"THE PEOPLE'S VOICE IN HEALTHCARE"

AS FEATURED IN







WP NEC NEWS TIME People "Atlantic Psychology Today

OCBS EVENING NEWS The New York Times Newsweek Hollijuood

MATTHEW ZACHARY WORLDWIDE



ABOUT MATTHEW ZACHARY

PODCAST TALENT



HEALTHCARE NERD



STAGE PERFORMER



PATIENT ADVOCATE



A 28-year brain cancer survivor, Matthew Zachary 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 podcast Out of Patients, Matthew — whom some dub 'The Podfather of Healthcare' — is one of the country's most visionary voices and influential talents.

"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.""





THE PODFATHER OF HEALTHCARE (2007-PRESENT)

THE DEFINITIVE NO-BS TALK SHOW ABOUT MAKING HEALTHCATZE SUCKLESS FOTZEVETZYONE.



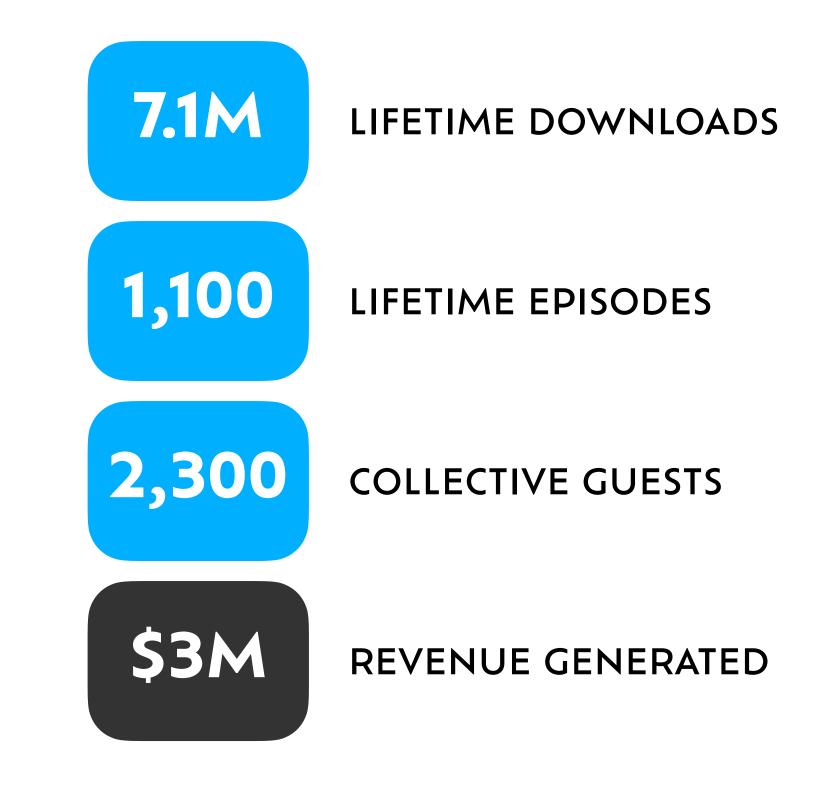
238k monthly downloads

100k monthly social reach



SOURCE: () PODCHASER

" Anelin





NOTABLE CELEBRITY GUESTS



GABRIELLE UNION



LAURA LINNEY



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TIG NOTARO





JOAN LUNDEN



BRAD SCHAFFER, DPM My Feet Are Killing Me

Vanetin



MARGARET NAGLE



MELISSA ETHERIDGE



ETHAN ZOHN



MAURA TIERNEY



WILL REISER



FRAN DRESCHER



SULEIKA JAOUAD



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



Title and T

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



MATTHEW OWENBY Chief Human Resources Officer Aflac, Inc.



PETER PITTS Former FDA Associate Commissioner President, Center for Medicine in the Public Interest





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

Staning.



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



TANIA SMALL, M.D. Senior Vice President Head of Medical Affairs Bristol Myers Squibb



KARA GOLDIN Founder and Former CEO Hint Inc.



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



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



BRUCE COZADD Founder and CEO Jazz Pharmaceuticals



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



ANDY SLAVITT Chairman, United States of Care Former Acting Administrator Centers for Medicare & Medicaid Services



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



THE AMPLIFIER OF PATIENT VOICE

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



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

and State 5771



SEAN WACHTER Brain Tumor Patient Voice Rare Cancer Advocate & Influencer



JON NELSON Suicide Prevention Activist & Survivor Mental Health Media Strategist



STACY HURT, MHA, MBA National Colon Cancer Voice Chief Patient Officer, Parexel



EDDILISA MARTIN, PharmD DEI Pharmacist Advocate

DEI Pharmacist Advocate Founder, NeighborhoodTrials.com

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MAIMAH KARMO DEI Breast Cancer Unicorn Founder, Tigerlily Foundation



KEYNOTE SPEAKER/PERFORMER



FOTZTUNE 500 COMPANIES AND CLIENTS WOTZLOWIDE CHOOSE MATTHEW FOTZ-HIS UNAPOLOGETIC AUTHENTICITY, NEUTZOTIC INTELLECTUALISM, ODDBALL THEATTZICALITY, AND MESMETZIZING TALENT. HIS UNOTZDINATZY LIVED EXPETZIENCE CAPTIVATES AND TIZANSFOTZMS 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



FOTZ OVETZ 15 YEATZS, THE LIFE SCIENCES SECTOR HAS TURNED TO MATTHEW AS A STIZATEGIC ADVISOR WITH PROFESSIONAL AND LIVED EXPETZIENCE TO SUPPORT INTERNAL COMMUNICATIONS STRATEGY, ADVOCACY RELATIONS, CORPORATE REPUTATION, LEADERSHIP TRAINING, SALES TEAM MOTIVATION, AND MOTZE.

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

TARGETING CANCER CARE

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.

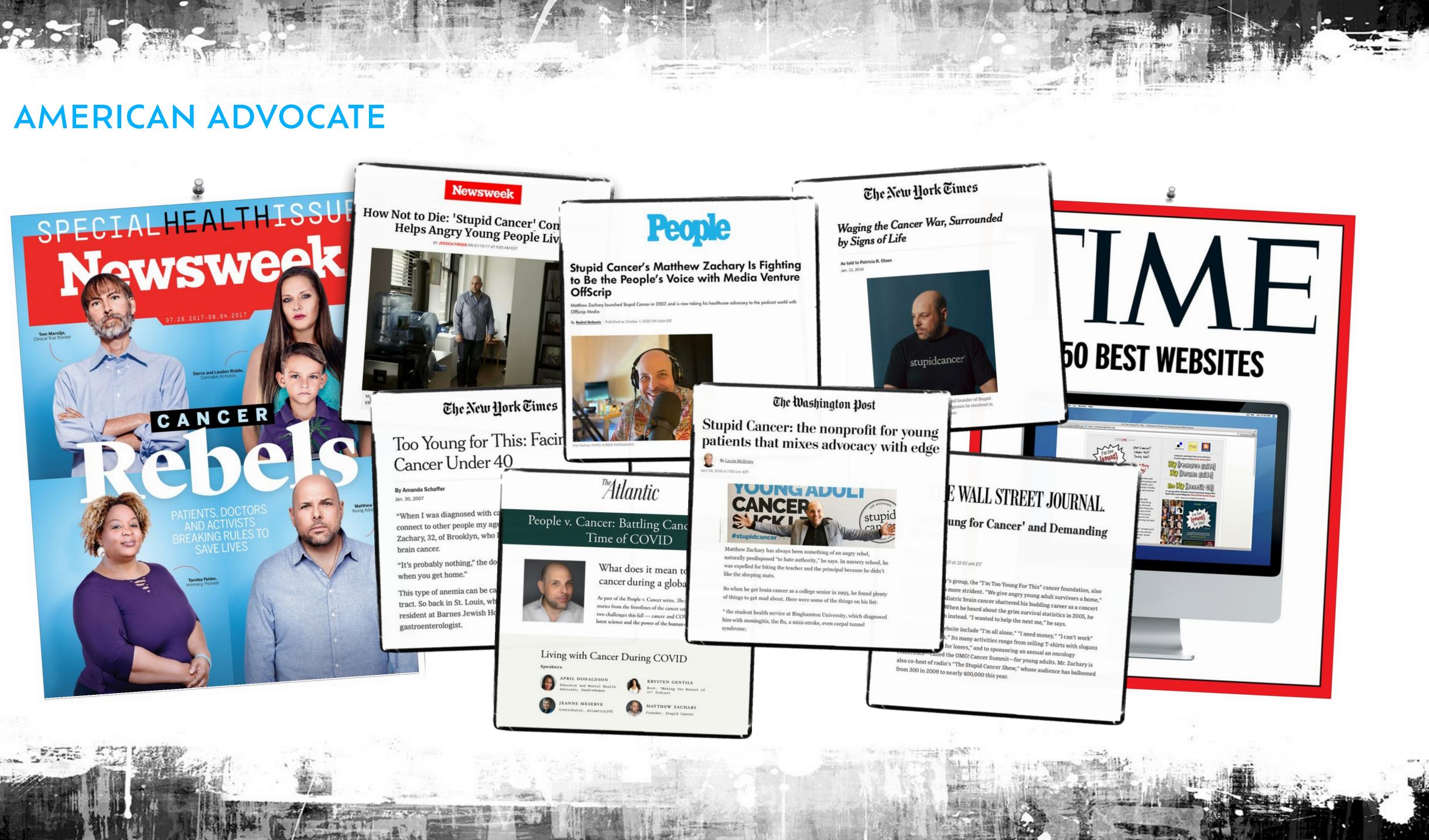
PATIENT MARKETING STRATEGY

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 LAUNCH

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.









CAREER BOX-TICKER

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Digital Health Government Affairs Medical Affairs PR & Communications Advertising / Branding

Influencer Strategy Audio Broadcasting Storytelling Keynotes / Public Speaking DTC Experience Marketing



CLIENTS AND PARTNERS

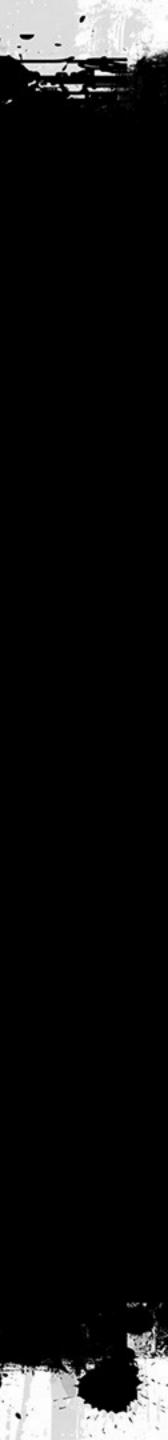
PARTIAL LIST

A.





SERVICES & PRICING



PAID MEDIA SERVICES // PODCAST

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SPONSORED BIC/BLB PODCAST

SELECTION OF SPEAKER FOR INTERVIEW	\checkmark
COLLABORATION ON CONVERSATION & GOALS	\checkmark
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	\checkmark
BOOSTED LINKEDIN POST & ARTICLE	\checkmark
LISTENER DOWNLOAD KPI REPORTING	\checkmark
	\$25,000
PODBOOSTER™ LISTENER TARGTETING	SEE PRICING



PODBOOSTER LISTENER TARGETING

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

a. Athena abrillar



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

