prof Dr Beat A. Michel and Ruedi Stutz and is a non-profit organisation. The office is based in Zurich-Altstetten and is operated by POMCANYS Marketing AG on a mandate basis.



## **Advisory Board**

The scientific Advisory Board advises the Executive Board on content-related and medical matters always pursuing the purpose of the organisation of Rheuma Schweiz. The Advisory Board consists of the associations' president and the clinic directors of the leading rheumatism clinics of the university hospitals in Switzerland.



**Prof. Dr. med. Beat Michel**RheumaClinic Bethanien



**Prof. Dr. med. Oliver Distler**Universitätsspital Zurich



Prof. Dr. med. Thomas Hügle CHUV



Prof. Dr. med. Cem Gabay HUV



Prof. Dr. med. Britta Maurer Inselspital Bern



**Prof. Dr. med. Diego Kyburz**Universitätsspital Basel



## **Head Office**

Our head office is taking care of distributing information to over 5000 subscribers of the weekly newsletter and liaising with the medical profession and industry partners. The staff at the office can be contacted by telephone on +41 44 496 10 70 or by e-mail at <a href="mailto:info@rheuma-schweiz.ch">info@rheuma-schweiz.ch</a>.



Prof. Dr. med. Beat Michel President



**Rudolf Stutz** Member of the Board



**Daniel Beyeler** Managing Director



**Sarah Mayer** Project Manager & Sponsorship



**Cristina Sebald** Administration & Finance



Saskia Schnorf Layout Fachzeitschrift



## **Funding & Transparency**







Rheuma Schweiz is financed by **sponsorship contributions from pharmaceutical companies.** The broad support from several pharmaceutical companies guarantees a well balanced and independent provision of services.

Rheuma Schweiz undertakes to comply with the **code of conduct and the duty of disclosure** of the pharmaceutical industry in Switzerland of 4 December 2003, which was last revised on 14 May 2020 (status: 1<sup>st</sup> January 2021).

**All services are offered to doctors free of charge.** As of 1<sup>st</sup> January 2016, the Zurich Cantonal Tax Office granted Rheuma Schweiz tax exemption. BDO Switzerland, as a state-supervised auditing company company, is the auditor of Rheuma Schweiz.



## **Network partners**

Rheuma Schweiz maintains partnerships with these networks:



The Swiss Society of Rheumatology (SGR) is the medical association for doctors working in the field of rheumatology. Rheuma Schweiz and the SGR work together in various areas and pursue jointly defined goals. The physician-led training programs by Rheuma Schweiz are recognised by SGR with education credits.

www.rheuma-net.ch



The SCQM Foundation (Swiss Clinical Quality Management in Rheumatic Diseases) operates a national registry for inflammatory rheumatic diseases in close collaboration with the Swiss Society of Rheumatology (SGR). Thanks to the integrated feedback system, this register can be used by rheumatologists as a quality management of a treatment and as a basis for discussion with the patients.

www.scqm.ch



Rheumaliga Schweiz is a non-profit health organisation for two million patients suffering from rheumatism throughout Switzerland. In organisational terms, it is based in Zurich with 17 cantonal and regional rheumatism leagues as well as six national patient organisations.

www.rheumaliga.ch



# Rheuma Schweiz | Ecosystem



rheuma-schweiz.ch



Weekly Newsletter



Tools & Services



Fachzeitschrift



Trainings & Education



Web Magazine



FLASH Videos



Study Reviews



SonoTool.ch



RheumaTool.ch



Focus topics



On-site Trainings



Ultrasonography Course



Congress Reports



Desease Patterns



Picture of the Week



Injection technique App



Clinical Examination App



Therapy Recommendations



Webinars



SGR Congress



## Rheuma Schweiz | Stakeholder Map

Clinics

Societies



















Rheuma Schweiz **By doctors for doctors** 











Tutors & Speakers



Advisory Board

## Compliance

scienceindustries





Subscribers (Rheumatologists)



Pharmaindustry (Partners)

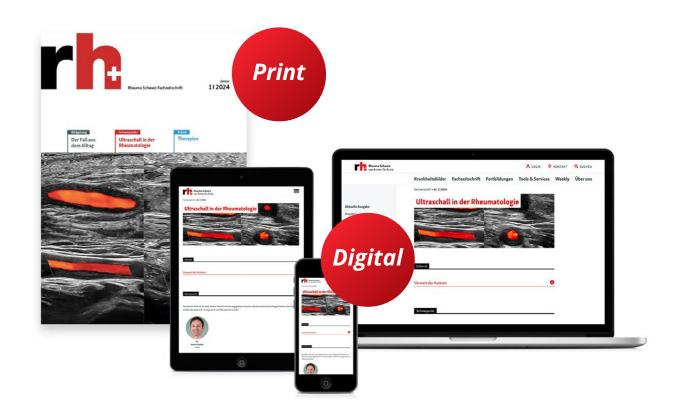


# Rheuma Schweiz | Subscribers | Statistics

Kanal	Total	DE	FR, IT, EN	Fachgebiet						
				Rheumatologen	Hausarzt/ GP	Physikalische Medizin und Rehabilitation	andere	kein FMH-Titel	Medizin- studierende	keine Angabe
Website-Abonnenten (mit Login)	882	807	75	68	420	11	73	119	59	132
Fachzeitschrift-Abonnenten (Print)	4252	3738	514	500	2897	61	268	205	25	303
Weekly-Newsletter-Abonnenten	2253	2118	135	446	1077	45	202	257	61	165
Alle Abonnenten	5987			677	3683	81	412	475	139	520



# Specialist journal | rheuma-schweiz.ch/fachzeitschrift





## **Specialist Journal | Brief Characteristics**



- → First edition published on 10 September 2009
- → **Target group/speciality:** Rheumatology, clinicians, general practitioners (GPs), physical medicine and rehabilitation, medical students
- → The Fachzeitschrift Rheuma Schweiz is published **6 times a year** with a print run of **5000 copies**
- → In addition to the main focus, articles for clinical practice on various topics, congress reports, study reviews, information on education and trainings and much more are published.
- → A4 adverts, advertising inserts and title cards
- → Display Ads within the protected area of the digital magazine: (rheuma-schweiz.ch/fachzeitschrift)



## **Specialist Journal | Editorial Board Members**





Prof. Dr. med.
Beat Michel
Chief editorial office



**Dr. med. Pius Brühlmann**Editorial member



**Dr. med. Adrian Forster**Editorial member



**Dr. med. Andreas Krebs**Editorial member



**Dr. med. Thomas Langenegger**Editorial member



**Rudolf Stutz** Editorial member



## **Specialist Journal | Advertising Options (print)**





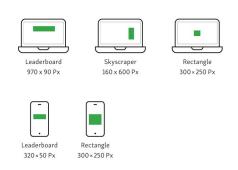
A6 title card In 2 language varieties

**A4-Advertising insert** in printed magazine (2 languages)



## **Specialist Journal | Advertising Opportunities (digital)**





## Display Ads within Web Magazine

rheuma-schweiz.ch/fachzeitschrift



## Weekly Newsletter | rheuma-schweiz.ch/weekly





## **Weekly Newsletter | Brief Description**



- → The first weekly newsletter was published on August 28, 2017.
- → The Weekly Newsletter is published 52 times a year by email.
- → **Target group/speciality:** Rheumatology, clinicians, general practitioners (GPs), physical medicine and rehabilitation, medical students.
- → The content includes reviews of the **latest studies**, with a particular emphasis on **clinical relevance**. A **"picture of the week"** sharpens the focus on diagnostics. The **"News & Drugs"** section communicates news and data on specific drug groups and substances.
- → **2253 subscribers** (99% delivery rate, 53% open rate, 45% click rate)
- → Up to 10 training credits are awarded annually for the weekly newsletter by the SGR.



## **Weekly Newsletter | Editorial Board Members**





**Prof. Dr. med. Beat Michel**Chief editorial office



**Prof. Dr. med. Sabine Adler**Editorial member



**Dr. med. Thomas Langenegger**Editorial member



**Dr. med. Christian Marx**Editorial member



**Dr. med. Marcel Weber**Editorial member



Sarah Mayer Project management & Publishing



## **Weekly Newsletter | Partner Content**

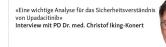
#### **Study Reviews**

# **Studien Reviews**

- TNFalpha-Hemmer sind bei Covid-19 günstig
- Gehäuftes Auftreten von rheumatologischen Autoimmunerkrankungen nach einer SARS-CoV-2 Infektion
- Risikofaktoren für eine Hydroxychloroguin-induzierte Retinopathie
- MRI bei PMR

weiterlesen

#### **Partner Articles**



abbvie

#### Partner-Beitrag

Diese Post-hoc-Analyse des SELECT-Studienprogramms von Upadacitinib (RINVOQ®) in der RA zeigt, dass das Risiko schwerwiegender unerwünschter Ereignisse v bei der Behandlung mit Upadacitinib, Adalimumab oder Methotrexat in der gesamten Studienpopulation und bei über 50-jährigen Patientninnen mit mindestens einem kardiovaskulären Risikofaktor vergleichbar ist. ¹

1. Fleischmann R et al. Safety profile of upadacitinib in patients at risk of cardiovascular disease: integrated post hoc analysis of the SELECT phase III rheumatoid arthritis clinical programme. Ann Rheum Dis, 2023. 82

Fachinformation von RINVOQ® (Upadacitiniti) auf www.swissmedicinfa.ch
\* Schwerwiegende unerwürschte Ereignisse wie schwerwiegende unerwürschte kardiovaskuläre Ereignisse (MACE), venöse

Thromboembolien (VTE) und maligne Tumorerkrankungen.

Die Referenzen können durch Fachpersonen bei medinfo chehabbyle.com angefordert werden.

CH-RNQR-240027 05/2024
Erstellt mit freundlicher Unterstützung von AbbVie AG, alte Steinhauserstrasse 14, 6330 Cham

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### **Education and Trainings**



Partner-Beitrag

#### Videoaufzeichnungen und Slides des

#### 1. DACH ANCA VASKULITIS FORUM 2023 in Wien

Auf der Website finden Sie sämtliche Videoaufzeichnungen der spannenden Vorträge und können die dazugehörigen Slides herunterladen.

D 08/2023 CH-AVA-2300080

Erstellt mit freundlicher Unterstützung von CSL Vifor

Zu den Videoaufzeichnungen und Slides



## **FLASH Videos**

## Short videos by experts on important topics for rheumatology practice

→ <a href="https://rheuma-schweiz.ch/weekly/rheuma-schweiz-flash">https://rheuma-schweiz.ch/weekly/rheuma-schweiz-flash</a>







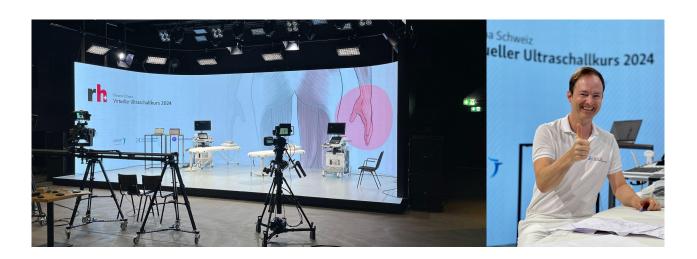




## **Education & Tools**

Ultrasonography courses, EXPERIENCIA, congress reports

→ <a href="https://sonotool.ch">https://sonotool.ch</a> and <a href="https://rheumatool.ch">https://sonotool.ch</a> and <a href="https://rheumatool.ch">https://rheumatool.ch</a>



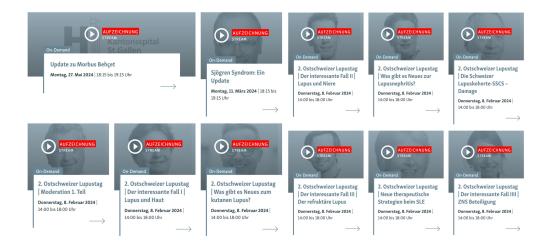


## **Live Stream & Webinar Training Sessions**



We successfully cooperate with the Clinic for Rheumatology at the Cantonal Hospital of St. Gallen and broadcast the physical training sessions from St. Gallen as a live stream every month.

→ <a href="https://rheuma-schweiz.ch/fortbildungskalender/aufzeichnungen-webinars">https://rheuma-schweiz.ch/fortbildungskalender/aufzeichnungen-webinars</a>





# **Partner Model | 4 Sponsorship Categories**

Services & Benefits				
Partner subscription (login to website, weekly newsletter, Fachzeitschrift)	4	3	2	1
Partner logo on rheuma-schweiz.ch	/	<b>✓</b>	1	✓ ·
Product logo on the website within protected area	/	/	×	X
Partner logo in 52 weekly newsletter editions	✓	✓ ·	✓	/
Print advertisement with placement request in Fachzeitschrift (cover)	4 advertisements	2 advertisements	Х	X
Print advertisement without placement request in Fachzeitschrift (content)	2 advertisements	2 advertisements	2 advertisements	1 advertisement
Leaderboard (display ad in digital magazine)	12 months	6 months	4 months	2 months
Skyscraper (display ad in digital magazine)	12 months	6 months	4 months	2 months
Rectangle (display ad in digital magazine)	12 months	6 months	4 months	2 months
Right of suggestion for editorial topics	/	✓	×	X
Discount on additional advertisements bookings (print & digital)	25% discount	10% discount	X	X
Priority right for title cards & advertising inserts	/	1	1	/
Partner article in weekly newsletter (with placement request)	4	2	X	X
Partner article in weekly newsletter (without placement request)	2	2	2	1
Study review in weekly newsletter	2	1	1	1
News & drugs in weekly newsletter	2	1	X	Х
Special Focus (reporting on a specific topic)	25% discount	10% discount		
FLASH video (expert report from practical experience)	25% discount	10% discount	1	1
Partner highlights for congress reporting (EULAR/ACR)	✓ ·	✓ ·	×	X
Publish own events on event calendar of Rheuma Schweiz	/	/	/	/
Product and active substance in website search (top listing)	/	1	X	×
Product and active substance in website search (without listing)	✓	1	1	/
Statistical analysis/reporting (analycits)		<b>✓</b>	×	X
Participation at sponsorship meeting	/	/	1	/
Zoom meeting with president & management	/	✓	X	X
Right to use the «Rheuma Schweiz Partner» logo	/	1	1	1



## **Partner Model | Pricing, Services & Benefits**

#### Subscription for sponsors

1 Partner subscription (login to website, weekly newsletter, Fachzeitschrift)

1 Partner logo on rheuma-schweiz.ch

1 Product logo on the website in the protected area

1 Partner logo in 52 weekly newsletter editions

#### Fachzeitschrift (print & digital)

1 Print advertisement with placement request in Fachzeitschrift (cover)

1 Print advertisement without placement request in Fachzeitschrift (content)

Leaderboard (display ad in digital magazine)\*

Skyscraper (display ad in digital magazine)\*

Rectangle (display ad in digital magazine)\*

Discount on additional advertisement bookings (print & digital)

1 title card (A6 landscape) on Print cover of Fachzeitschrift

1 A4 insert in Fachzeitschrift (print) inserted, incl. PDF in digital magazine

1 A4 insert in packaging of Fachzeitschrift (print), incl. PDF in digital magazine

#### Weekly newsletter

1 Partner article in weekly newsletter (with placement request)

1 Partner article in weekly newsletter (without placement request)

1 Study review in weekly newsletter

1 News & drugs in weekly newsletter

Special newsletter (one-time mailing)

#### Paid specials

1 Special Focus (reporting on a specific topic)

1 FLASH video (expert report from practical experience)

1 Webinar (live streaming, 1 hour, 1 expert with SGR credits)

Partner highlights for congress reporting (EULAR)

Partner highlights for congress reporting (ACR)

EXPERIENCIA event (multisponsoring with 6 partners)

1 product and active substance in website search (top listing) NEW

#### Free specials

Participation at sponsorship meeting	for free
Right to use the «Rheuma Schweiz Partner» logo	for free
Publish own events on event calendar of Rheuma Schweiz	for free
Priority right for title cards & advertising inserts	for free
1 product and active substance in Website search	for free

The prices quoted are the advertising value, excluding creation or production costs and VAT. Not all services are included in all sponsoring categories (Premium, Advanced, Basic or Starter). Premium and Advanced partners have pre-booking nights for title cards and inserts. Title cards and inserts are available in 2 languages. Display ads only in German. Projects (e.g. Fach- and Zeigebücher, events, tools etc.) can only be supported by partners.

<sup>\*</sup> The duration for display ads is 2 months.



## **Company Logos (presentation) by Sponsorship Category**

**Premium Partner** 

Company Company logo A logo B

**Advanced Partner** 

Company Company Company logo C logo D logo E logo F

**Basic Partner** 

Starter Partner

 Company
 <t



## Partners & Sponsors (2024)



































# Thank you.

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