



CELEBRATE
COLLABORATE
CONNECT

NATIONAL PHYSICIANS WEEK

2020
Media Kit

PHYSICIANS WORKING TOGETHER X NATIONAL PHYSICIANS WEEK 2020

As we approach National Physicians Week 2020, the founders of Physicians Working Together are working to maximize the social impact between physicians, medical students, and patients. The board of directors are activated to address significant social challenges in healthcare while creating meaningful, lasting solutions for our world. Your partnership will allow us to share the mutual benefit of connecting with physicians from all over the world for National Physicians Week, during March 25, 2020 - March 31, 2020. "NPW" is a national holiday that both physicians and patients are encouraged to celebrate together.

PWT now represents an international membership base of more than 8,500 physicians who share the common desire to support one another and strive to improve the health care delivery model all together. The group has an international membership and as an organization seeks to educate communities, leaders, and the media on the challenges in the American medical profession and its impact on patient care. PWT also advocates for the physical and mental well-being of physicians in order to facilitate excellent patient care in the communities they serve. The organization, which originated in Columbus, Georgia, now includes members from across the world who are primarily from the United States and also, Canada, New Zealand, the Caribbean Islands and more.

Your partnership will help PWT reach the collective goal of impacting the state of healthcare by positively engaging current and future physicians to recognize National Physicians Week. Together, we can share a moment in uplifting the people who spend the bulk of their time caring for others. The best physicians are empowered when they are well connected to resources, patients and to each other. A lasting relationship with your organization will ensure that our physicians are always within reach to communicate with the students.



Physicians Working Together



PHYSICIANSWORKINGTOGETHER.ORG



National
Physicians
Week

Why Is It Important For Physicians to Celebrate National Physicians Week?

Studies prove that physicians worldwide are battling systemic demands that leave them fighting for a more patient-centered healthcare model. We are seeing a vast increase in the post-traumatic effects of physician burnout and the silent epidemic of physician suicide. PWT Founder, Dr. Kimberly Jackson expressed that, "One of the reasons I started the group was because a dear friend of mine who was a pediatrician, took her own life. I think about it today, and it breaks my heart. I don't want another person to feel alone - I want them to know there are others who care and are there for them. The changes in healthcare and society can take their toll on our healers, and sometimes our healers need healing too. So I started Physicians Working Together to foster more connection and collaboration among doctors and our communities because it helps us care best for each other and our patients. Fostering connection, and collaborating with purpose helps us have happy, well physicians which means we can treat patients and ourselves better... it's called working together, because together we're best"

The campaign goal during this celebratory week is to create an exciting social movement that organically connect physicians and patients. We will also engage future physicians with our second annual medical student scholarship contest! Our plans throughout the week and beyond includes sharing phenomenal interviews, promotions, hosting health care town halls and more. In the spirit of the forthcoming honorary week, we will share our stories with our communities, motivate persons to celebrate physicians as well as encourage physicians to celebrate themselves and their colleagues. National Physicians week is a great time for physicians to plan to take some time off to reflect, renew and rejuvenate. Your support will help support our future physicians while also helping us honor our present physicians who dedicate their lives to making a difference each day.

A Brief History Of National Doctor's Day..

The first Doctor's Day observance was March 30, 1933 in Winder, Georgia. Eudora Brown Almond, wife of Dr. Charles B. Almond, decided to set aside a day to honor physicians. This first observance included the mailing greeting cards and placing flowers on graves of deceased doctors. The red carnation is commonly used as the symbolic flower for National Doctor's Day.

On October 30, 1990, President George Bush signed S.J. RES. #366 (which became Public Law 101-473) designating March 30th as "National Doctor's Day."

The Beginning of National Physicians Week..

Dr. Kimberly Jackson led the way with PWT starting an online celebration extending the historic Doctors Day celebration from one day (March 30) to a full week in June 2015 and proceeded nationally with NPW acceptance by the National Day Calendar in December of that same year: <https://nationaldaycalendar.com/national-physicians-week-march-25-31/>.

Consequently, National Physicians Week is now celebrated each year on March 25-31. The red carnation, which is commonly used as the symbolic flower for National Doctor's Day, has been a gift to physicians during our annual physician appreciation dinner among other actions to show appreciation for their commitment, sacrifice and service.

Our Vision For Future Celebrations

There has been an increase in celebratory activities over the years with organizations, hospitals, patients, physicians' staff and colleagues presenting physicians with tokens of recognition and appreciation. And with our medical student scholarship, we extended that love and care to our future physicians as well.

PWT hopes to engage more physicians, corporations and entities with a spark showing creative ways to celebrate with NPW themed hashtags, products, and sales incentive campaigns.

PHYSICIANSWORKINGTOGETHER.ORG



We're
Physicians
Leading
The Charge
To Impact
The Future
Of Medicine



Physicians Working Together

Medical Student
Scholarship Fund

Please support today at thepwt.org

501 (c) (3) Non-Profit Organization

PWT Gives Back

As medical forerunners, we embrace the inherent responsibility to help future physicians become successful on their journey to the finish line. Physicians Working Together provides helpful medical resources, physician advocacy, medical student mentoring, and scholarships. It's no secret that medical school is expensive, and the rates continue to climb. Beyond the scope of tuition costs, medical students are faced with a list of additional financial obligations that include lab costs, textbooks, testing fees, and the list goes on. PWT is dedicated to empowering medical students by keeping them on track for success. The non-profit organization features a Medical Student Mentorship Program that educates and inspires future healthcare professionals with the knowledge, skills and abilities that they will need to overcome today's challenges and embrace tomorrow's trends.

Through the assistance of sponsorship, our medical student scholarship helps recipients relieve a portion of medical students' financial burdens. We feature an annual contest during National Physicians Week that provides a financial stipend to selected medical students each year. With an effort to combat burnout, the online competition helps distract medical students from the pressures of their coursework during the celebratory week. Participants are encouraged to submit a short video that displays their artistic talents and abilities. The entries are received up to and during National Physicians Week (**March 25-31**) and the winners are announced in April.



Congratulations!

Kamilah Evans, Medical Student
New York Medical College

NATIONAL PHYSICIANS WEEK MEDICAL
STUDENT VIDEO CONTEST WINNER



Congratulations!

Andrew Favre, Medical Student
Lake Erie College of Osteopathic Medicine Bradenton

NATIONAL PHYSICIANS WEEK MEDICAL
STUDENT VIDEO CONTEST WINNER

PRIZE \$1000.00 SCHOLARSHIP

Impacting

PHYSICIANS

MEDICAL STUDENTS

COMMUNITIES



Physicians Working Together

5th Annual

PHYSICIANS
Appreciation Banquet

Westin Memorial City

945 Gessner Road, Houston, Texas 77024

April 11, 2020

6pm - 10pm

Title Sponsor

\$10,000.00

- Shared visibility on all marketing, PR, and advertising campaigns.
- 360 event marketing partnership with brand marketed to key audiences and physician groups before, during and after the event.
- Brand included in video marketing ads on You-Tube.
- Brand printed on programs, swag bags, banner, and table marketing items.
- Medical Student scholarship partnership announcement
- Ongoing PWT brand partnership and social initiatives.
- Reserved table with 10 tickets to Annual PWT Physicians Appreciation Banquet.
- Speaking opportunity during the appreciation ceremony.
- Tax Deduction

Level 1 Sponsor

\$5,000.00

- Brand mentioned in marketing, PR, and advertising campaigns.
- 360 event marketing partnership with brand marketed to key audiences and physician groups before, during, and after the event.
- Brand included in video marketing ads on You-Tube.
- Brand printed on programs, swag bags, banner, and table marketing items.
- Ongoing PWT brand partnership and social initiatives.
- Reserved table with 10 tickets to Annual PWT Physicians Appreciation Banquet.
- Tax Deduction

Level 2 Sponsor

\$3,000.00

- Brand mentioned in marketing, PR, and advertising campaigns.
- 360 event marketing partnership with brand marketed to key audiences and physician groups before, during, and after the event.
- Brand printed on programs, swag bags, banner, and table marketing items.
- 5 tickets to Annual PWT Physicians Appreciation Banquet
- Tax Deduction

Level 3 Sponsor

\$1,000.00

- Brand printed on programs, swag bags, banner, and table marketing items.
- 3 tickets to Annual PWT Physicians Appreciation Banquet.
- Tax Deduction

Table Sponsor

\$600.00

- Brand marketed on reserved table for physician honorees.
- Brand printed on programs.
- 2 Ticket to the Annual Physicians Appreciation Banquet.
- Tax Deduction

Physicians Working Together - Physicians Appreciation Dinner Sponsorship Form

Business Name		Business Contact	
Contact Phone Number		Contact Email Address	
Business Address	City	State	Zip
Please select sponsorship package below:			
Title Sponsor \$10,000.00 <input type="checkbox"/>	L 1 Sponsor \$5,000.00 <input type="checkbox"/>	L2 Title Sponsor \$3,000.00 <input type="checkbox"/>	L3 Sponsor \$1,000.00 <input type="checkbox"/>
Authorized by (Please Print)		Signature	

Please make all donations payable to Physicians Working Together, INC P.O. Box 3588 Phenix City, Alabama 36868

Physicians Working Together is a qualified tax-exempt 501 (C) (3) Charitable Organization. All contributions are tax deductible to the extent of the law. EIN 83-3143678



Contact Jennifer Simpson at 281-736-4991 or thepwtorg@gmail.com to request an application or to discuss sponsorship opportunities.