



# HEALTHCARE **HQ**

media / marketing / education

2026 **Media Kit**



**Our Purpose** is to partner with healthcare innovators to hardwire excellence and efficiency across the continuum of patient care.

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## About Healthcare HQ

Healthcare HQ provides marketing support and content creation, leveraging our expertise in digital marketing, podcasting, video production, and more. By connecting healthcare professionals with content that aligns with their professional needs, we facilitate comprehensive experiences that cater to various healthcare sectors and support the growth of innovative healthcare companies around the globe.

## Mission

Our mission is to unite healthcare innovators and professionals with dynamic, high-quality educational content spanning podcasts, videos, digital tools, and more to strengthen patient care delivery with excellence and efficiency.

## Vision

To be the go to marketing, sales, and education resource for healthcare.

## Values

**Innovation:** We harness the power of technology and creativity to continually redefine how clinical education is delivered and consumed. Our commitment to innovation is driven by our desire to close gaps in healthcare safety, education, compliance, and improvement.

**Partnership:** Our work is enriched by strong collaborations with industry trade groups, manufacturers, and healthcare innovators. We value these partnerships and the mutual growth they foster, allowing us to align and meet the educational needs of the healthcare community.

**Engagement:** By leveraging the expertise of active clinicians, we create relevant, authentic content that resonates with our audience. We believe in engaging our community not only as recipients of knowledge but also as contributors to the collective wisdom of the field.

**Thought Leadership:** We strive to be the vanguard of knowledge in the healthcare setting. Our focus is to bring forth high-level themes and trends, providing a platform that promotes thought leadership and fosters dialogue on pressing healthcare issues

# Our Brands

**BEYOND**CLEAN

For Sterile Processing

**FIRSTCASE**  
THE OPERATING ROOM NETWORK »»

For The Operating Room

**POWER**SUPPLY  
THE HEALTHCARE SUPPLY CHAIN NETWORK »»

For The Supply Chain

 **TRANSMISSION**  
**CONTROL**

For Infection Prevention

# Our Team



**Hank Balch**

Co-Founder and President



**Justin Poulin**

Co-Founder and CEO



**Lindsay Brown**

Chief Commercial Officer



**Brett Norton**

VP of Customer Success



**Aaron Leslie**

Producer, Beyond Clean



**Aaron Ankrum**

Audio/Visual, Producer



**Christian Ankrum**

Audio/Visual, Producer



**Chelsea Wolner**

Marketing Specialist

## CO-HOSTS/CONTRIBUTORS



**Bobby Parker** ●

VP of Clinical Solutions  
Editor in Chief, Beyond Clean



**Hays Waldrop** ●

Co-Host, Power Supply



**Lisa McKown** ●

Manager of Research and Development  
Contributor, Beyond Clean



**Gary Skinner** ●

Co-Host, Power Supply



**Melanie Perry** ●

Chief Nursing Officer  
Editor in Chief, First Case



**Suzi Collins** ●

Market Director of Supply Chain  
Contributor, Power Supply



**Lindsey Joyce, MSN, RN, CNOR** ●

Perioperative Content Contributor,  
First Case



**Brian Bartel** ●

Content Manager  
Contributor, Power Supply



**Chris Blevins** ●

Podcast Co-Host  
First Case



**Garrett Hollebeak** ●

Editor in Chief, Transmission Control

# Advertise

**SHARE YOUR CONTENT:** These services provide a vehicle to carry your company message, product/service announcements, and company updates to the RIGHT healthcare professionals. No buying lists required, we've amassed an engaged audience ready to consume your information.


**BEYONDCLEAN** 


**FIRSTCASE**

**POWERSUPPLY**

**TRANSMISSION CONTROL**





 Available on Beyond Clean


 Available on First Case





 Available on Power Supply





 Available on Transmission Control





## ADVERTISING




**Podcast Advertisement:** Promote your brand in your own voice to a wide clinical audience. Choose your channel, write your message, and we'll record it and deploy it to the masses!    

**E-newsletter Advertising:** Reach targeted industry segments with banner ads in our digital newsletters, delivered directly to highly engaged healthcare audiences.    

**Website Advertising:** Place banner ads across Healthcare HQ branded websites with advanced analytics and targeting to reach new customers where their interests align.    

**Vendor Focus Social Media Takeover:** Showcase your message with a social media takeover. Share three posts created by you or with our team across HHQ platforms on your chosen date.    

**Problem Solver Series:** Record a 60-second high-impact video clip to present an industry problem and your solution. Recorded in the Healthcare HQ virtual studio, edited and distributed to the HHQ social media and e-mail database audience of your choosing.    

**Vendor Spotlight Podcast:** Tell your company's story through an interview with our experienced hosts. This evergreen content highlights your innovation and serves as a 24/7 sales tool for your team.    

**Scan Here**

or click [HERE](#), to shop and purchase advertising



*"We ended up sharing all of the posts and the statistics with our board, and our board has several long-time healthcare leaders, and they were all very happy and impressed, and it helped to spur this whole, 'Hey, what's next?' conversation."*

# Collaborate

**CREATE YOUR CONTENT:** These services are carried out on your behalf by our team of healthcare experts, thought leaders, and patient safety advocates. This work is developed behind the scenes in collaboration with your team and the results are yours to brand, publish, and promote through your company platform or ours.

## CONTENT

**CE Content Creation:** Create CE-approved educational content to help your company reach new leads and build loyalty. With access to industry experts, we deliver impactful assets like CE decks, podcasts, and social media content approved for continuing education credit.

**Custom Microcredential:** Build a custom healthcare course designed to validate expertise in a specific area of healthcare practice, technology, or leadership. Provide professionals with targeted knowledge they can immediately apply to improve patient care, operational efficiency, and career growth.

**National Sales Meeting Content Development & Presentation:** Bring new energy to your national sales meeting. From panels and expert speakers to pre-event, live, or post-event podcast recordings, we'll create engaging discussions that reinforce your key themes and messages.

**Custom AI Co-Pilot:** An AI-powered assistant trained exclusively on your brand content. Provide your sales team with the tools to combat any objection to your product or service with a few simple clicks.

## SPONSORSHIPS

**Expert Series Feature:** Position your subject matter expert as the go-to voice on a key healthcare topic. Over 12 months, gain exposure through our social media and ongoing brand features.

**Virtual Conference Sponsorship (educational):** Align your brand with our industry-leading virtual conferences. Sponsorship includes logo placement, on-air mentions, ad spots, registration reports, and unique promotional opportunities.

## MEDIA

**Video/Photography Production:** Showcase your story through high-quality digital media. Our in-house team handles everything from concept to final product, capturing your brand and message in the best light. Clinical setting, studio space, or LIVE at tradeshow options available. [View Portfolio](#)

**Live Tradeshow Support:** Make your tradeshow unforgettable. We'll help you engage attendees with expert-led presentations, live demos, support, and creative experiences that highlight your expertise and value. [Learn More](#)

**Beyond the Tour:** A filmed series that tells your story on your turf. Our crew highlights what makes your company unique and showcases your innovation in healthcare. Learn more and watch past feature episodes at [beyondclean.net/beyond-the-tour](https://beyondclean.net/beyond-the-tour)

## Scan Here

or click [HERE](#), to learn more about collaborative services



*"Partnering with Beyond Clean has solved so many problems and opened our eyes to the power of professional networking from a digital perspective. After just one panel discussion with Beyond Clean, we immediately saw a major increase in our site traffic and shared media value. As a small company, Beyond Clean has everything we need for success - the media channels, subject matter experts, content, CMEs, and the ability to reach a huge network of likeminded professionals around the globe."*

The strength of our network is bigger than any single brand. This powerful snapshot highlights the true scale of our audience and the collective influence we bring to every partner. Here is your potential reach when you partner with Healthcare HQ.

## WEBSITE

**Over 100k** website visitors annually

**1.4 million** user events annually

(clicks, form submissions, podcast listens, watching videos etc)

## NEWSLETTER

**51,200** Subscribers

**52.7%** Open Rate

**10.6%** Click Through Rate

## SOCIAL

**in** **35,400** Followers

**f** **13,736** Followers

## PODCASTS

**2.5 million+** Podcast Downloads/Listens

*"Thank you for your incredible work earlier this year, the response to those programs was fantastic. The quality was excellent, your creativity stood out, and it clearly resonated with your audience. We're excited to move into phase two after such a successful phase one."*

## PODCAST ADVERTISING

Align your brand with specific conversations and advertise on one of our 2026 branded podcasts. Send us your ad copy and we will record a 30 second audio commercial available for download and targeted by state or country.

Up to 65,000 Downloads Per Quarter		
	Available Downloads	Rate
Package A ● ● ● ●	2500	\$2,500
Package B ● ● ● ●	5,000	\$4,500
Package C ●	10,000	\$7,500
Package D ●	20,000	\$10,000

### Artwork Specifications

Provide a word doc with approximately 75-100 words along with your call to action.

### Material Deadline

Due 2 weeks prior to launch. Choose your dates [HERE](#).

## WEBSITE BANNER ADS ● ● ● ●

Advertise on one of our branded websites and connect with a specialized audience passionate about healthcare innovation and medical device reprocessing. Our platform offers advertising options to help you gain visibility and engagement with industry professionals. Maximize your reach and showcase your products or services to a targeted, highly engaged community.

**Audience Demographics:** Sterile Processing, Operating Room, Infection Control, Supply Chain.

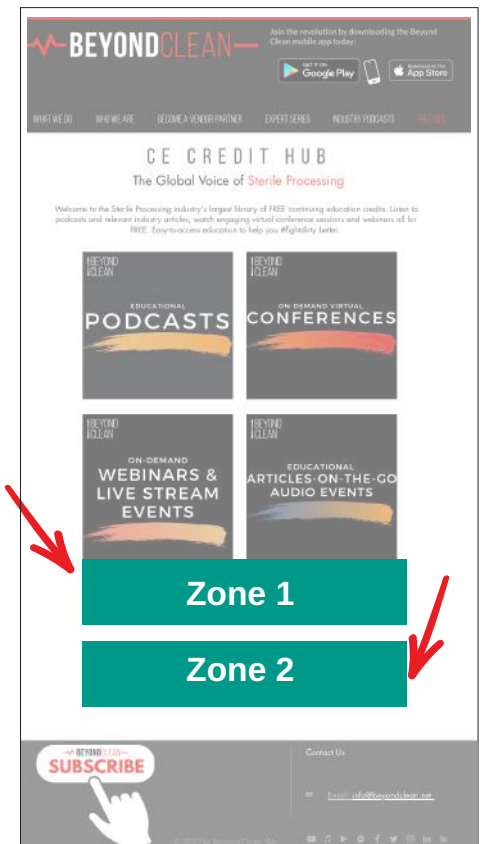
**Delivery Schedule:** 2 Ad spots available per month. Ad runs all month.

\*See individual brand guide for more details

Month	Available Advertising	Rate
January - December	<b>Leaderboard Zone 1:</b> Banner ad appearing 1st on the CEU page, 1 available, runs all month	\$1,000
January - December	<b>Leaderboard Zone 2:</b> Banner ad appearing 2nd on the CEU page, 1 available, runs all month	

**Artwork Specifications**  
720px x 150px - .png, .jpg, or .gif

**Material Deadline**  
The 15th of the month prior



Beyond Clean website CEU page example. Ad placements will vary by brand.

# WEEKLY E-NEWSLETTER ● ● ● ●

Spotlight your brand in front of engaged, industry-focused readers. Advertise in our weekly digital newsletter! Reach professionals eager for fresh insights and innovative solutions. Limited slots are available.

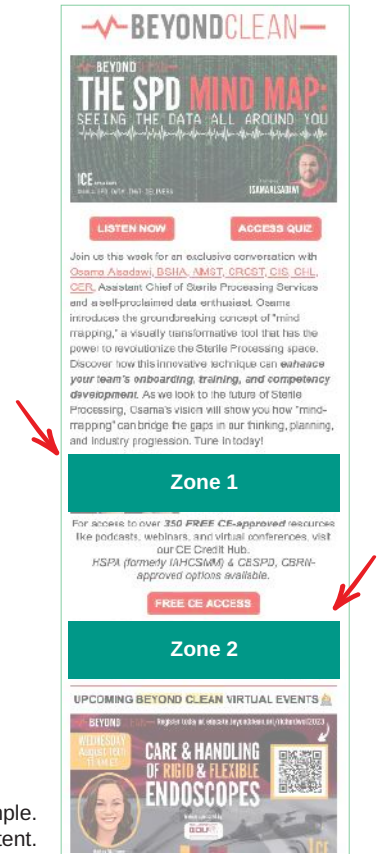
**Audience Demographics:** Sterile Processing, Operating Room, Infection Control, Supply Chain.

**Content Highlights:** Podcast releases, CE opportunities both live and virtual, vendor partner content, new blog releases, and more.

**Delivery Schedule:** Beyond Clean and First Case - every Monday. Power Supply and Transmission Control - every Tuesday. 2 Ad spots are available per month. Ad runs every week for that month.

Month	Available Advertising	Rate
January - December	<b>Leaderboard Zone 1:</b> Banner ad appearing in the top half of the newsletter, 1 spot (4 ads) per month	<span style="color: green;">●</span> <span style="color: yellow;">●</span> \$500 <span style="color: blue;">●</span> \$1,000 <span style="color: red;">●</span> \$1500
January - December	<b>Leaderboard Zone 2:</b> Banner ad appearing in the bottom half of the newsletter, 1 spot (4 ads) per month	

<b>Artwork Specifications</b> 720px x 150px - .png, .jpg, or .gif	<b>Material Deadline</b> The 15th of the month prior
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Beyond Clean e-newsletter example. Placements may vary based on content.

# PROBLEM SOLVER SERIES ● ● ● ●

Record a 60-second high-impact video clip to present an industry problem and your solution. Recorded in our virtual studio, edited and distributed to the brands social media pages and e-mail database audiences.

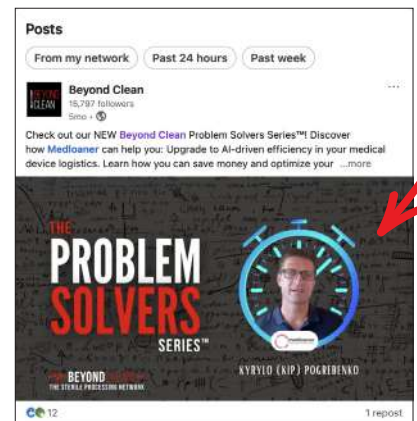
**Includes:**

- 60 second video feature posted on social media

**Delivery Schedule:** Every other week

Month	Available Advertising	Rate
January - December	26 Available	\$750

<b>Artwork Specifications</b> Supportive copy + company logo	<b>Material Deadline</b> 2 weeks prior
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Problem Solver Post Example

# VENDOR SPOTLIGHT PODCAST ● ● ● ●

A vendor spotlight podcast interview is the perfect way to tell your company's story with our experienced team of hosts at the helm. This 25-minute audio and/or video content serves as a 24-7 sales and marketing tool for your organization to utilize as you see fit.

## Vendor Spotlight Includes:

- MP3 audio file
- MP4 video file upon request for an additional \$1,000

**Delivery Schedule:** Every other Friday in 2025

Month	Available Advertising	Rate
January - December	26 Available	<span style="color: green;">●</span> <span style="color: yellow;">●</span> \$3,000 <span style="color: blue;">●</span> \$4,000 <span style="color: red;">●</span> \$6,000

<b>Recording Deadline</b> 5 weeks prior	<b>Approval Deadline</b> 2 weeks prior
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# VENDOR FOCUS - SOCIAL MEDIA ● ● ● ●

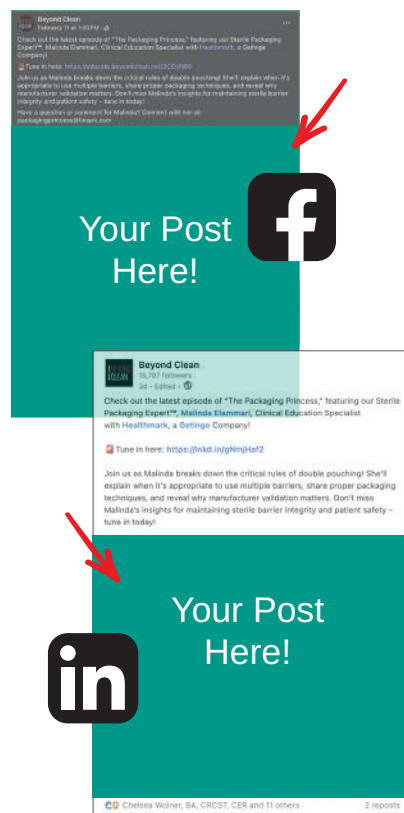
Bring your most valuable messages to a new audience with our vendor focus social media takeover opportunity! Create your own content or collaborate with our team to curate three social media posts to be shared to our social media platforms on your chosen takeover date.

**Delivery Schedule:** Every Thursday, 1 Ad spot available per week.

Month	Available Advertising	Rate
January - December	52 Available (1 per week)	\$1,500/week

<b>Artwork Specifications</b> .png, .jpg, .gif, MP4 (<10minutes) + social post copy & hashtags	<b>Material Deadline</b> 2 weeks prior
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*I've had the opportunity to be both a guest, and a spotlighted Vendor, on the First Case / Power Supply podcasts. Working with the team every time was a professional, high-touch, experience. Whether it's the pre-work discussions, technical planning for audio and editing, nothing slips through the cracks. The Team is well prepared, knowledgeable of the industry, and passionate about delivering relevant material and educating the marketplace. The reactions to each podcast have been positive, and inclusive of a broad cross section of listeners. I highly recommend working with this creative Team to get your message out.*



Beyond Clean social post examples.

# DIGITAL CONFERENCE SPONSORSHIPS

Connect with a global audience of industry leaders, innovators, and professionals in an engaging digital space. Boost brand visibility, gather market insights from a captive audience, and create lasting impressions. Position your company as a key player in the conversation and gain direct access to decision-makers within your target market. Don't miss this opportunity to make a meaningful impact—secure your sponsorship today!

## Conference Sponsorship Includes:

- Logo on event promo material
- Full list of registrants
- Poll question to captive audience
- 2 downloadable resources made available to all attendees (live and on-demand)

Brand	Conference Theme	Available Sponsors	Rate
●	<b>The Business of Sterile Processing:</b> Budgeting/finance, staffing, department productivity, etc	5	\$6,000
●	<b>Power Surge - Reprocessing Complex Devices:</b> Drills/saws, robotics, duodenoscopes, etc	5	\$6,000
● ●	<b>Case in (Pain) Point:</b> First case starts, point of use cleaning, instrument delivery, etc	5	\$6,000

Custom virtual conferences available, please contact Linds Brown to brainstorm ideas.

# CUSTOM PODCAST SERIES

Elevate your brand by creating a custom podcast series and connect with key industry voices. Align your message with vital conversations, reaching a targeted audience engaged in the latest trends and insights.

Rate
Inquire for rate and available sponsorships

## Podcast Series Sponsorship Includes:

- Company information in supportive copy for each episode released
- Up to 2 Podcast ads that run on the series for a full year
- First right of refusal for subsequent 12-month sponsorship of series

*"Beyond Clean is WRITTEN into our marketing plan every year. We wouldn't have the content we have without them, we wouldn't have the reach we have without them, and we wouldn't be as relevant to our industry without them. They are not only a partner to advertise with, but an incredible resource and extension of my marketing team when working on strategic goals...We are more than just a product thanks to Beyond Clean. We get to tell our story to an audience we would have never been able to build on our own and if that's not value, I don't know what is."*

## To Get Started

Click [HERE](#) to follow HHQ on LinkedIn

and contact

**Lindsay Brown**

**Chief Commercial Officer**

651.303.5724

Lindsay@healthcarehqmedia.com

80+ healthcare companies choose HHQ. **Join the momentum today!**



*"I am excited to be a part of the Beyond Clean team as a vendor because it provides our small business access to an audience we wouldn't otherwise be able to reach. Plus, our message is coming from a diverse group of experts and thought leaders who share our passion in raising the bar in the Sterile Processing field."*

