




CAP SCAN

MEDIA KIT



CAP SCAN
A CAPITAL MEDICAL SOCIETY PUBLICATION

APRIL EDITION, VOLUME 2020, NO. 4

WE'RE IN THIS TOGETHER!

By Pam Irwin, CMS Executive Director

As COVID-19 first made news in January 2020, in China, for causing pneumonia, it was not on most of our radar. Now, it has disrupted life as we know it. In response, the Capital Medical Society (CMS) has never been more relevant to its members and partners. The CMS partnered with the Louisiana Health Department (LCHD) to help distribute updates to healthcare providers and their staff. There is now a network of information sharing in place. Our distribution list has reached from 650 to close to over 1,000. Our goal is for the information we provide to be accurate and timely. You've received a newsletter full of emails on testing, CDC guidelines, conference call information, Essential Critical Workforce guidance for healthcare workers, and other timely information. We apologize in advance for bombarding you. Many of you have written words of encouragement and gratitude. That has kept us going. We are doing our best to distribute accurate information, help troubleshoot your questions, and assist in any way we can. If you or your key office staff is not on our COVID-19 email distribution list and wants to be, please email Rosalie Cadin at rcadin@capmed.org.


At the request of local medical practices, we emailed a Medical Practice Response & Planning for COVID-19 Questionnaire to practice administrators and office managers. This tool allowed medical practices to share their responses to the pandemic and templates of drafted policies and procedures regarding network, telehealth, self-reporting by employees, return to work policies following voluntary quarantine, and return to work protocol following an employer's confirmed COVID-19 test. The information will be shared with all who participate. This may seem like one more thing to do when there aren't enough hours in the day, but you will genuinely help your colleagues. You may pick up some helpful information too.

For smaller practices, this pandemic can be especially daunting. There is often one person responsible for HR, policies, office management, and a variety of other essential duties. Trying to adjust lives to school closures, new COVID-19 employment laws, staff availability, cease performance orders for elective procedures, quarantines, the shortage of test kits, N95 masks, gowns, and facial shields, conflicting information on tests needed by the CDC and labs, and confusion are just a few of the issues you are trying to sort out. Most of this has happened in about two weeks. I was at Sir James Calway's concert on March 5. We were just beginning to think about how close we wanted to sit to someone. As we socially distance from each other and our refrigerators (yes, we know there is some serious going on, don't forget to breathe. We will get through this from many of you. Please know you can have a question and need someone to run it by best to help. My cell is 504-559-8611. My e-mail is pam@capmed.org.

The return to work guidance for healthcare workers The medical and dental communities are more COVID-19 than the general public. Hopefully established in one self-reporting and return to work if they are experiencing symptoms that could have been exposed and facing a quarantine, our employees to tell their personal physicians that providers. There is a specific case provider. Since Florida, discretion to order a test, the patient needs to confirm if it to work in a healthcare setting. It could impact their time as well as that your practice has a use understood and signed must know your self-reporters return to work protocol. It was were always consistent. There are also specific during a pandemic if an organization of two or employee who has a positive COVID-19 test at work report. Be familiar with these requests (The information below was provided by the LCHD from DOH-Epi)

How to Discontinue Home Isolation:
<https://www.cdc.gov/coronavirus/2019-nCoV/when-to-discontinue-isolation.html>


- People with COVID-19 who have stopped isolating can stop home isolation under conditions:
 - If you do not have a fever to determine contagious, you can leave home alone have happened.
 - You have had no fever for at least full days of no fever without the (reduces fever) AND



CAP SCAN
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MAY EDITION, VOLUME 2020, NO. 5

NOT ALL SUPERHEROES WEAR CAPES!



A SALUTE TO OUR HEALTHCARE PROFESSIONALS...

YOU ARE OUR HEROES!

WE ARE GRATEFUL FOR YOUR DEDICATION, STRENGTH, AND FEARLESSNESS AS WE FACE COVID-19 TOGETHER.

THANK YOU!

**"NEVER WAS SO MUCH OWED BY SO MANY TO SO FEW."
- WINSTON CHURCHILL**

CAPITAL MEDICAL SOCIETY 2020 MEETINGS CALENDAR

Please note: The April 21, 2020 CMS Membership & CMS Meeting has been postponed - April 21, 2020
CMS Membership & CMS Meeting - Panel Discussion
Updates and Details in Cancer Screening - Panel Discussion

Please note: The May 5, 2020 Connect the Docs Happy Hour has been postponed - May 5, 2020
Connect the Docs Happy Hour sponsored by Capital City Bank

CAPITAL MEDICAL SOCIETY 2020 MEETINGS CALENDAR

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Connect the Docs Happy Hour sponsored by Capital City Bank

Please note: The CMS Family Night has been cancelled - May/June 2020
CMS Family Night

October 24, 2016
MS Meeting
10:30 - 2:00 PM Required CMS
MS Center for the Advancement
1512, Executive Parkway and
1512 College of Medicine
at Westchester Oaks

October 24, 2016
Connect the Docs Happy Hour
10:30 - 11:30 PM
1512, Executive Parkway and
1512 College of Medicine
at Westchester Oaks

November 15, 2016
CMS Membership & CMS Meeting
10:30 - 12:00 PM
William S. Davis, D.D.S., Capital Prosthodontic Associates
and Robert Davis, M.D., Sedation for
New & Thrust Road & New Surgery
at Westchester Oaks

December 1, 2016
CMS Foundation Holiday Celebration
6:00 PM
PSC University Center Club

LOCAL. PHYSICIAN-FOCUSED. RELEVANT.



WELCOME



MAILING ADDRESS

1204 Miccosukee Road
Tallahassee, FL 32308

PHONE

(850) 877-9018

FAX

(850) 878-0218

EMAIL

rcarlin@capmed.org
sboyle@capmed.org

EDITOR

Francis C. Skilling, Jr., M.D.

MANAGING EDITOR

Shannon Boyle

FLIPBOOKS

issuu.com/capmed

Welcome

REACH THE MEDICAL COMMUNITY

Since 1973, the award-winning, monthly Cap Scan Magazine has been capturing the essence of Tallahassee's thriving medical community. Cap Scan informs and entertains members of the Capital Medical Society, which unites physicians in Leon, Gadsden, Jefferson and Wakulla Counties.

The Cap Scan Magazine has an ever-growing distribution list of over 1,300 recipients. It is directly e-mailed to more than 570 physicians, their spouses, and their office staff. It is also electronically distributed to allied health professionals, sponsors, hospital administrators, third party payers, pharmaceutical companies, and local county and city leaders.



Here's What Our Advertisers Have To Say

"Capital City Bank has enjoyed working with the Capital Medical Society and appreciates the valuable services they provide to enhance our great community."

WILLIAM SMITH

Vice President and Director of Business & Private Banking, **Capital City Bank**



"Cap Scan is the ideal way to speak directly to your colleagues about the newest advances in your specialty. All of the leading physicians in Tallahassee read Cap Scan, after first checking out the birthdays. Advertising in these pages helps Tallahassee patients and supports a wonderful organization."

SCOTT TETREAU, M.D.

Florida Cancer Specialists & Research Institute



"Advertising in Cap Scan has been an effective part of MagMutual's marketing strategy, enabling us to reach many physicians in the Tallahassee area. We appreciate the opportunity to directly connect with this valued audience."

STAIGE HOFFMAN

Healthcare Consultant, **MagMutual**

"Working with the Capital Medical Society has been a wonderful experience that we have enjoyed for many years. Advertising in Cap Scan provides us with an extremely targeted audience and allows us the freedom to create ads that are specific to that group. We have also had the pleasure of sponsoring some of their annual events, including the Doctor/Daughter event, which gives us the opportunity to further enhance our brand presence amongst area physicians and medical professionals. We would encourage anyone to consider advertising opportunities with them and, personally, look forward to working with them for years to come."

LIZ THOMAS, Marketing Director, **Hill Spooner & Elliott, Inc. Real Estate**



**FULL COLOR (Per Issue)**

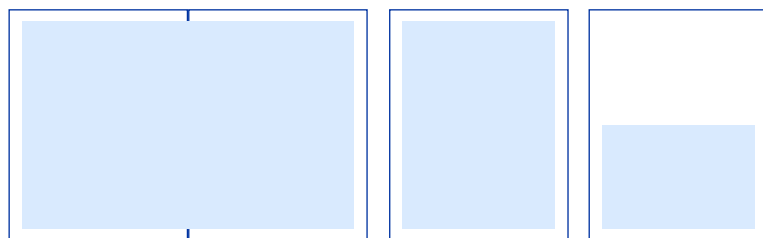
	1x	3x	6x	12x
Full Page	\$800	\$2,328	\$4,560	\$8,640
1/2 Page	\$400	\$1,164	\$2,280	\$4,320

BLACK & WHITE (Per Issue)

	1x	3x	6x	12x
Full Page	\$600	\$1,746	\$3,420	\$6,480
1/2 Page	\$300	\$873	\$1,710	\$3,240
1/4 Page	\$150	\$436.5	\$855	\$1,620
1/8 Page	\$100	\$291	\$570	\$1,080

PREFERRED POSITIONS

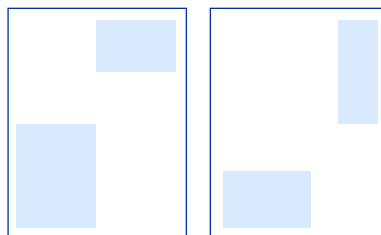
	1x	3x	6x	12x
Inside Front Cover (Full Page - first come, first served)	\$900	\$2,619	\$5,130	\$9,720
2-Page Spread	\$1,700	\$4,947	\$9,690	\$18,360
Back Cover (1/2 Page - first come, first served)	\$500	\$1,455	\$2,850	\$5,400



2-PAGE SPREAD
14.5 x 9.5"

FULL PAGE
7.25 x 9.5"

1/2 PAGE
7.25 x 4.75"



1/4 PAGE
3.625 x 4.75"
3.625 x 2.38"

1/8 PAGE
4.25 x 2.75"
1.8 x 4.75"

PAGE SIZES**FILE SPECIFICATIONS**

Please submit electronic files in an EPS or High Resolution PDF format with a resolution of 300 dots per inch. Cap Scan is designed using Adobe Creative Cloud. If you are using a newer version of Adobe Creative Suite, please ensure your files are compatible with this version. To ensure accurate reproduction of your ad, please embed all images and fonts. If possible, convert your text and strokes to outlines.

NOTES

All advertisements are subject to the Capital Medical Society's approval before acceptance. No political advertisements will be accepted. Contracted space must be used within one year of first insertion. Specific page requests are not guaranteed.

DEADLINE

The 10th of each month

PUBLICATION

First full week of each month

DIGITAL VISIBILITY**E-Newsletter**

\$200/month or \$800/six months

The Capital Medical Society's electronic newsletter, CapMed Today, is a weekly source for medical news, relevant information, and helpful resources of interest to physicians and their administrators/office staff. It is distributed via email each Friday to over 850 readers.

Format for submission: JPEG or PNG files with or without URL to hyperlink to advertiser website; text with or without URL to hyperlink to advertiser website. Ad materials must be received one week prior to publication.

Website (Scrolling banner ad)

\$200/month or \$800/six months

The Capital Medical Society's website is a helpful resource for physicians, administrators/office staff, and the community.

Format for submission: File size - 1920 x 480 px; JPEG or PNG files with or without URL to hyperlink to advertiser website.

All advertisements are subject to the Capital Medical Society's approval before acceptance. No political advertisements will be accepted.

CIRCULATION

571	Physicians
244	Physician spouses
230	Office staff
27	Local county & city leaders
247	Friends of CMS (medical students, allied health professionals, sponsors, hospital administrators, etc.)
1,319	Total monthly electronic circulation