

We welcome your consideration
and look forward to creating
a rewarding partnership
which will exceed your objectives
and create powerful opportunities
for your business.



2019 PARTNERSHIP PROSPECTUS

Saving lives and improving patient outcomes
through accredited primary care education



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Over 9,000 GPs from 32 countries have completed our programs since 2006.

www.healthcert.com



HealthCert was established in 2006, delivering its first course in the foundations of skin cancer medicine to just 20 general practitioners. More than ten years on, HealthCert has become Australia's leading provider of accredited education for GPs.

Offering certificate courses and professional diplomas in skin cancer medicine, skin cancer surgery, dermoscopy, dermatopathology, general dermatology, aesthetic medicine, and clinical procedures, through both online and face-to-face education, HealthCert has trained more than 9,000 doctors from 32 countries. All courses are accredited by the RACGP and/or ACRRM, are quality assured by top tier universities and provide academic credit into a number of postgraduate degrees both in Australia and Europe.

HealthCert is proud to make a difference through education that meets a practical need for primary care doctors and the community they serve, but more importantly, supports doctors in improving patient outcomes.

We aim to create genuine opportunities for our partners to generate business value through a range of customised benefits. It is this emphasis on ensuring our partnerships translate to commercial value for our corporate partners that has allowed us to develop deep and long-lasting relationships with recognised national and global brands. We welcome interest from companies who wish to partner with us, and in doing so, align with an organisation that is respected globally by general practitioners, universities and other teaching institutions.

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“We have been partnering with HealthCert for a number of years now and we find their events extremely well organised. It provides us with valuable opportunities to showcase our products and engage in meaningful discussions with a range of GPs.

There is always a mix of new faces and regular attendees at each event and they are there because they value the quality education that HealthCert provides.”

— Matthew Smith,
Managing Director, DocStock



In 2019, HealthCert will run 12 events in Australia and two in North America, each of which will host a trade exhibition area. These events cover four of our education pathways – Skin Cancer, Aesthetic Medicine, Clinical Procedures, and the GP Update – with delegate numbers ranging from 100 – 200, depending on the event and the location.

WHY PARTNER

HealthCert will provide your organisation with a variety of unique opportunities, including:

Direct access to general practitioners with only a minimum of competition due to a restricted number of trade partners at each event.

Identify business partners and maximise your networking opportunities with an engaged audience of general practitioners who have paid a premium to attend our courses and are interested in the products and services of our hand-picked trade partners.

Maximise your interaction at our events with staggered breaks that give you more time to speak to our doctors one on one.

Gain access to the email addresses of all the delegates who have agreed to receive communications post the event with our valued partners.

Have your name and company profile included in our event trade partner flyer, include your collateral or a sample in the delegate event bags and receive our logo for use on your website or your own collateral.

Access ongoing promotional opportunities to over 17,000 general practitioners via our database.

PARTNERSHIP PACKAGES

TRADE PARTNER

- Approximately 2.5m x 2m space, including a trestle table, tablecloth and power
- Catering for two representatives (morning, afternoon and lunch breaks)
- Insert of marketing materials in delegate bags (one per partner)
- Inclusion of your company profile in the delegate partner brochure

Partners can book a trade stand for a single education event, or multiple events. Please contact us to discuss pricing for a multiple event package.

1 x Skin Cancer Education Event	\$4,500
6 x Skin Cancer Education Events	\$24,300
Skin Cancer Summit & Masterclasses (2 days)	\$4,500
1 x Aesthetic Medicine + Clinical Procedures Education Event	\$4,500
4 x Aesthetic Medicine + Clinical Procedures Education Event	\$16,200
1 x GP Update	\$2,250

BREAKFAST PARTNER

We can work with you to create valuable content and choose or supply a speaker, including honorarium. Content is subject to the approval of the HealthCert Education Committee. Cost of breakfast and AV is also paid by the Breakfast Partner.

\$2,000

PARTNERSHIP PACKAGES

EVENT DEMONSTRATION

Do you have a product or service that is best marketed through a live demonstration? Consider running a live demonstration during the lunch break of an event. Depending on the nature of the demonstration, there may be additional costs for room hire.

\$2,000

DIGITAL MARKETING

Consider working with us on a digital marketing campaign to our database (17,000 + GPs) to introduce your product, service or research directly to our alumni. Content should be educational in nature and relevant for our GP audience. This campaign may take the form of a webinar or a video shared with our database via an EDM. The campaign will also be featured on our blog, included on our partners webpage, and shared on our social media platforms.

\$4,000

FEATURE ARTICLE

Share the story of your organisation, a client, product or service via a feature advertorial within our monthly e-newsletter. Read by thousands of doctors throughout Australia and New Zealand, this is a great way to gain additional promotion in a reputable publication. With only one partner feature article a month, you will not be competing for industry attention and articles will also be posted on our blog, included on our partner webpage, and shared on our Facebook page.

\$2,500

NETWORKING OPPORTUNITITES

Interested in developing a deeper relationship with our alumni and gain greater cut through? We would be pleased to organise a dinner or a breakfast for your team and our alumni, in any of Australia's major cities, and make those introductions.

Available on request

COURSE INFORMATION

COURSE STREAMS					
Skin Cancer Events			Primary Care Events		
Skin Cancer Medicine	Skin Cancer Surgery	Dermatopathology	Clinical Procedures	Aesthetic Medicine	GP Update
Professional Certificate of Skin Cancer Medicine	Professional Certificate of Skin Cancer Surgery	Professional Certificate of Dermatopathology	Professional Certificate of Clinical Procedures	Professional Certificate of Aesthetic Medicine	GP Update
Advanced Certificate of Skin Cancer Medicine	Advanced Certificate of Skin Cancer Surgery		Advanced Certificate of Clinical Procedures <ul style="list-style-type: none">Joint injectionsNon-scalpel vasectomyIntrauterine systems	Advanced Certificate of Aesthetic Medicine	
	Professional Diploma of Skin Cancer Surgery			Professional Diploma of Aesthetic Medicine	
Skin Cancer Summit and Masterclasses					

COURSE STREAMS (ONLINE)					
Skin Cancer Medicine	General Dermatology	Dermoscopy	Medical Business	Nutrition	GP Update
Professional Certificate of Skin Cancer Medicine	Professional Certificate of General Dermatology	Professional Certificate of Dermoscopy	Skin Cancer Business Management	Professional Certificate of Medical Nutrition Management	GP Update
Professional Diploma of Skin Cancer Medicine	Advanced Certificate of General Dermatology	Advanced Certificate of Dermoscopy	Medical Business Masterclass		
Professional Certificate of Dermatopathology	Professional Diploma of General Dermatology	Professional Diploma of Dermoscopy			

EVENTS CALENDAR 2019

Skin Cancer

Delegates	Date	Location
200	23-24 February 2019	Melbourne Convention and Exhibition Centre
120	6-7 April 2019	Adelaide Convention Centre
200	15-16 June 2019	Gold Coast Convention and Exhibition Centre
200	12-13 October 2019	Brisbane Convention and Exhibition Centre
100	9-10 November 2019	Perth Convention and Exhibition Centre
200	30 Nov - 1 Dec 2019	Sydney International Convention Centre

Skin Cancer Summit and Masterclasses

Delegates	Date	Location
250	23-24 August 2019	Brisbane Convention and Exhibition Centre

Aesthetic Medicine + Clinical Procedures

Delegates	Date	Location
160	2-3 March 2019	Brisbane Convention and Exhibition Centre
160	6-7 July 2019	Pullman on the Park, Melbourne
160	14-15 September 2019	Sydney International Convention Centre
60	9-10 November 2019	Perth Convention and Exhibition Centre*

* Skin Cancer & Aesthetic Medicine courses.

GP Update

Delegates	Date	Location
120	25 May 2019	Brisbane Convention and Exhibition Centre

“INSKIN COSMEDICS has participated in the Healthcert events nationally for many years and it has proved to be a successful partnership. It has provided us with an opportunity to build our client base within the medical aesthetic arena. The events do provide a good return on investment as we were able to connect with and educate a focused group of delegates on our products and explain how these would benefit their business and clients. We have collected many quality leads which we then convert once our Business Development Managers consult with delegates post the events.”

Business Development Manager,
INSKIN COSMEDICS