



Rheuma Schweiz  
Pitch Deck

# Rheuma Schweiz – By doctors for doctors



[rheuma-schweiz.ch](https://rheuma-schweiz.ch)



## 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 [info@rheuma-schweiz.ch](mailto:info@rheuma-schweiz.ch).



**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



Rheuma Schweiz  
Pitch Deck

scienceINDUSTRIES  
SWITZERLAND



Kanton Zürich  
Kantonales Steueramt



## 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, is the auditor of Rheuma Schweiz.

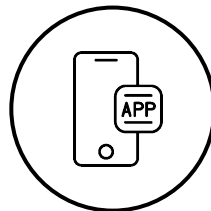
## Rheuma Schweiz | Ecosystem



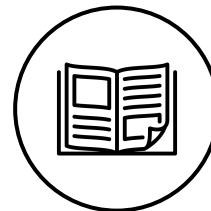
**rheuma-schweiz.ch**



**Weekly  
Newsletter**



**Tools &  
Services**



**Fachzeitschrift**



**Trainings &  
Education**

Schweizerische  
Gesellschaft für  
Rheumatologie



Web Magazine



FLASH Videos



Study Reviews



SonoTool.ch



RheumaTool.ch



Focus topics



On-site  
Trainings



Ultrasono-  
graphy Course



Congress  
Reports



Disease  
Patterns



Picture of  
the Week



Injection  
technique App



Clinical  
Examination App



Therapy  
Recommendations



Webinars



SGR Congress



Rheuma Schweiz  
Pitch Deck

## Rheuma Schweiz | Stakeholder Map

### Clinics



### Societies



Rheuma Schweiz  
**By doctors for doctors**



Executive Board



Editorial



Tutors &  
Speakers



Advisory  
Board

### Compliance



Subscribers  
(Rheumatologists)



Pharmaindustrie  
(Partners)



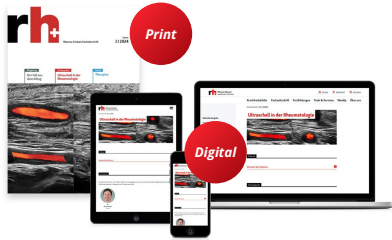
Rheuma Schweiz  
Pitch Deck

Specialist journal | [rheuma-schweiz.ch/fachzeitschrift](http://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](http://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

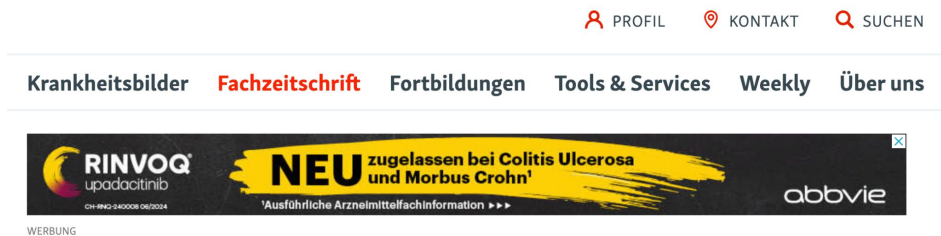


**Dr. med.  
Thomas Langenegger**  
Editorial member



**Rudolf Stutz**  
Editorial member





WERBUNG

## Rheuma Schweiz Fachzeitschrift (Print- und Digital-Magazin)

Die Fachzeitschrift Rheuma Schweiz erscheint 6x pro Jahr und steht Ihnen als Print- und NEU als Digital-Magazin zur Verfügung. Neben dem Schwerpunkt werden Beiträge für die klinische Praxis zu verschiedenen Themen, ein Fall aus der Radiologie, Hinweise zu Fort- und Weiterbildung und vieles mehr publiziert.

### NEU: Digital-Magazin mit Mehrwert!

Suche
 Multimediale Elemente
 Gerätfreundliches Design
 PDF-Downloads

ZUM DIGITAL-MAGAZIN

PRINT-MAGAZIN ABONNIEREN

ADRESSÄNDERUNG



Leaderboard  
970 x 90 Px



Skyscraper  
160 x 600 Px



Rectangle  
300 x 250 Px



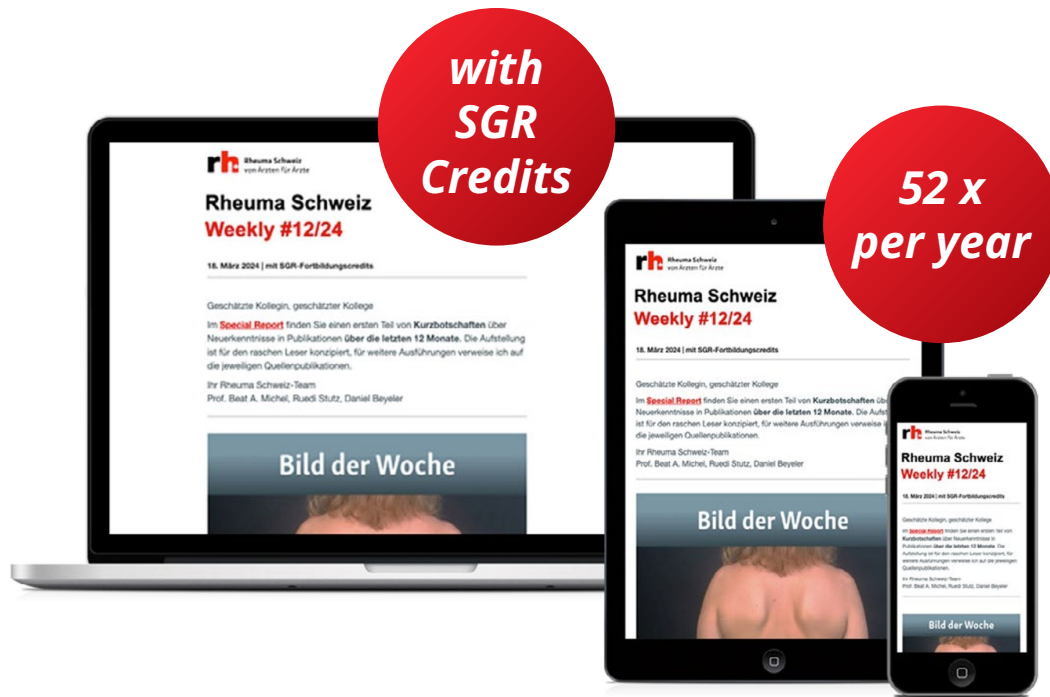
Leaderboard  
320 x 50 Px



Rectangle  
300 x 250 Px

### Display Ads within Web Magazine

[rheuma-schweiz.ch/fachzeitschrift](http://rheuma-schweiz.ch/fachzeitschrift)





## 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

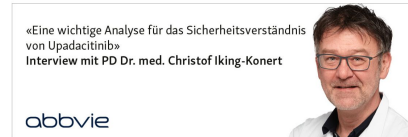
## Study Reviews

## Studien Reviews

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

weiterlesen

## Partner Articles



Partner-Beitrag

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

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. 62(9): p. 1130-1144.

Fachinformation von RINVOQ® (Upadacitinib) auf [www.rheumamedicinfo.ch](http://www.rheumamedicinfo.ch)

\* Schwerwiegende unerwünschte Ereignisse wie schwerwiegende unerwünschte kardiovaskuläre Ereignisse (MACE), venöse Thromboembolien (VTE) und mäßige Tumorerkrankungen.

Die Referenzen können durch Fachpersonen bei [psdinfo.ch@abbvie.com](mailto:psdinfo.ch@abbvie.com) angefordert werden.

CH-RNDR 240027 05/2024

Erstellt mit freundlicher Unterstützung von AbbVie AG, alte Steinhäuserstrasse 14, 6330 Cham

Zum Interview

## 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 Vitor

Zu den Videoaufzeichnungen und Slides

## FLASH Videos

Short videos by experts on important topics for rheumatology practice

→ <https://rheuma-schweiz.ch/weekly/rheuma-schweiz-flash>



Weekly

**Riesenzellarteriitis (RZA)**

27. Mai 2024 | Prof. Dr. Peter M. Villiger

→



Weekly

**Die axiale Spondyloarthritis im Rampenlicht – Teil 2**

13. November 2023 | Prof. Dr. Denis Poddubnyy

→



Weekly

**Screening von SSc-Patienten auf PAH – die letzten Empfehlungen**

23. Oktober 2023 | Prof. Dr. Ulrich Walker, Basel

→



Weekly

**Neue EULAR-Empfehlungen zu ANCA-assoziiierter Vaskulitis**

4. September 2023 | Prof. Dr. Sabine Adler, Aarau

→

**Education & Tools**

Ultrasonography courses, EXPERIENCIA, congress reports

→ <https://sonotool.ch> and <https://rheumatool.ch>



## Partner Model | 4 Sponsorship Categories

	PREMIUM	ADVANCED	BASIC	STARTER
<b>Services &amp; Benefits</b>				
Partner subscription (login to website, weekly newsletter, Fachzeitschrift)	4	3	2	1
Partner logo on rheuma-schweiz.ch	✓	✓	✓	✓
Product logo on the website within protected area	✓	✓	✗	✗
Partner logo in 52 weekly newsletter editions	✓	✓	✓	✓
Print advertisement with placement request in Fachzeitschrift (cover)	4 advertisements	2 advertisements	✗	✗
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	✓	✓	✗	✗
Discount on additional advertisements bookings (print & digital)	25% discount	10% discount	✗	✗
Priority right for title cards & advertising inserts	✓	✓	✓	✓
Partner article in weekly newsletter (with placement request)	4	2	✗	✗
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	✗	✗
Special Focus (reporting on a specific topic)	25% discount	10% discount	✓	✓
FLASH video (expert report from practical experience)	25% discount	10% discount	✓	✓
Partner highlights for congress reporting (EULAR/ACR)	✓	✓	✗	✗
Publish own events on event calendar of Rheuma Schweiz	✓	✓	✓	✓
Product and active substance in website search (top listing)	✓	✓	✗	✗
Product and active substance in website search (without listing)	✓	✓	✓	✓
Statistical analysis/reporting (analytics)	✓	✓	✗	✗
Participation at sponsorship meeting	✓	✓	✓	✓
Zoom meeting with president & management	✓	✓	✗	✗
Right to use the «Rheuma Schweiz Partner» logo	✓	✓	✓	✓



## 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 rights 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.

\* The runtime for display ads is calculated as 2 months for the package pricing.



## Partners & Sponsors (2025)

### Partner

#### PREMIUM

abbvie

Johnson  
& Johnson

#### ADVANCED

Lilly

IBSA

NOVARTIS

Pfizer

Inspired by patients.  
Driven by science.

#### BASIC

AMGEN

CSL Vifor

SANDOZ

#### STARTER

AstraZeneca

Gebro Pharma

Roche

sanofi



Rheuma Schweiz  
**Pitch Deck**

**Contact**

# Thank you.

Rheuma Schweiz  
Aargauerstrasse 250  
8048 Zurich

info@rheuma-schweiz.ch  
+41 (0)44 496 10 70



**rheuma-schweiz.ch**