



Healthcare Professional Partnerships

Healthcare Professionals,

A partnership between patient and healthcare provider thrives on an open, honest relationship where both parties are committed to overall healthcare. Healthcare professionals connected to Take Steps see the benefits first hand when patients are able to connect with healthcare providers in a relaxed, neutral environment.

"The Crohn's & Colitis Foundation is the biggest and best patient organization. If patients are looking for a doc and these patients see a doc engaged, walking with other patients, they will want to go to that doctor." – Dr. Ray Cross, University of Maryland Medical Center

Take Steps offers healthcare providers – of any medical or medicinal profession – the opportunity to engage directly with patients. Your office or practice benefits when patients are empowered to engage with healthcare providers in a different, more open way.

Place your healthcare office or practice directly in front of patients.

Each walk offers sponsorship opportunities ranging from day-of engagement to pre, during, and post event promotion. Sponsorship benefits vary by monetary level and include some of the following:

- Place your product or service directly in front of our highly engaged community
- Hand out samples or promotional materials that reflect your practice or service
- Share information and recruit participants for upcoming or ongoing clinical trials (must be registered as a Foundation-approved clinical trial)

Engage with your OWN patients

If you serve patients living with Crohn's disease or ulcerative colitis, Take Steps lets you build stronger relationships with those patients outside the confined walls of a doctor's office.

- Form a team and recruit your patients
 - Get to know your patients on a personal level, understand how IBD impacts their entire life, not just their physical health
 - Demonstrate your commitment to your patients by fundraising for a cause that will ultimately find them a cure
- Encourage your patients to form their own walk teams
 - Your patients will be surrounded by other patients and families that understand their journey and will take the time to support and empower your patients, leading to improved overall healthcare
 - Each fundraising team makes a monumental impact on the Foundation's mission and fuels the research pipeline needed to end Crohn's disease and ulcerative colitis

Ways to Promote the Take Steps Community

Your support is critical to Take Steps and the Crohn's & Colitis Foundation. Here are some ways you can encourage your patients to become more involved and benefit from the many services we provides:

- Partner with your local Foundation chapter to do a patient mailing
- Include your local event information in your internal and external newsletters
- Post Take Steps flyers around your office waiting areas and exam rooms
- Add a link to your local Take Steps event to your own website
- Include a general brochure in your waiting area and exam rooms