



# 2021 MEDIA KIT

## The Global Voice of Sterile Processing

Creating and promoting effective and relevant content for healthcare professionals worldwide.

## WHO WE ARE

We are Beyond Clean, a next generation Sterile Processing education, media, & consulting company with a commitment to being the central nexus for the people, processes, and products that are pushing the Sterile Processing industry forward. With a combined 120+ years of healthcare experience, the team at Beyond Clean brings cutting-edge insight and expertise to our partners. We are internationally certified Sterile Processing subject matter experts and clinical innovators with a passion to #FightDirty.

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**"WE SPECIALIZE IN CREATIVELY SOLVING  
ONE OF SAFE SURGERY'S  
BIGGEST CHALLENGES —  
HARDWIRING  
STERILE PROCESSING EXCELLENCE  
ACROSS THE CONTINUUM OF PATIENT CARE."**



# OUR TEAM



**Hank Balch**  
Founder & President



**Justin Poulin**  
Founder & CEO



**Michael Matthews**  
VP Analytics & Resource  
Development



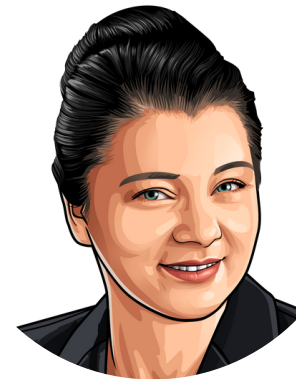
**Lindsay Brown**  
VP Sales & Marketing



**Bob Marrs**  
VP Clinical Consulting



**Peter Nichol, MD**  
Chief Medical Officer



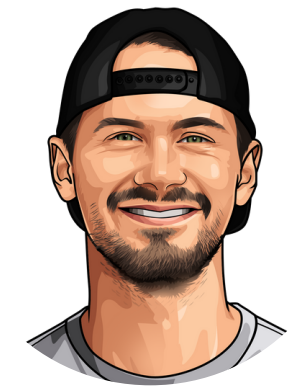
**Lisa McKown**  
Manager Research &  
Development



**Brandon Huffman**  
Creative Content Manager



**Aaron Ankrum**  
Producer Beyond Clean  
Media



**Christian Ankrum**  
Producer Beyond Clean  
Media



Believing that quality or innovation alone will take your company across the finish line is a costly mistake. Customers will never know about a solution unless they are told.

And how will they be told unless your brand starts doing some talking?



**LEAD GENERATION | SALES**

Example package: Co-branded Webinar, Vendor spotlight, Banner Ad



**BRAND AWARENESS | DIFFERENTIATION**

Example package: Vendor Spotlight, Media Sponsorship, Social Media Strategy



**PRODUCT LAUNCH | NEW TO MARKET**

Example package: Market Research/Consulting, Vendor Spotlight, Product/Company Video Production



**CUSTOMER ENGAGEMENT | ESTABLISH EXPERTISE**

Example package: Social Media Strategy, Education Content Creation, Expert Series



# OUR AUDIENCE

<div>360,000+</div> <div>Monthly Beyond Clean Social Media Reach</div>	<div>48,000+</div> <div>Beyond Clean E-mail Database</div>	<div>70%</div> <div>Beyond Clean audience who holds a title of 'Manager' or above</div>
<div>100,000+</div> <div>Strategic partnership reach to OR/SPD Professionals on Facebook</div>	<div>7,500</div> <div>Largest LinkedIn presence of any Sterile Processing Education Organization</div>	<div>96,000+</div> <div>Combined Sterile Processing and Perioperative CE Audience (IAHCSMM, CBSPD, CCI)</div>

# OUR PODCAST

—BEYOND CLEAN—

DOWNLOADED IN 140  
COUNTRIES



With over 400,000 downloads to date, The Beyond Clean Podcast offers a creative look into the inner workings of a healthcare industry surrounded by challenges, disrupted by change, and committed to getting it right -- every instrument, every time. The team at Beyond Clean will bring on some of the biggest names in surgical instrument reprocessing and provide commentary on the biggest issues facing Sterile Processing professionals, facilities, administrators, manufacturers, and vendors.

Join us every week as we explore the hidden world of one of the most important aspects of safe surgical care.

# ADVERTISE WITH US

## VENDOR SPOTLIGHT PODCAST INTERVIEW

Professionally produced 20-25 minute in-depth interview about your products & services

- Our producers will work with your marketing team to create an outline, prepare your subject matter expert for the interview, produce and promote the podcast.
- You will have the ability to host the podcast interview on your website and send to your contacts
- Lead time 5-6 weeks, scheduled for release first-come-first-served



## BEYOND CLEAN PODCAST AD-READ

With 400,000+ unique downloads to date, the Beyond Clean Podcast is the perfect vehicle to carry your message through the Sterile Processing Industry

- You choose how many unique downloads you want to pay for (tiered pricing)
- Targeted ad-reads by geographic locations globally
- Align your brand message with highly produced educational content
- Lead time 2-3 weeks
- 120-150 word count, recorded by Beyond Clean

**WHEN WAS THE LAST TIME YOU HAD HUNDREDS OF  
25-MINUTE ONE-ON-ONE CONVERSATIONS ABOUT THE  
VALUE YOUR PRODUCTS OR SERVICES BRING TO THE  
HEALTHCARE SETTING?**

**YOUR MESSAGE.  
OUR GLOBAL PLATFORM.  
NOW THAT'S COOL!**



# ADVERTISE WITH US

## VIRTUAL CONFERENCE SPONSORSHIP

Beyond Clean virtual educational events have reached over 33,000 healthcare professionals worldwide. And that's just in 2020...

- Logo placement and inclusion on all promotional materials
- Logo placement, banner ad, and/or promotional video placement on registration page, event lobby
- Downloadable resources promoted during conference
- All educational sessions available on-demand through [beyondclean.net](https://beyondclean.net)
- Event analytics for attendance and engagement

## E-NEWSLETTER BANNER ADVERTISEMENT

Build brand awareness and generate leads through our Beyond Clean newsletter sent to over 48,000 healthcare professionals

- Weekly newsletters sent to over 48,000 healthcare professionals worldwide
- Regular Banner Advertisement (600w x 150h pixels) or Large Banner Advertisement (600w x 350h pixels),
- High-resolution (300dpi) .png or .jpg
- URL must be included with ad
- Rolling one, six, and twelve-month ad runs (There's no sense in making it complicated- you choose when you want it to start and end.)
- 2-week lead time

## BEYOND CLEAN WEBSITE BANNER ADVERTISEMENT

Advertise in the largest collection of Sterile Processing CEs on the planet!

- Regular Banner Advertisement (225w x 500h pixels)
- High-resolution (300dpi) .png, .jpg or .gif
- URL must be included with ad
- Rolling one, six, and twelve-month ad runs (Again, there's no sense in making it complicated- you choose when you want it to start and end.)
- 2-week lead time



# PARTNER WITH US.

## COLLABORATIVE SERVICES

- Clinical Education Services
- Vendor Spotlight Podcast Interview
- Virtual Event Sponsorship
- Banner Advertisements | Podcast Ad Read
- Beyond Clean Expert Series
- Audio/Visual Production Services
- New-to-Market Consultation

## SOCIAL MEDIA & BRAND CONSULTING SERVICES

- Social Branding & Content Strategy
- Collaborative Content Creation
- Market Research

## HEALTHCARE CONSULTING SERVICES

- On-site Consulting Services
- Virtual Consulting & Mentorship
- Clinical Education
- Interim Management/Staffing



# BEYOND THE TOUR



## Beyond the Tour Film Feature- New Opportunity!

- 25-minute film feature dedicated to telling your company story
- Broadcast to Beyond Clean network of 360,000+
- Aggregate marketing for seasonal participants
- Episode 1 and 2 can be viewed here: <https://www.youtube.com/playlist?list=PLAtil9eKWFN4TD03GBqVnwUEBfLrx0CHk>

Stories of innovation and disruption in the healthcare space deserve to be told, and Beyond Clean is fusing high-quality film and in-depth thematic industry discussions in a new film series called Beyond the Tour to tell these stories. Each episode takes the viewer inside a healthcare manufacturer and uncovers the true grit of its internal stakeholders and company culture in a relaxed real-life commentary about the individuals and their stories that brought them here. Through interviews, soundbites and filmed tours of the products and facilities, the Beyond Clean team showcases each company's best practices and high standards in manufacturing, leadership in education, and successes in building relationships that matter--those relationships that ultimately lead to saving lives. Today's generation consumes content that is highly visual, easy to consume, and personal. This series will instill emotional engagement that extends well into your customer-relationship management methods.

\*Pricing available on request.



# WHAT OUR PARTNERS ARE SAYING ABOUT US

Medline is very pleased with the insight, perspective, and education provided by Beyond Clean. We are very excited to have them as a valuable business Partner to help better prepare our sales and marketing team to meet the needs of our customers. The evolving cost, labor, regulatory, provider, and patient safety issues are forcing our customers & Medline to adapt and seek solutions beyond traditional methods. Our collaboration with both new & current customers has shown results with new areas of revenue streams & faster growth rates. We are expecting to grow our relationship with Beyond Clean to meet our future customer and internal needs.

Christian Arnold, VP of Sales, Centurion Medical Products Division of Medline, David Moyer, Market Sales Director, Centurion Medical Products Division of Medline

The Beyond Clean team are able to break down and deep dive into the complex, multi-dimensional arena that is the sterile processing industry. They are shining an important spotlight on a vital component of the healthcare industry that has remained hidden, and they are doing it right. Their passion comes through in each episode making it a pleasure to join them in discussion and even more so to become an avid listener.

Brian Reed, CEO & Co-founder of Ascendco Health

Finding a partnership opportunity that matched our budget and our goals was easy with the wide range available through Beyond Clean Media. The team easily provided the special assistance needed for first timers like ourselves who had never participated in a podcast production before. Their modern approach to progressing the industry via relevant media is second to none and we plan to work with them again in the future.

Marcus Super, Director of Marketing and Sales, Aaron Lieberman, Group Product Manager, and Lauren Hefty, Marketing Communications Manager at Summit Medical, an Innovia Medical Company

# CONNECT WITH US TODAY!

## WEBSITE

[www.beyondclean.net](http://www.beyondclean.net)

## EMAIL ADDRESS

[info@beyondclean.net](mailto:info@beyondclean.net)

