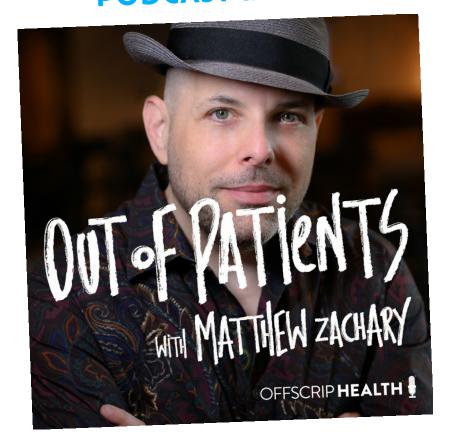


ABOUT MATTHEW ZACHARY

PODCAST TALENT



HEALTHCARE NERD



STAGE PERFORMER



PATIENT ADVOCATE



People Magazine hails Matthew Zachary as 'The People's Voice in Healthcare.' A 28-year pediatric brain cancer survivor, Matthew is an American advocate passionate about putting the patient at the center of every conversation, with a storied career spanning entertainment, advertising, marketing, nonprofit, digital health, public policy, life sciences, and broadcast media.

As Founder of the award-winning nonprofit Stupid Cancer, Matthew started the young adult cancer movement in 2007, where he hosted and produced 'The Stupid Cancer Show,' America's first healthcare talk radio show (before podcasts existed.)

Between his award-winning documentary, The Cancer Mavericks: A History of Survivorship, and his "Top-10" award-winning healthcare podcast Out of Patients, Matthew, whom some dub, 'The Podfather of Healthcare,' is one of the most influential and visionary voices and talents in the sector.

"Matthew is doing incredibly important work helping us to achieve our goals."

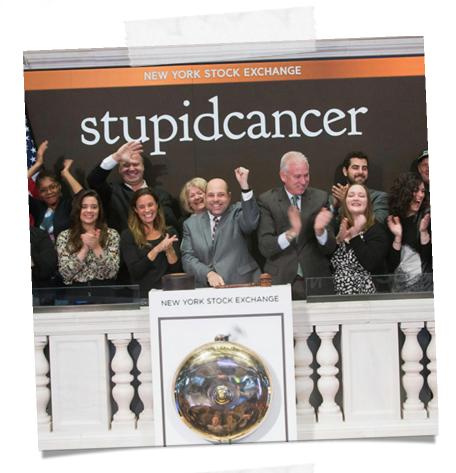


"Matthew should be on everyone's list of top ten celebrity speakers in healthcare.""





AN UNORDINARY LIFE













THE PODFATHER OF HEALTHCARE (2007-PRESENT)

THE DEFINITIVE NO-BS TALK SHOW ABOUT MAKING HEALTHCATZE SUCK LESS FOTZ-EVETZYONE.



238k monthly downloads

100k monthly social reach

2.3M
series
downloads

7.1M LIFETIME DOWNLOADS

1,100 LIFETIME EPISODES

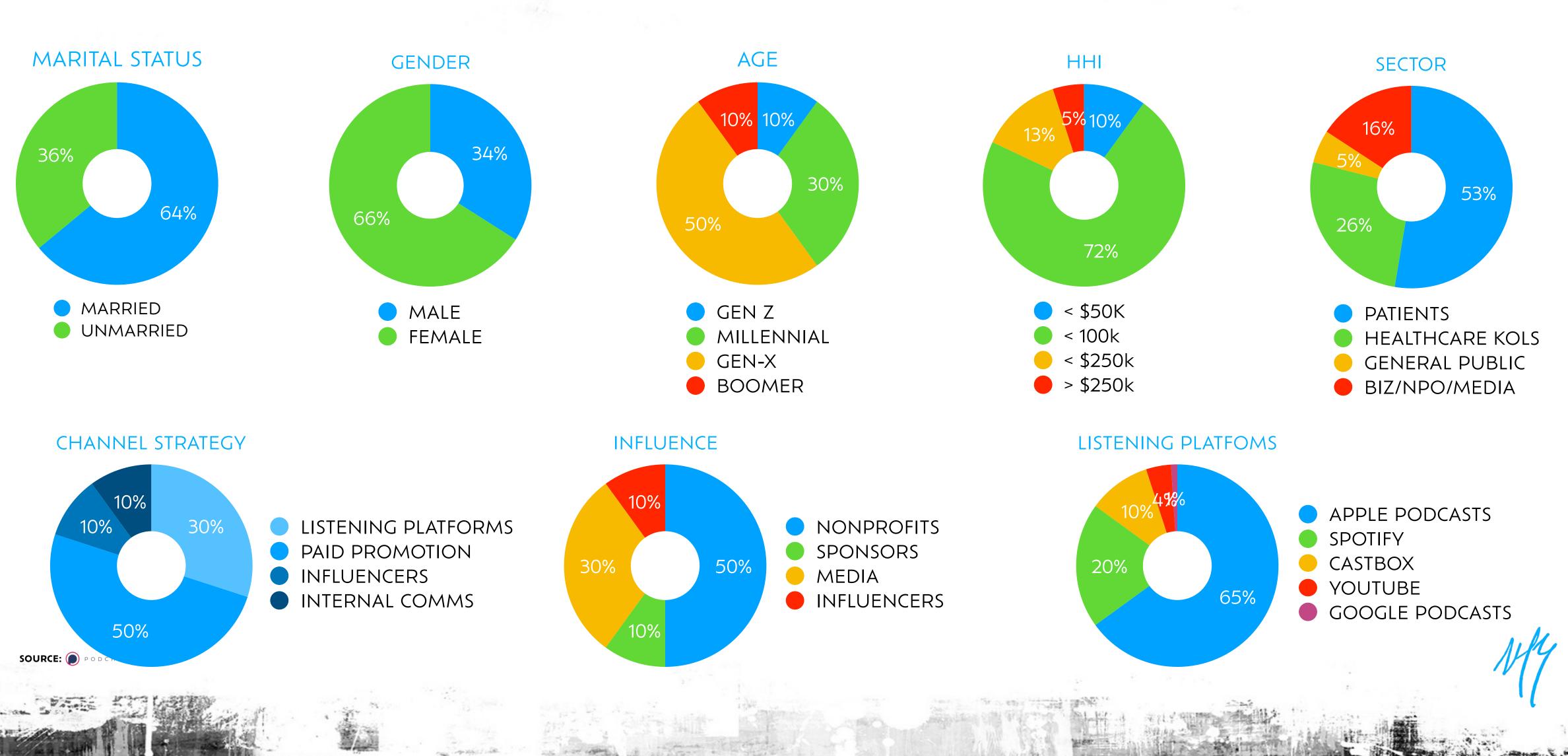
2,300 COLLECTIVE GUESTS

\$3M REVENUE GENERATED





LISTENER DEMOGRAPHY AND DISTRIBUTION



NOTABLE CELEBRITY GUESTS



GABRIELLE UNION



TIG NOTARO



MELISSA ETHERIDGE



MAURA TIERNEY



FRAN DRESCHER



LAURA LINNEY



JOAN LUNDEN



ETHAN ZOHN



WILL REISER



SULEIKA JAOUAD



BRAD SCHAFFER, DPM
My Feet Are Killing Me



MARGARET NAGLE



EVAN HANDLER



JOHN TESH



ITALIA RICCI



A PRESTIGE REPUTATIONAL PLATFORM FOR INDUSTRY

NOTEWORTHY LEADERSHIP PROFILES (partial list)



GLEN DE VRIES

American Entrepreneur

Co-Founder and Co-CEO

Medidata Solutions



ALAN RUSSELL, PH.D.
Vice President, Research
Amgen



TANIA SMALL, M.D.

VP, Global Medical Oncology Franchise Head
Head of R&D Inclusion and Diversity Council
Glaxo SmithKline



PAUL LIMBURG

Chief Medical Officer for Screening

Exact Sciences



DANIELLE CARNIVAL, PH.D.

Deputy Assistant to the President

White House Cancer Moonshot

Joseph R. Biden Presidential Administration



MATTHEW OWENBY
Chief Human Resources Officer
Aflac, Inc.



PETER PITTS

Former FDA Associate Commissioner

President, Center for Medicine in the Public Interest



KARA GOLDIN
Founder and Former CEO
Hint Inc.



BRUCE COZADD
Founder and CEO
Jazz Pharmaceuticals



ANDY SLAVITT

Chairman, United States of Care
Former Acting Administrator

Centers for Medicare & Medicaid Services



LEANA WEN, M.D. M.Sc.
Author, "When Doctors Don't Listen"
Former Baltimore's Health Commissioner
Professor, MPH@GW



DAVID LANGER, M.D.
Chair, Department of Neurosurgery
Lenox Hill Hospital



WENDELL POTTER

President, Center for Health and Democracy
Author, "Deadly Spin"



ROBERT PEARL, M.D.
Former CEO
Kaiser Permanents.



LISA RICHARDSON, M.D., MPH
Division Director, Cancer Prevention and Control
Centers for Disease Control and Prevention



THE LOUDEST PLATFORM FOR PATIENT VOICES

NOTEWORTHY ADVOCATE PROFILES (partial list)



GABE CHARBONNEAU, MD
Family Practice Physician
Founder, FightBurnout.org



CORRIE PAINTER
Breast Cancer Patient Leader
Count Me In; Broad Institute



JON NELSON
Suicide Prevention Activist & Survivor
Mental Health Media Strategist



STACY HURT, MHA, MBA
National Colon Cancer Voice
Patient Ambassador, Parexel



DAVID FAJGENBAUM, MD, MBA, MSC
Huntington's Disease Physician-Scientist
National Bestselling Author

- STATE 537



SEAN WACHTER

Brain Tumor Patient Voice

Rare Cancer Advocate & Influencer



EDDILISA MARTIN, PharmD

DEI Pharmacist Advocate
Founder, NeighborhoodTrials.com



MAIMAH KARMO

DEI Breast Cancer Unicorn

Founder, Tigerlily Foundation



KEYNOTE SPEAKER/PERFORMER



FOTZTUNE 500 COMPANIES AND

CLIENTS WOTZLDWIDE CHOOSE

MATTHEW FOTZ HIS UNAPOLOGETIC

AUTHENTICITY, NEUTZOTIC

INTELLECTUALISM, ODDBALL

THEATTZICALITY, AND MESMETZIZING

TALENT. HIS UNOTZDINATZY LIVED

EXPETZIENCE CAPTIVATES AND

TTZANSFOTZMS AUDIENCES OF

ALL SHAPES AND SIZES.

"Matthew spoke at our Specialty Summit and his story, expertise, and comedic GenX bent brought an entire audience of executives to tears, cheers, and back again."



"RESILIENCE IN THE FACE OF ADVERSITY: A JOURNEY OF SURVIVING CANCER"

Matthew shares his remarkable journey of surviving pediatric brain cancer in this powerful and inspirational keynote speech, taking audiences on a profound and emotional exploration of the challenges and triumphs of his remarkable survival.

"NAVIGATING NONPROFITS: CHALLENGES, REWARDS, AND THE ROLE OF NONPROFIT LEADERS"

Matthew recants his fraught path to success in founding and sustaining Stupid Cancer and the crucial burden of nonprofit leadership with regard the leadership tactics, community building, volunteer management, and sustaining growth.

"EMPATHETIC CONSUMERISM IN HEALTHCARE: THE DEATH OF THE IMPRESSION"

Healthcare is fraught with inauthentic engagement, with a delicate balance of low patient trust and empathy-deficient communication initiatives. Matthew deconstructs these complex dynamics and their impact on the stakeholder relationships.

"THE ART & BUSINESS OF PODCASTING: DOES ANYONE CARE WHAT YOU HAVE TO SAY?"

Matthew presents a masterclass in podcasting, a medium that has rapidly evolved from a niche hobby to a legitimized and increasingly influential communications platform and channel strategy. But what is success and is it worth it in the end?

STRATEGIC ADVISOR



FOR OVER 15 YEARS, THE LIFE SCIENCES SECTOR HAS TURNED TO MATTHEW AS A STRATEGIC ADVISOR WITH PROFESSIONAL AND LIVED EXPERSIONE TO SUPPORT INTERNAL COMMUNICATIONS STRATEGY, ADVOCACY RELATIONS, CORPORATE REPUTATION, LEADERSHIP TRAINING, SALES TEAM MOTIVATION, AND MORE.

"A relatable, matter-of-fact and entertaining thought leader who left our C-Suite attendees a clearer and actionable understanding of the subject matter."



PATIENT CENTRICITY

Supporting cross-functional advocacy divisions with strategies to improve upon early patient engagement, education, recruitment tactics, above-brand disease state awareness efforts, impact measurement, and pre-launch logistics planning

NONPROFIT RELATIONS

Providing key real-world insights from lived experience to scale nonprofit relationships through capacity-building strategies, leadership training, operational efficiencies, and community activation, focusing on upskilling smaller groups.

PATIENT MARKETING STRATEGY

Building unified, interconnected, and empathic goals that empowering patients to be stewards of their health via ad boards, caregiver education, coalition building, corporate roundtables, panel discussions, and patient workshops.

BRAND STRATEGY AND PRODUCT LAUMCH

Digital health strategy for brand planning, product launch, wraparound toolkit design, website UI/UX, design thinking methodology, logo/brand development, social media capes, campaigns, messaging, and media partnerships.

CLIENTS AND PARTNERS

PARTIAL LIST





























































































PRESENTING PODBOOSTERTM

CPT AND ICD-10 CODE-DRIVEN PATIENT/PODCAST MARKETING

DELIVETZING

TIZUSTED CONTENT

TO THE

TLIGHT PATIENTS

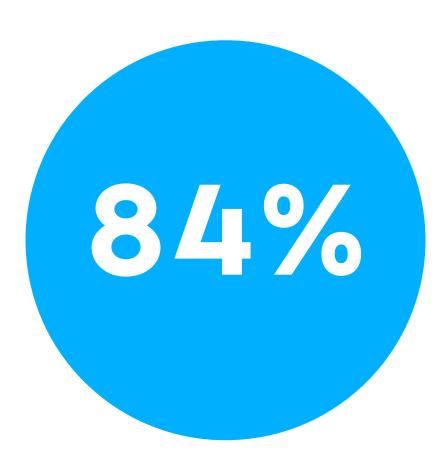
AT THE

RIGHT TIME

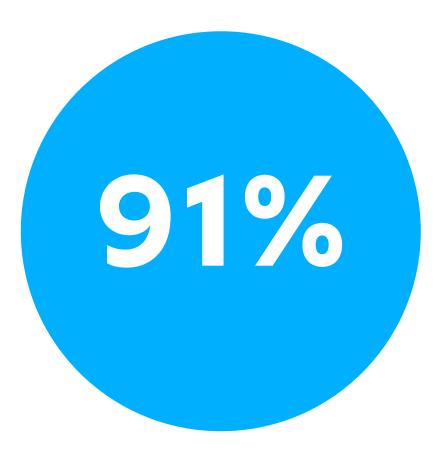
MARKET INSIGHTS // PATIENT DISTRUST IN HEALTHCARE COMMS



% OF PATIENTS WHO DO NOT WANT PHATZMA INVOLVED WITH THEITZ TREATMENT DECISIONS



% OF PATIENTS WHO
DISTIZUST HEALTHCATZE
COMMUNICATIONS ACTZOSS
ALL PLATFORMS



% OF PATIENTS WHO

BELIEVE PHARMA

PTZIOTZITIZES "PTZOFITS

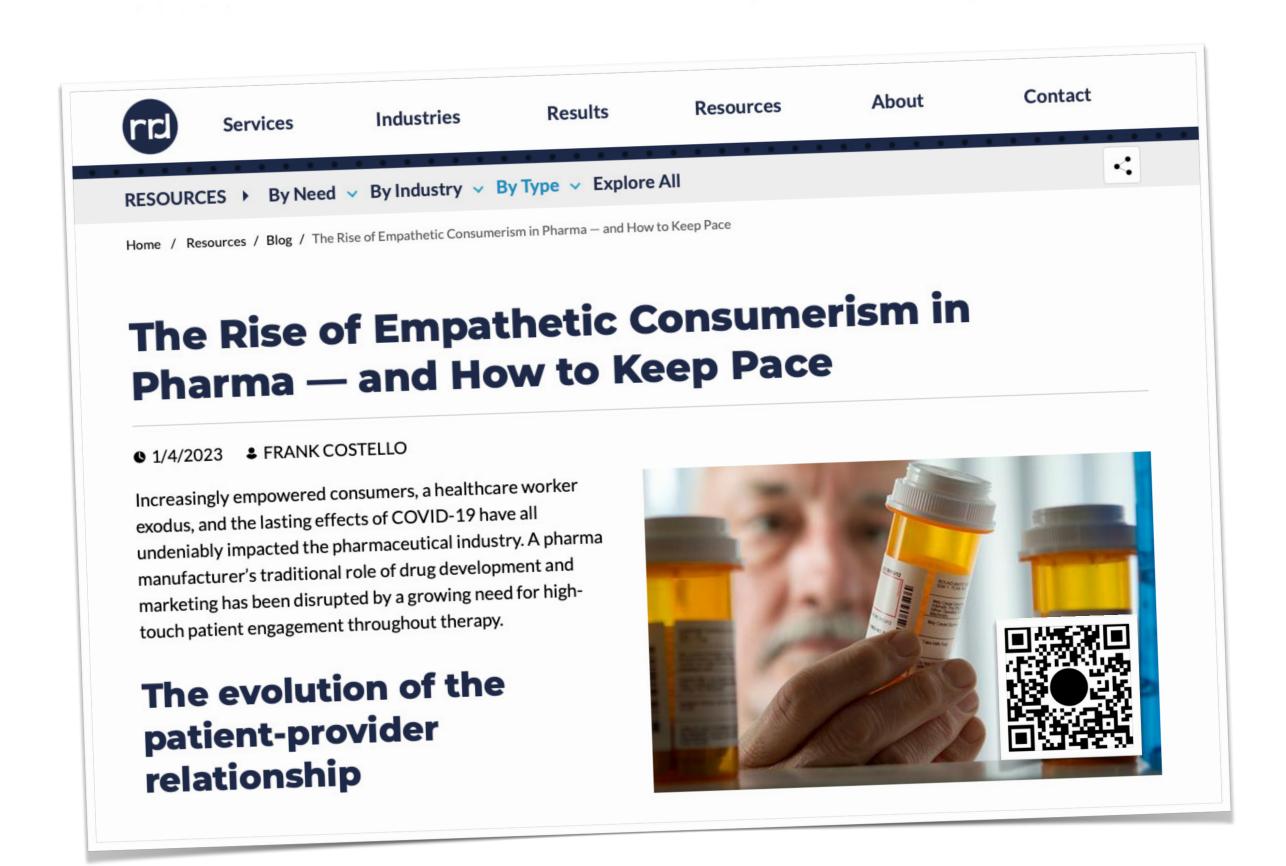
OVETZ-PATIENTS."







MARKET INSIGHTS // EMPATHY-DRIVEN PATIENT MARKETING



lirio

Empathy: The Key to Patient Engagement Across the Care Continuum



Medika Life

Why Is There No True, Empathic Patient Engagement or Is There?"



imdegene°

How empathy will drive the cultural shift in how pharma delivers meaningful patient experiences

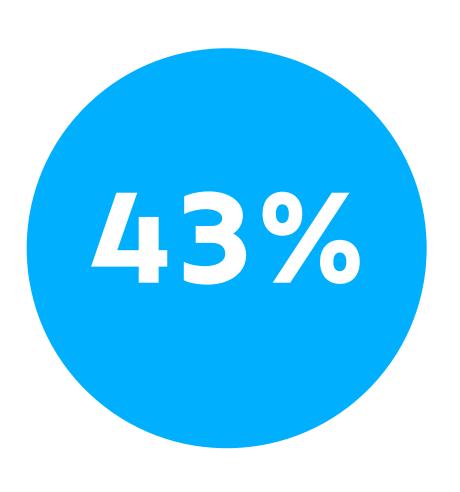




MARKET INSIGHTS // TRUST IN PODCAST HOSTS



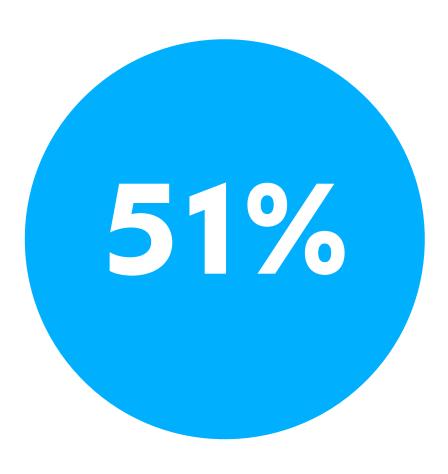
AVETZAGE VIEWETZ TTZUST IN TV PETZSONALITIES



AVETZAGE VIEWETZ

TTZUST IN

YOUTUBE CTZEATOTZS



AVETZAGE LISTENETZ

TTZUST IN

PODCAST HOSTS

Acast



PAID MEDIA REVENUE MODELS



ABOVE-BRAND AWATZENESS / MATZKETING
LEADETZSHIP PTZOFILES & TZEPUTATION / PTZ & COMMS
ENDUTZING CONTENT / ADVOCACY, GOVT & MED AFFAITZS
DTC PATIENT & HCP MATZKETING / BTZAND TEAMS

DTC PATIENT INSIGHTS / ACTIVATION

\$50k - \$150k CLIENTS







ENDURING PATIENT CONTENT

\$50k - \$150k CLIENTS

EXACT SCIENCES













BRAND AWARENESS

\$25k - \$100k CLIENTS











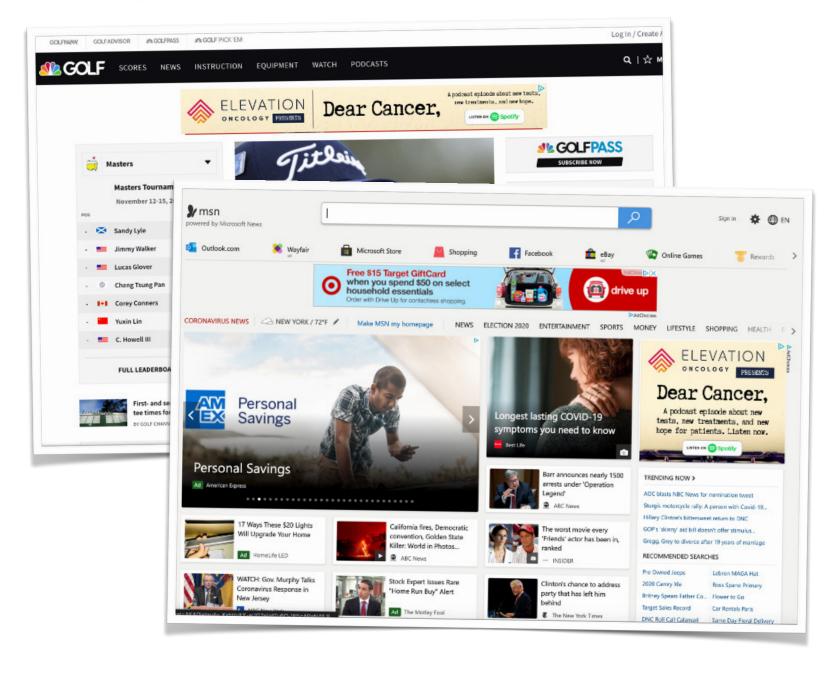






ELEVATION ONCOLOGY // WHITE LABEL CASE STUDY



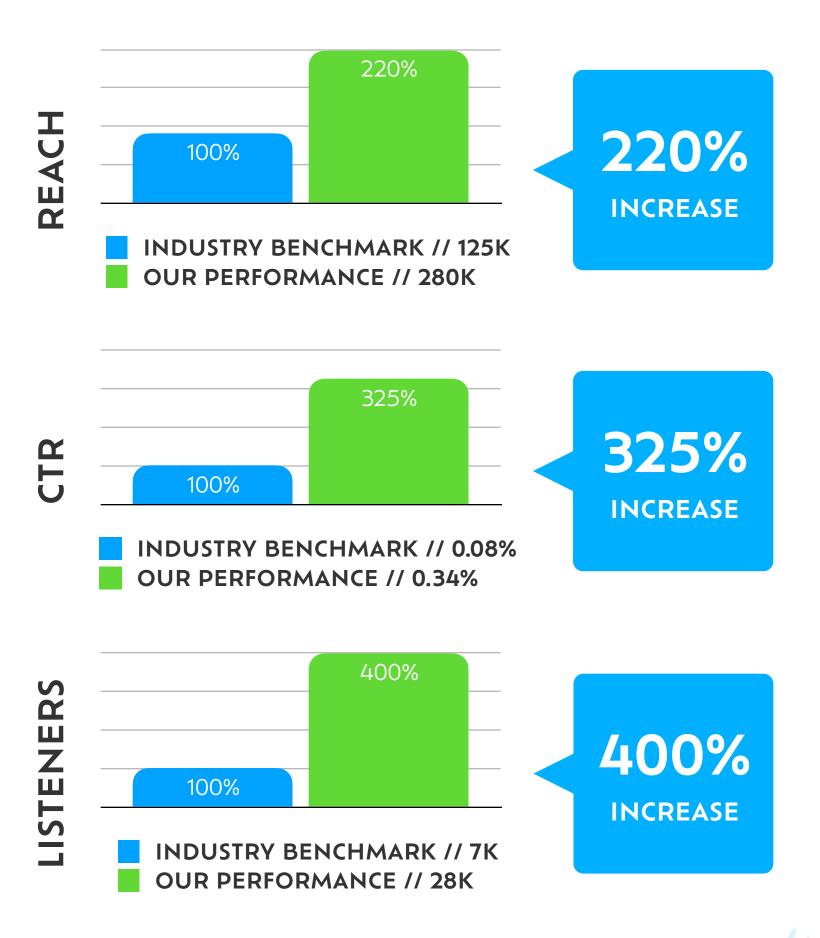


CLIENT OBJECTIVE

 Client (Elevation Oncology) was looking for increased brand awareness within a targeted lung cancer community because current campaign KPIs were falling well below industry benchmarks.

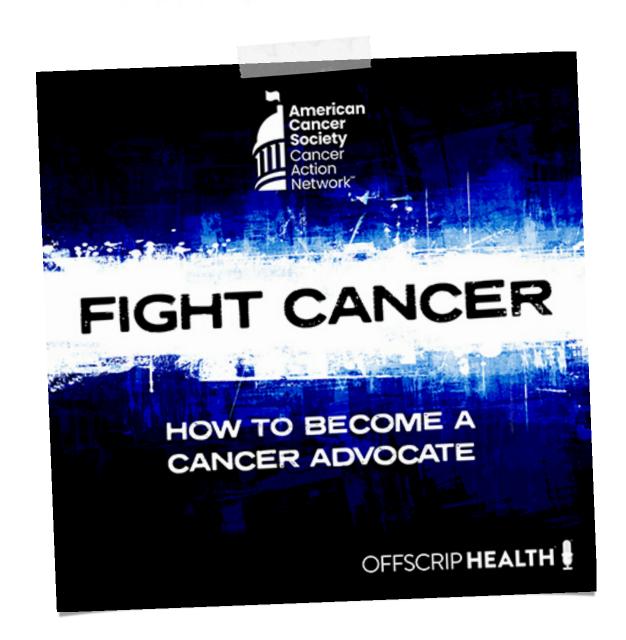
SOLUTION

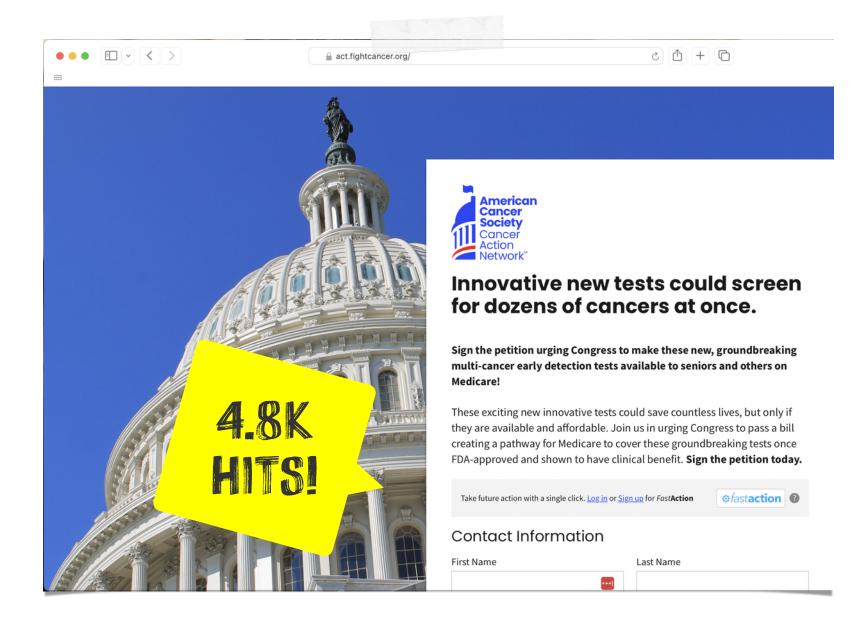
- · Produced white-label OOP episode w/SME guest
- · Developed "Dear Cancer" branded ad-campaign
- · Received client's targeted claims data
- · Carried out programmatic ad campaign





AMERICAN CANCER SOCIETY // WHITE LABEL CASE STUDY



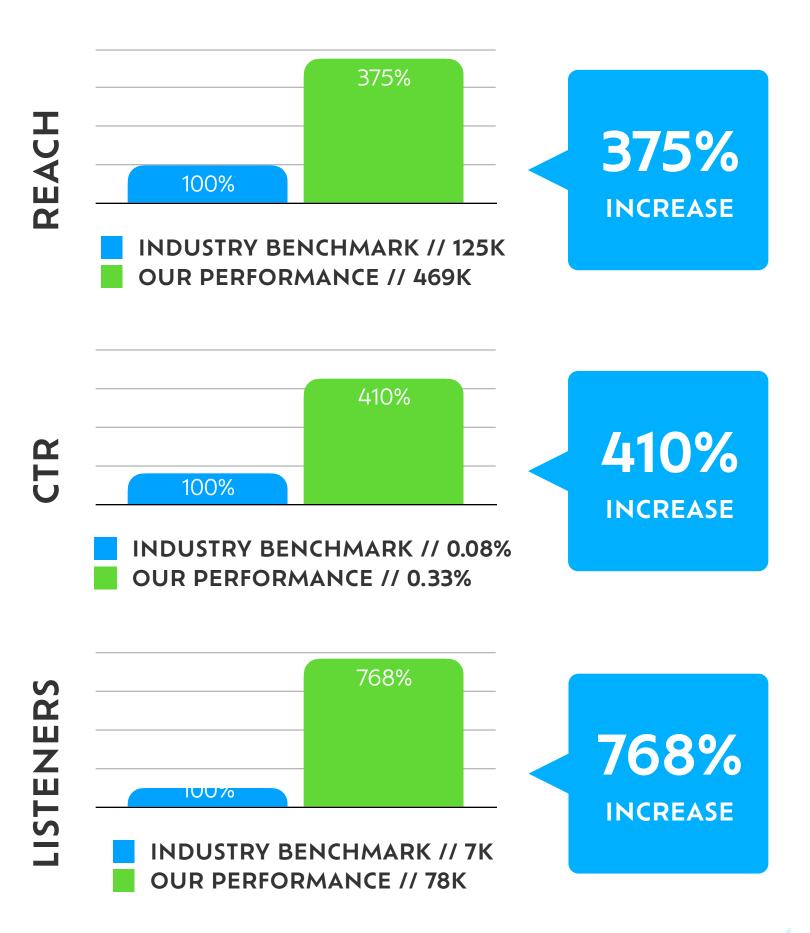


CLIENT OBJECTIVE

The American Cancer Society Cancer Action
Network (ACSCAN) seeked to hypertarget and
recruit specific lung cancer patients to visit their
site and sign up for legislative advocacy training

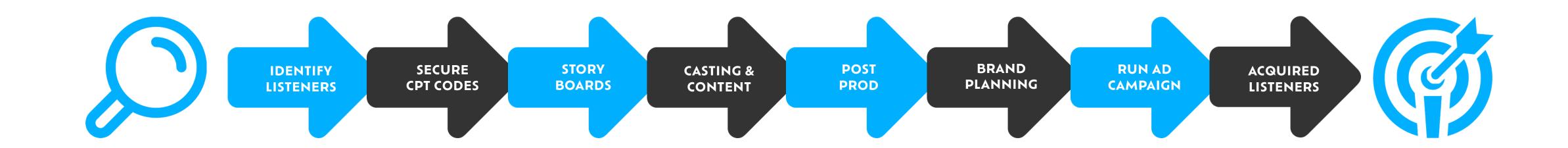
SOLUTION

- Produced white-label OOP episode w/SME guests
- · Developed "Fight Cancer" branded ad-campaign
- · Received client's targeted claims data
- · Carried out programmatic ad campaign





PODBOOSTER™ // OPERATIONAL DETAILS



THE FUNDAMENTAL FOUR QUESTIONS

WHO IS THE LISTENER?
WHO IS THE MESSENGER?
WHAT IS THE CONTENT?
WHAT IS THE ACTION?

THE FUNDAMENTAL FOUR TACTICS

HOW TO ENSURE TRUST?

WHAT IS THE BRAND CAMPAIGN?

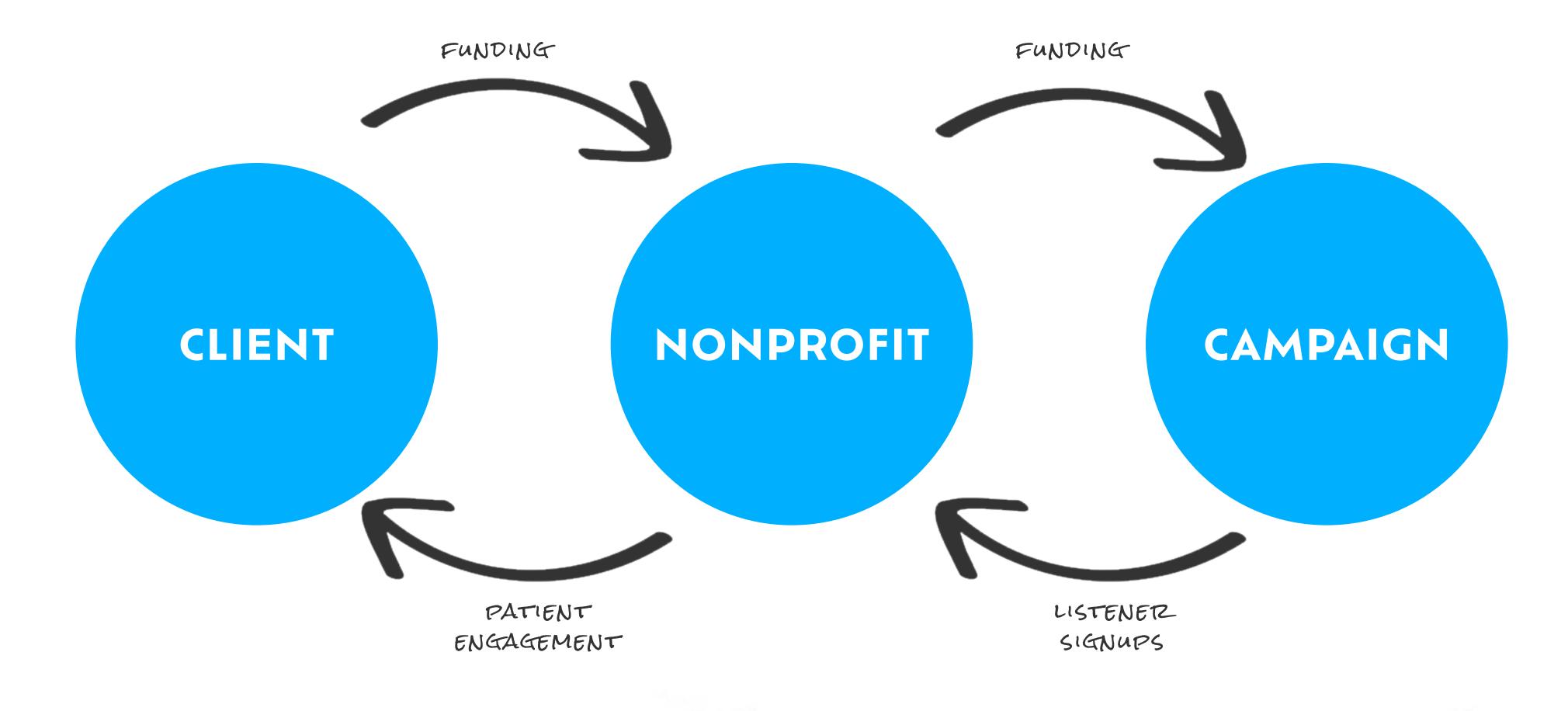
WHAT IS BEING MEASURED?

WHAT DOES SUCCESS LOOK LIKE?\



PODBOOSTER™ // OPTIONAL NPO WORKFLOW

B2B SCENARIO







PAID MEDIA SERVICES // PODCAST



SELECTION OF SPEAKER FOR INTERVIEW	√
COLLABORATION ON CONVERSATION & GOALS	√
HOST-READ VERBAL SPONSOR RECOGNITION (PREROLL)	\checkmark
HOST-READ 60-SECOND SPONSOR AD (MIDROLL)	\checkmark
GUEST IMAGE & SPONSOR LOGO ON COVER ART	\checkmark
CUSTOM QR CODE W/SOCIAL CROSS-PROMOTION	$\sqrt{}$
BOOSTED LINKEDIN POST & ARTICLE	$\sqrt{}$
LISTENER DOWNLOAD KPI REPORTING	\checkmark
	\$25,000
PODBOOSTER™ LISTENER TARGTETING	SEE PRICING



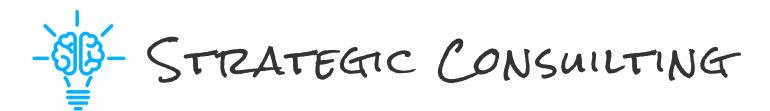
COST	BRAND IMPRESSIONS	CLICK-THRUS	LISTENS
\$1M	80M	4.8M	865K
\$500K	35M	12.1M	380K
\$250K	15M	900K	160K
\$150K	7.5M	450K	80K
\$100K	5M	300K	55K
\$75K	3.75M	225K	40K
\$50K	2.5M	150K	30K
\$25K	850K	50K	10K
\$10K	300K	20K	3.5K



PAID APPEARANCE SERVICES // ADDITIONAL



DOMESTIC	\$35K/\$25K (v)
INTERNATIONAL	\$50K/\$35K (v)
+ INTEGRATED PIANO CONCERT	\$10,000
+ CUREATED PANEL SESSION	\$5,000



HOURLY RATE	\$1,000
3-HOUR WORKSHOP	\$2,500
DAY BUYOUT	\$10,000
PROJECT-BASED	TBD



MATTHEW ZACHARY WORLDWIDE

CONTACT@MATTHEWZACHARY.COM