



NAOHHP MEDIA KIT

ELEVATING YOUR DIGITAL PRESENCE



ABOUT ✓ NAOHP

Total ✓ NAOHP members

 2.5k



45%
Clinical



20%
Admin



35%
Leadership

Breakdown by Job Roles ↑

NAOHP's member base predominantly comprises program directors and hospital administrators, key decision-makers in their practices. These leaders significantly impact their organizations' strategic and operational decisions, making them an invaluable audience for those looking to engage with the forefront of occupational health innovation and implementation.

[Advertise With NAOHP Today. Click Here To Get Started.](#)

ABOUT NAOHP

COMMUNICATION & MEDIA REACH

SOCIAL FOLLOWERS & EMAIL MAILING LIST

9.5K

LINKEDIN

6.5K

EMAIL LIST

1.5K

FACEBOOK

Coming
Soon

YOUTUBE

6

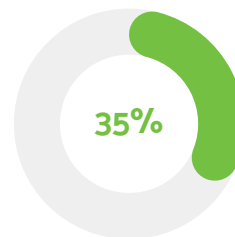
PARTNER
ASSOCIATIONS

Coming
Soon

PODCAST
DOWNLOADS

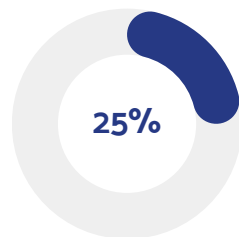
EMAIL AVERAGE STATS (ACTIVE CAMPAIGN)

OPEN RATE



CLICK RATE

AFTER OPEN



MONTHLY WEBSITE VISITS

2.5k

New Monthly users

1.89k

Returning Monthly Visits

141,717

Annual page
views

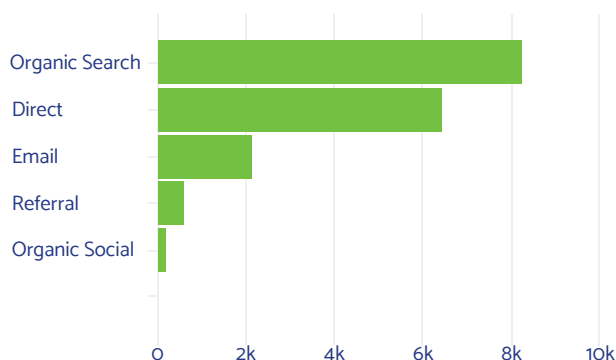
37,079

New annual
visitors

751

Public file
downloads

New users by First user primary channel group



Most visited pages

- NAOHP- National Association of Occupational Health Professionals
- Login- NAOHP
- 2023 NAOHP Annual Conference
- 2023 NAOHP Conference Registration- NAOHP
- Member Dashboard- NAOHP
- DOT Physical Certification after a stroke- NAOHP
- Suboxone in Commercial Drivers- NAOHP
- NAOHP Membership Information- NAOHP

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✓ NAOHP CLIENT TESTIMONIALS

➤ Craig Weil

★★★★★ MD Wellstar Health

I was extremely impressed with your report and your knowledge of occupational medicine concepts and the implementation of an OccMed program.

➤ Melissa Prozinski

★★★★★ CentraCare Midwest Occupational Medicine

If you want to learn how to build or rebuild your occ med program - these are the people to help you through it! So much useful information that I was able to start implementing immediately!

➤ George Webster

★★★★★ BSA CareXpress, Amarillo, TX

Your service has been amazing! We were struggling to grow the business. We had hit a wall and business had stayed the same over last year. With strong competitors in our market, we really needed to understand what our market share potential was, and we got it with the Occmed Analyzer report.

Then we started the telemarketing campaign and I can hardly keep up with the new business! 31 new client appointments in just a few weeks! This has been a big win for our practice, thanks very much!"

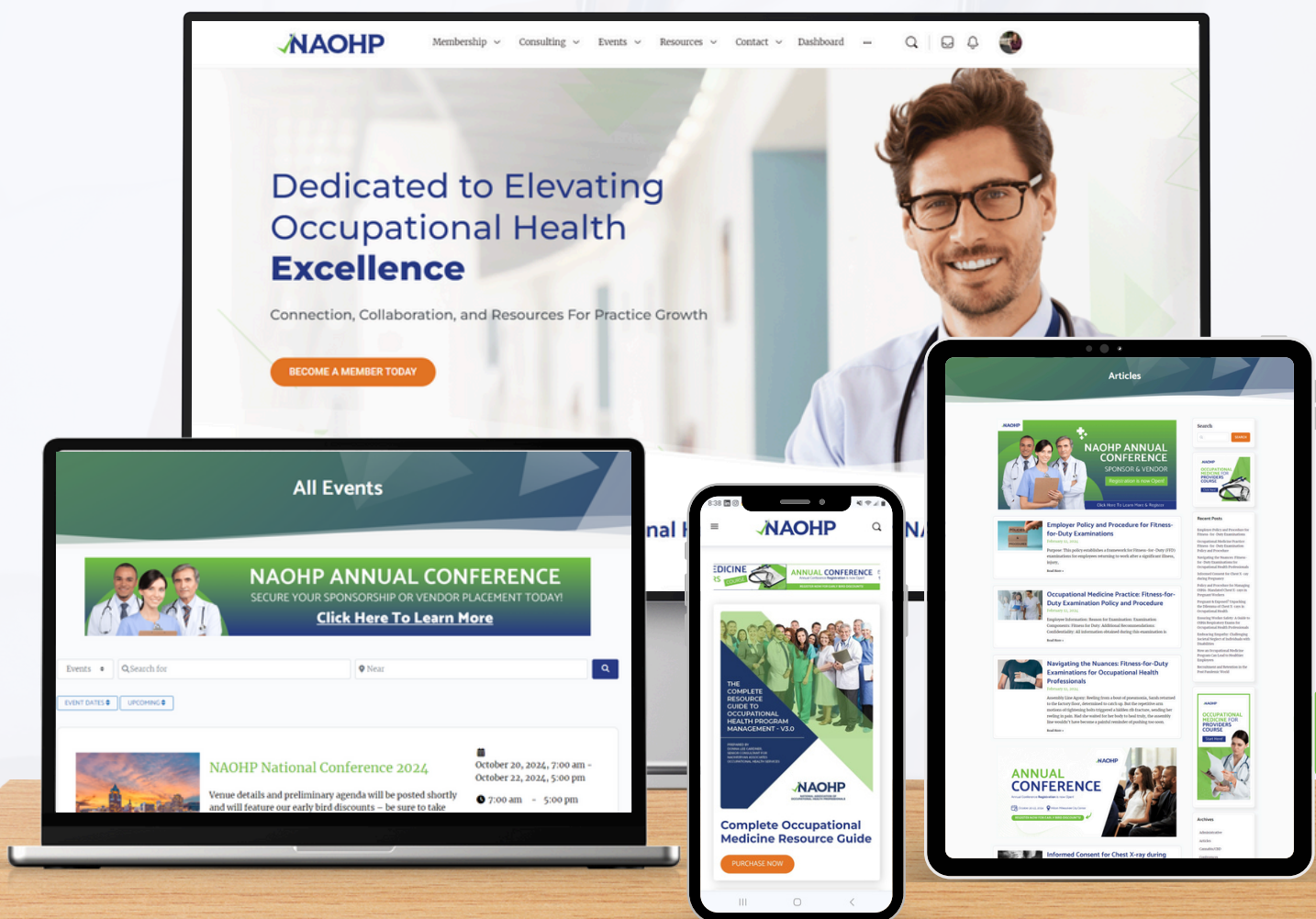
➤ Jennifer Warner, RN, CAOHC

★★★★★ Certified Occupational Health Practice Management, Winona Health

Donna, thank you and Dr. Earl for the presentation earlier today. I can not tell you how valuable this membership to the NAOHP has been to me. I attended my first conference last YEAR, went through your course for certification and just value your expertise and willingness to elevate my department's practice! Thank you so much!

NAOHP

ADVERTISING OPPORTUNITIES



[Advertise With NAOHP Today. Click Here To Get Started.](#)



ADVERTISING OPPORTUNITIES:

EMAIL NEWSLETTER



[Advertise With NAOHP Today. Click Here To Get Started.](#)

ADVERTISING OPPORTUNITIES: EMAIL NEWSLETTER

Our newsletter is a beacon of knowledge and insight in the occupational health community, offering an exceptional platform for advertisers to reach decision-makers directly. This curated content, delivered straight to the inboxes of program directors and hospital administrators, ensures your message resonates with the individuals at the helm of decision-making in their practices. By choosing to advertise with us, you leverage our newsletter's trust and engagement, presenting an unparalleled opportunity to highlight your solutions and services to a targeted, influential audience actively seeking advancements in occupational health.

READERSHIP & FREQUENCY

- NAOHP newsletter is delivered to the entire community weekly on Monday midday.
- Special Editions go out 1-3 times per quarter
- Campaign emails for events, conference, and specials have frequencies based on the marketing schedule.

TRACKING

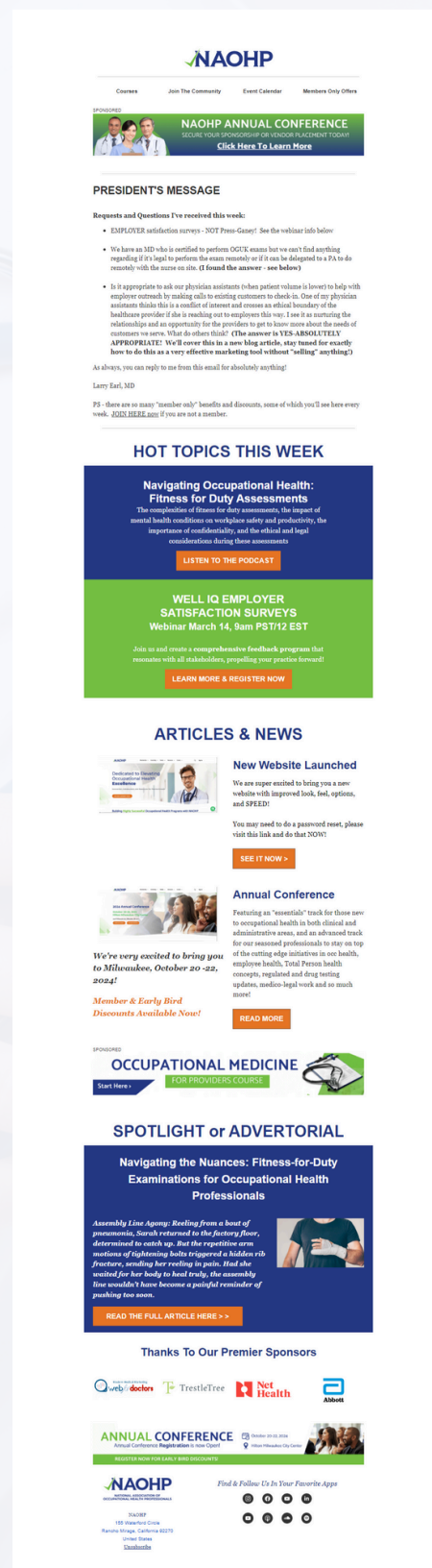
- All links in NAOHP emails are tracked for performance
- All articles, advertorials, and events are hosted on the NAOHP.com website for as long as the information is accurate.

DEADLINES

- We work 4-6 weeks ahead of schedule on all marketing planning. All ads, stories, media, and links are required in order to be added to the marketing calendar.

AD SPECIFICATIONS

- 72 dpi GIF, animated GIF (limit 3 loops), JPEG, or PNG
- 125kb max file size
- All artwork must be RGB
- Please note: All orders requiring design will be billed at \$100/hr.
- Individual ad sizes are described based on the ad selected



Advertise With NAOHP Today. Click Here To Get Started.

ADVERTISING OPPORTUNITIES: EMAIL NEWSLETTER

PAGE BANNER SAMPLE



- **Full Width Email Banner 650x200 – Mobile size 300x200**
Must have a border or non white edges for best representation of your brand

POST BANNER SAMPLE



- **Full Width Email Billboard 650x400 – Mobile size 300x400**
Must have a border or non white edges for best representation of your brand

Member Rates 25% Off

EMAIL PACKAGE: PRICING AND SPECS

EVENT PROMOTION PACKAGE

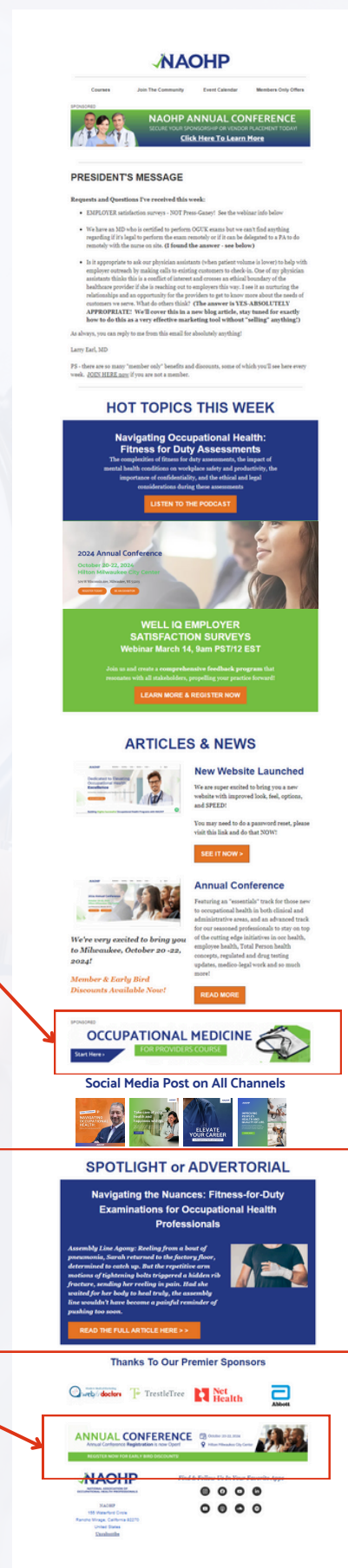
\$500

- Sponsored Event Posting (1 Month)
- Website Banner Posting (1 Month)
- Email Banner (4 Consecutive Weeks)
- Social Media Post on All Channels (4 Posts)

WRITTEN PROMOTION PACKAGE

\$500

- Advertorial (1 Article Written By NAOHP)
- Email Banner (2 Emails)
- Social Media Post on All Channels (2 Posts in 10 Days)



Advertise With NAOHP Today. Click Here To Get Started.

Member Rates 25% Off

EMAIL ALACARTE: PRICING AND SPECS

ADVERTORIAL

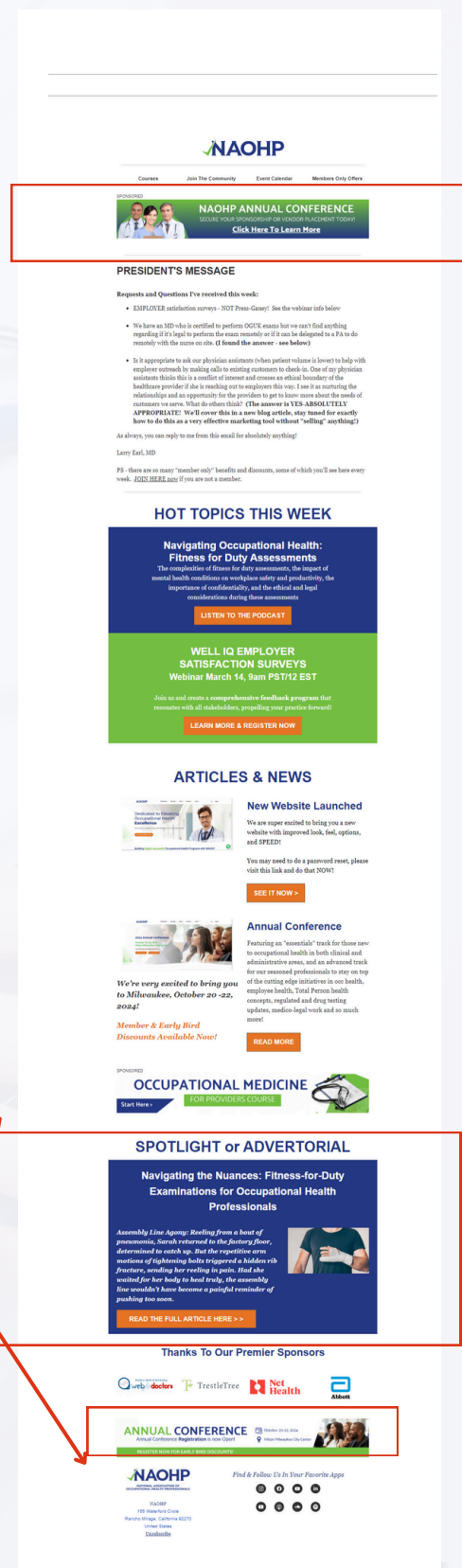
\$1500

- Article written and placed on the NAOHP website blog
- Featured in 1 weekly newsletter
- Bullet points, CTA, and up to 2 links provided by advertiser

EMAIL BANNER (WEEKLY)

\$500

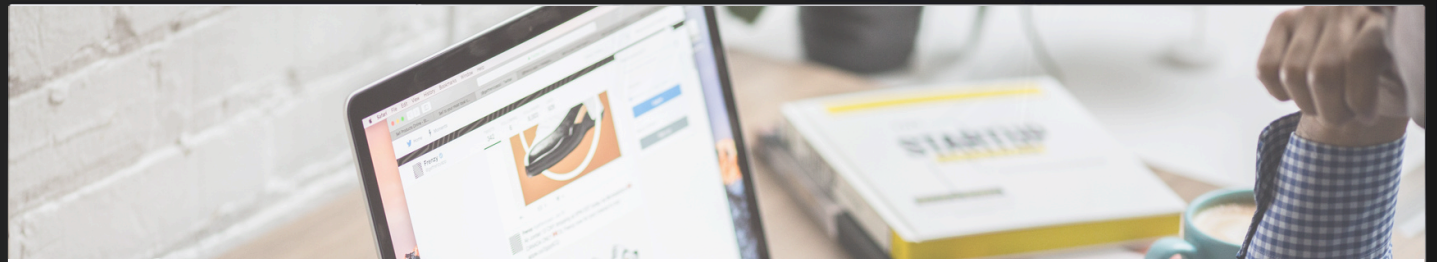
- 650x250 graphic posted in 1 of three locations for all desktop viewers
- 300x300 graphic posted in 1 of three locations for all mobile viewers
- Artwork and CTA link provided by advertiser



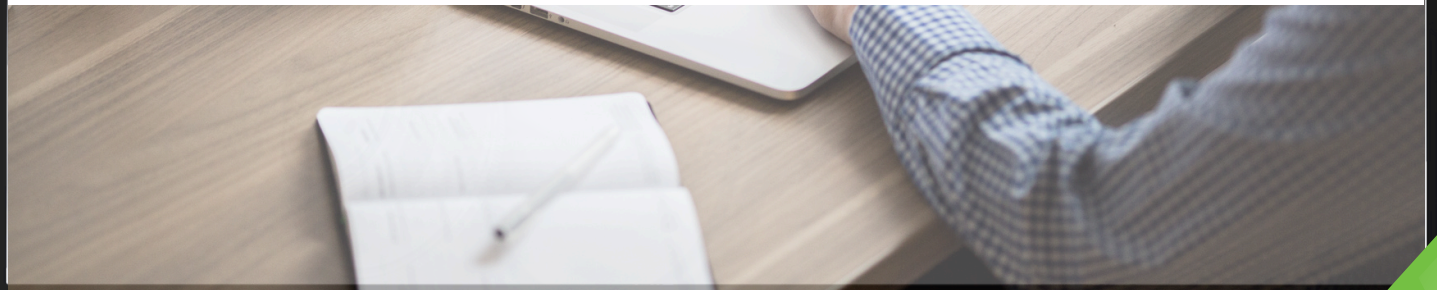
Advertise With NAOHP Today. Click Here To Get Started.



ADVERTISING OPPORTUNITIES:



WEBSITE



[Advertise With NAOHP Today. Click Here To Get Started.](#)

ADVERTISING OPPORTUNITIES: WEBSITE

The NAOHP website serves as a central hub for occupational health professionals, drawing a diverse audience of program directors, hospital administrators, and other key stakeholders in the healthcare industry. Advertising on our website places your brand at the forefront of an engaged community seeking the latest in health innovations, policies, and best practices. With high visibility across various sections of our site, from educational resources to event announcements, your advertisement will gain maximum exposure and align your solutions with a trusted source of occupational health information. This strategic positioning is crucial for reaching decision-makers ready to invest in new solutions that enhance their operations and patient care.

READERSHIP & FREQUENCY

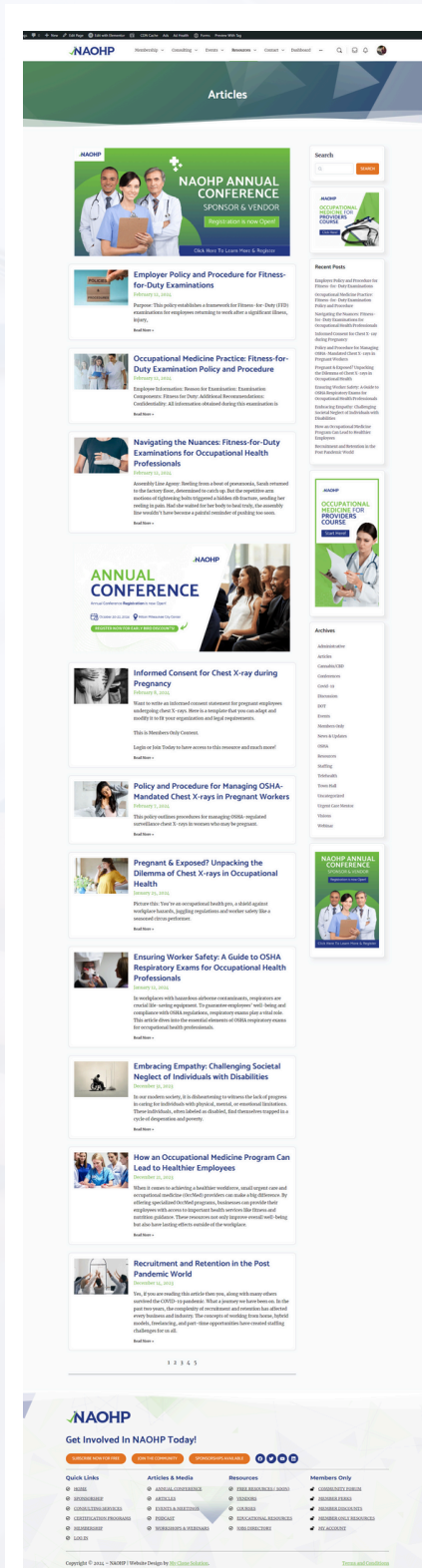
- With prime visibility across multiple sections of our site, including educational resources and event announcements, your advertisement will captivate our engaged community, establishing your solutions as integral to advancing occupational health initiatives.

DEADLINES

- We work 4-6 weeks ahead of schedule on all marketing planning. All ads, stories, media, and links are required in order to be added to the marketing calendar.

AD SPECIFICATIONS

- 72 dpi images: animated GIF (limit 3 loops), JPEG, or PNG
- 1 MB max file size and we reserve the right to optimize images
- All artwork must be RGB
- Please note: All orders requiring design will be billed at \$100/hr.
- Individual ad sizes are described based on the ad selected



Advertise With NAOHP Today. Click Here To Get Started.

ADVERTISING OPPORTUNITIES: WEBSITE

PAGE BANNER SAMPLE



- **Full Width Page Banner 1080x167** : Must have a border or non white edges for best representation of your brand
- <https://naohp.com/library/>
<https://naohp.com/edu-resources/>
<https://naohp.com/jobs/>
- <https://naohp.com/vendors/>
and more pages on the site.

POST BANNER SAMPLE



- **Post Banner 900 x 350** : 3 random spots on all post listing pages, 1 random spot on directory listing pages. Must have a border or non white edges for best representation of your brand
- <https://naohp.com/articles/>
<https://naohp.com/visions/>
<https://naohp.com/category/visions/>
- <https://naohp.com/jobs/>
<https://naohp.com/vendors/>
and more pages on the site.

[Advertise With NAOHP Today. Click Here To Get Started.](#)

ADVERTISING OPPORTUNITIES: WEBSITE

POST SIDEBAR SAMPLES



➤ **Post Sidebar Small**
300 x 250



➤ **Post Sidebar Large**
300 x 600



➤ **Post Sidebar Medium**
300 x 450

➤ **1 spot on all post listing pages:** Must have a border or non white edges for best representation of your brand

➤ <https://naohp.com/articles/>
<https://naohp.com/visions/>
<https://naohp.com/category/visions/>

<https://naohp.com/jobs/>
<https://naohp.com/vendors/>
and more pages on the site.

WEBSITE ALACARTE: PRICING AND SPECS

WEBSITE BANNER

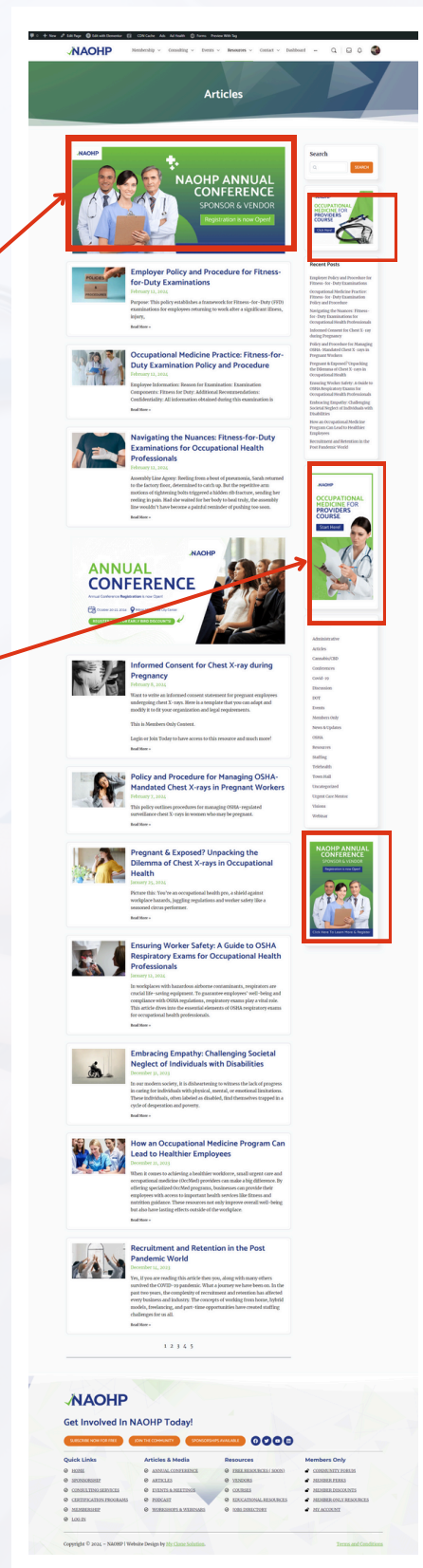
- Posts Billboard (900 px X 350 px)
- Pages Banner (1080 px X 167 px)
- 12 Months **\$1200**
- 6 Months **\$700**
- 3 Months **\$400**

WEBSITE SIDE BAR

- Small (300px X 250 px)
- Medium (300px X 450 px)
- Large (300px X 600 px)
- 12 Months **\$1200/1400/1600**
- 6 Months **\$700/900/1100**
- 3 Months **\$400/600/800**

SPONSORED EVENT POSTING

- Post your event on our calendar
- All details provided by advertiser



Member Rates 25% Off

WEBSITE ALACARTE: PRICING AND SPECS

SPONSORED JOB POSTING

➤ \$50 Per Month

MEMBER RESOURCES (DEALS) SPONSOR

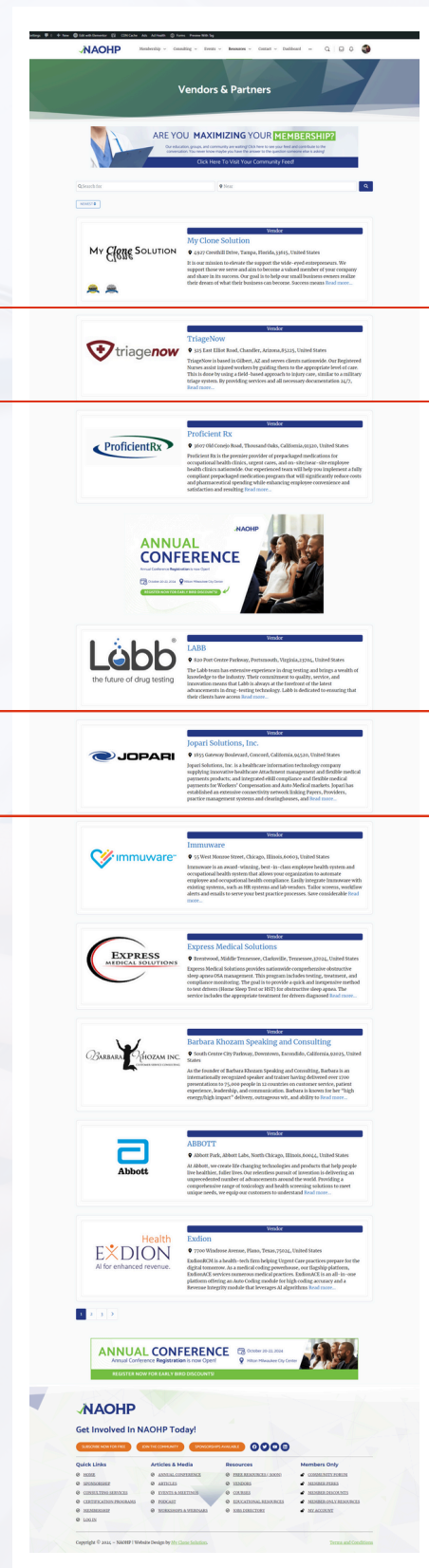
➤ Discount or Offer Available to Members
Only 1 Year Term

➤ Resources Page CTA in Weekly
Newsletters

FEATURED MEMBER RESOURCES SPONSOR

➤ Featured at the top of the page

➤ Only available to Member Resource Ad Sponsors

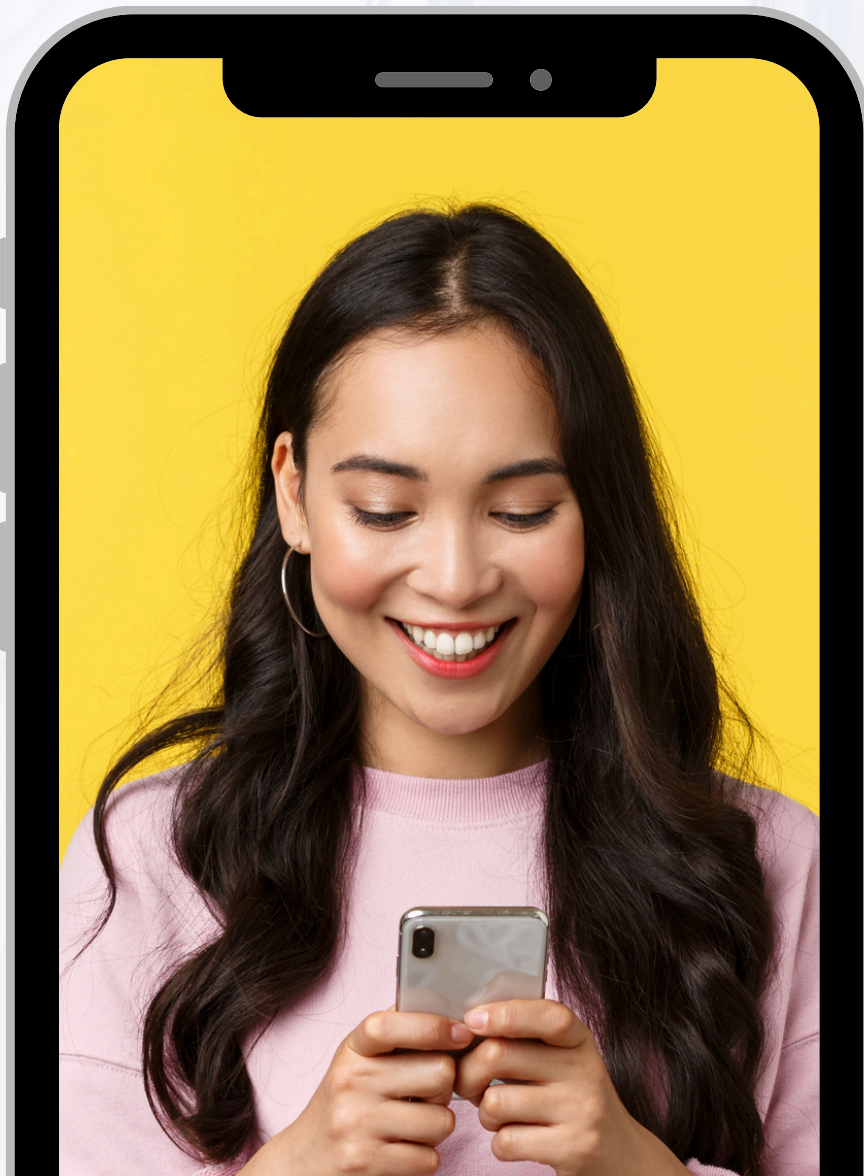


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ADVERTISING OPPORTUNITIES:

SOCIAL MEDIA



[Advertise With NAOHP Today. Click Here To Get Started.](#)

ADVERTISING OPPORTUNITIES: SOCIAL MEDIA

NAOHP's presence on social media is not just about community building; it's a dynamic platform where the latest trends, discussions, and innovations in occupational health come to life. Advertising with us on social media means tapping into a vibrant network of professionals who are decision-makers and advocates for change and improvement in their fields. Your message will be woven into daily conversations, reaching program directors and hospital administrators in a space where they engage, share, and seek out new ideas. This opportunity allows for real-time interaction with your target audience, enhancing brand recognition and establishing your company as a key player in the occupational health community.

READERSHIP & FREQUENCY

- NAOHP's social media channels offer real-time interaction with a diverse network of professionals dedicated to driving change and improvement in occupational health.
- Elevate your brand's visibility and engagement with frequent social media advertising opportunities

DEADLINES

- We work 4-6 weeks ahead of schedule on all marketing planning. All ads, stories, media, and links are required in order to be added to the marketing calendar.

AD SPECIFICATIONS

- 72 dpi GIF, animated GIF (limit 3 loops), JPEG, or PNG
- 125kb max file size
- All artwork must be RGB
- Please note: All orders requiring design will be billed at \$100/hr.
- Individual ad sizes are described based on the ad selected



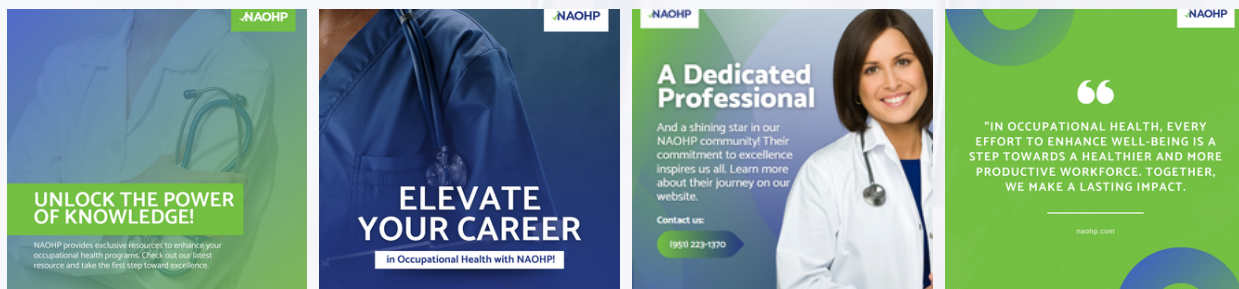
SOCIAL MEDIA SAMPLES

SPONSORED SOCIAL MEDIA POST ON ALL NAOHP SOCIAL MEDIA ACCOUNTS

- Video, Image, and written content provided by the advertiser

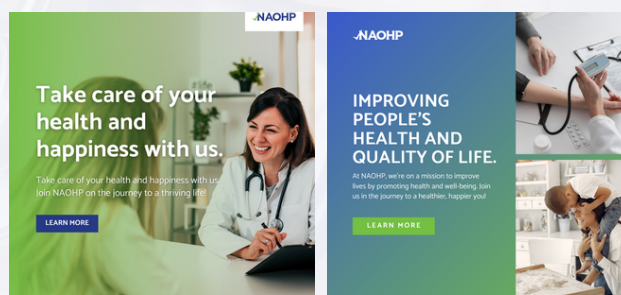
SOCIAL MEDIA INCLUDED IN EVENT PROMOTION PACKAGE

- Social Media Post on All Channels (4 Posts)



SOCIAL MEDIA INCLUDED IN WRITTEN PROMOTION PACKAGE

- Social Media Post on All Channels (2 Posts in 10 Days)



[Advertise With NAOHP Today. Click Here To Get Started.](#)



ADVERTISING OPPORTUNITIES: PODCAST



[Advertise With NAOHP Today. Click Here To Get Started.](#)

ADVERTISING OPPORTUNITIES: PODCAST

The NAOHP “Fit For Duty” Podcast is a unique auditory (all major podcast platforms) and video (YouTube) journey into the world of occupational health, featuring insights from industry leaders, discussions on the latest trends, and innovative solutions shaping the future. Advertising on our podcast lets you connect with your audience more personally as they tune in during their commutes, workouts, or while winding down. This intimate connection fosters a deeper engagement with program directors and hospital administrators who listen to gain perspective and inspiration. Your brand will be heard in a context that values thought leadership and advancement, making it an ideal platform for those looking to make a lasting impression on the decision-makers in occupational health.

READERSHIP & FREQUENCY

- With each episode, your message reaches a captivated audience of decision-makers in occupational health, fostering deeper connections and brand recognition.
- Reach listeners during their daily routines, whether it's during commutes, workouts, or leisure time, and position your brand as a thought leader in occupational health.

DEADLINES

- We work 4-6 weeks ahead of schedule on all marketing planning. All ads, stories, media, and links are required in order to be added to the marketing calendar.

AD SPECIFICATIONS

- 72 dpi GIF, animated GIF (limit 3 loops), JPEG, or PNG
- 125kb max file size
- All artwork must be RGB
- Please note: All orders requiring design will be billed at \$100/hr.
- Individual ad sizes are described based on the ad selected



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Member Rates **25% Off**

PODCAST PACKAGE: PRICING AND SPECS

\$3000

RECORDED MEDIA PROMOTION PACKAGE

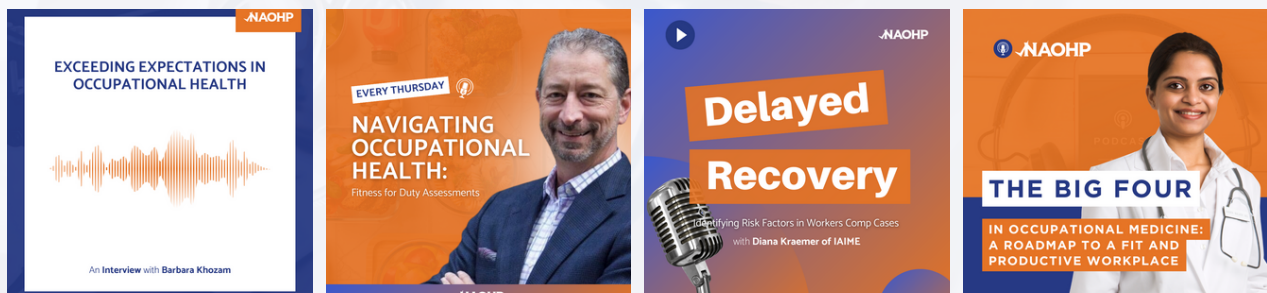
- Podcast Interview Video/Audio With Distribution On All Channels (1 Episode)
- Episode Featured In Email Newsletter



- Episode Social Media Posts on All Channels (3 Posts in 10 Days)



- Throw-Back Social Media Posts As Part of Our Podcast Strategy



Advertise With NAOHP Today. [Click Here To Get Started.](#)

Member Rates **25% Off**

PODCAST PACKAGE: PRICING AND SPECS



MEDIA SPONSOR PACKAGE

- Mid-roll 30 Second Advertising Spot (4 Consecutive Episodes) + \$500 for Intro spot
- Billboard Ad In Email Newsletter (4 Consecutive Weeks)



- Episode Social Media Posts on All Channels (1 Sponsored Post Per Week)



- Banner/Logo and link in show notes for each episode

38:04 Conclusion and Wrap-up

Thanks for tuning in to the Fit for Duty Podcast. Please help us by liking, rating, and subscribing to the channel. It really helps others find this show and benefit from its content. See you on the next one!

ODG – <https://www.mcg.com/odg/>

MDGuidelines – <https://www.mdguidelines.com/>

Job Accommodation Network – <https://askjan.org/>

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ANNUAL SPONSOR PACKAGES

[Become an Annual NAOHP Sponsor Today. Sign Up Here.](#)



\$25,000

PREMIER PACKAGE

(TOTAL VALUE \$47,000)



- Includes **Vendor Membership** with up to 10 members (Value \$750)
- **Quarterly Exclusive partnership** or educational sessions advertised to members annually includes attendee list with contact information and membership status (Value \$12,000)
- **Website Banner 12 Month Package** (300px X 250px) (Value \$1200)
- **Quarterly Recorded Media Promotion Package** (Value \$12,000)
- **Quarterly Written Promotion Package** (Value \$6,000)
- **Quarterly Sponsored Social Media Posts** on all NAOHP Social Media Accounts (Value \$1200)
- **Recognition by logo or name** on the website as an Annual Premier Sponsor (\$500 Per Year)
- **(2) Sponsored Event Promotion** packages to use at any time (Value \$1,000)
- **Full page custom profile on the website** with appropriate backlinks as an Annual Premier Sponsor (\$3500 Per Year)
- **\$2000 Budget to use toward any A La Carte Advertising Sponsor Packages** (Value \$2000)
- **\$7500 Towards the Conference Sponsor Package(s)** of Your Choice (Value \$7500)
- **Ability to post event and job postings** on NAOHP website (Value \$600)

[Become an Annual NAOHP Sponsor Today. Sign Up Here.](#)



\$15,000

CHOICE PACKAGE

(TOTAL VALUE \$26,950)



- Includes **Vendor Membership** with up to 10 members (\$750 Per Year)
- **Semi Annual Exclusive partnership** on educational sessions advertised to members (Value \$6,000)
- **12 month Website Sidebar** (300px X 250px) (\$1200)
- **Semi Annual Recorded Media Promotion Package** (Value \$6000)
- **Semi Annual Written Promotion Package** (Value \$3000)
- **(2) Sponsored Social Media Posts** on all NAOHP Social Media Accounts (Value \$400)
- **Recognition by logo or name on the website as an Annual Choice Sponsor** (Value \$500)
- **Full page custom profile on the website** with appropriate backlinks as an Annual Choice Sponsor (Value \$3500)
- **(1) Sponsored Event Promotion** packages to use at any time (Value \$500)
- **\$1000 Budget to use toward Advertising Sponsor Packages** (Value \$1000)
- **\$5500 Towards the Conference Sponsor Package (s) of Your Choice** (Value \$5500)
- **Ability to post event and job postings on NAOHP website** (Value \$600)

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\$7500

ASSOCIATE PACKAGE

(VALUE \$13,450)



- Includes **Vendor Membership** with up to 10 members (Value \$750 Per Year)
- **One Exclusive partnership** on educational sessions advertised to members (Value \$3000)
- **One Recorded Media Promotion Package** (Value \$3000)
- **One Written Promotion Package** (Value \$1000)
- **6 month Website Sidebar** (300px X 250px) (\$700)
- **(1) Sponsored Social Media Post** on all NAOHP Social Media Accounts (Value \$200)
- **Recognition by logo or name** on the website as an **Annual Associate Sponsor** (Value \$500)
- **Ability to post event and job postings** on NAOHP website (Value \$600)
- **\$500 Budget** to use toward **Advertising Sponsor Packages** (Value \$500)
- **\$3500 Towards the Conference Sponsor Package(s) of Your Choice** (Value \$3500)

[Become an Annual NAOHP Sponsor Today. Sign Up Here.](#)



CONFERENCE SPONSOR PACKAGES

[Secure Your Conference Sponsorship. Click Here To Reserve Your Spot!](#)

\$17,000

TITLE SPONSOR - NAOHP ANNUAL CONFERENCE BROUGHT TO YOU BY [YOUR NAME HERE] (1 AVAILABLE)

- **Vendor Hall & Meal Room** named after your company in all materials and signage
- **Welcome Reception** Exclusive Sponsor
- **Premium** Vendor Package with up to 4 attendees
- **A chance to present your product** or service as a 20 minute session during the conference
- **List of Attendees** provided & the ability to mass email all attendees 1 time before and 1 time after the conference
- **Dedicated email marketing** (one before and one after the meeting) from NAOHP on your company's behalf to our full membership (content subject to NAOHP approval)
- **Customized** speaking opportunity with NAOHP Leadership
- **\$2,000 marketing credit** toward future advertising in NAOHP member communications (magazine, website, email marketing)
- **Company logo on welcome posters** displayed throughout the conference and in the sponsored programs
- **Brought To You By Credit** On the Conference Website and All Marketing Materials
- **Virtual Speaker** Package Included

[Secure Your Conference Sponsorship. Click Here To Reserve Your Spot!](#)

VENDOR EXPERIENCE

The **Vendor Experience** is your entry to the conference and your placement in the vendor hall for the duration of the conference.

PREMIUM VENDOR

- 8x16 Booth Space
- Two 6 Foot Tables, with Linen, and 4 chairs
- 3 Attendee Tickets Included For all Receptions & Meal

\$4,500

VENDOR

- 8x10 Booth Space
- 6 Foot Table, with Linen, and 2 chairs
- 2 Attendee Tickets Included For all Receptions & Meals

\$3,000

EXPERIENCE SPONSORSHIPS

REGISTRATION DESK

\$6,500

- Want to be front and center during the entire conference?
- Our Admin team will be happy to have you next to us during the conference with the ability to meet and greet anyone that passes by the registration desk (which is everyone)
- You even get to be the only vendor that meets attendees before the conference even begins!

Virtual Speaker Package Included

BREAKOUT ROOM SPONSOR

\$3,500

- Breakout room named after your company in all materials and signage
- A table in the back of the room
- A chance to present your product or service as a 20 minute session during the conference
- The ability to email all attendees 1 time before and 1 time after the conference

SWAG SPONSOR

\$3,500

- Choose From Our Chic Notebooks, Classic Bags, or Handy Water Bottles
- Cobrand with NAOHP on the item of your choice that will be given to each attendee at registration

These sponsorships exclude a vendor booth or onsite attendee tickets. Should you wish to have a presence at the conference through a vendor booth experience or attendee ticket, kindly consider availing these options as add-ons.

[Secure Your Conference Sponsorship. Click Here To Reserve Your Spot!](#)

FOOD & BEVERAGE SPONSORS

BREAKFAST SPONSOR

\$5,500

- Printed and Digital Signage with your logo
- Program recognition
- Swag Stuffer opportunity included

BREAK SPONSOR

\$4,500

- Printed and Digital Signage with your logo
- Program recognition
- Swag Stuffer opportunity included

LUNCH SPONSOR

\$6,500

- Printed and Digital Signage with your logo
- Program recognition
- Swag Stuffer opportunity included

RECEPTION SPONSOR

\$10,000

- Printed and Digital Signage with your logo
- Program recognition
- Swag Stuffer opportunity included

These sponsorships exclude a vendor booth or onsite attendee tickets. Should you wish to have a presence at the conference through a vendor booth experience or attendee ticket, kindly consider availing these options as add-ons.

[Secure Your Conference Sponsorship. Click Here To Reserve Your Spot!](#)

ALA CARTE ADDONS

SWAG STUFFERS

\$250

- Send us your swag and we will put them in all the attendee swag bags
- Deliveries must be sent to the venue within 3-5 days prior to the conference start date

CELL PHONE CHARGING STATION SPONSOR

\$1,000

- Brand our charging stations with your logo, CTA, and business cards
- Virtual Speaker Package Included

CONFERENCE APP SPONSOR

\$2,000

- Your business branding in the app, virtual booth with an exclusive video from you talking about your product/service.
- Virtual Speaker Package Included

ROOM DROPS

\$500

- Choose the session where you would like your materials handed out to every attendee in the session. (Doesn't include the keynote session)

VIRTUAL SPEAKER

\$500

- Provide a recorded presentation with slides and Call to action with all your contact information to be included in the NAOHP Member Portal for all in person conference attendees and virtual ticket holders.
- Recorded presentations are delivered in the conference app and the online member resource library.

These sponsorships exclude a vendor booth or onsite attendee tickets. Should you wish to have a presence at the conference through a vendor booth experience or attendee ticket, kindly consider availing these options as add-ons.

[Secure Your Conference Sponsorship. Click Here To Reserve Your Spot!](#)



LETTER FROM OUR PRESIDENT



Dear Valued Partner,

As the President of the National Association of Occupational Health Professionals (NAOHP), I am thrilled to invite you to explore advertising opportunities with our esteemed organization. At NAOHP, we are deeply committed to advancing the field of occupational health, fostering innovation, and facilitating meaningful connections within our community.

Our mission is to empower occupational health professionals through education, advocacy, and resources that enhance their ability to improve worker health and safety. We believe that by partnering with organizations like yours, we can achieve our goals more effectively, bringing cutting-edge solutions and services to the forefront of our industry.

Advertising with NAOHP offers a unique opportunity to engage with a dedicated audience of decision-makers, including program directors and hospital administrators, actively seeking ways to enhance their practices and patient care. Whether through our newsletter, website, social media platforms, or podcast, your message will be strategically positioned to reach those at the helm of decision-making in occupational health.

We pride ourselves on creating partnerships that are beneficial in terms of business outcomes and contribute to our field's ongoing development and success. By choosing to advertise with NAOHP, you align your brand with our values of excellence, innovation, and collaboration.

I invite you to join us in this journey, to reach your marketing goals and be part of a larger movement towards a healthier, safer working world. Together, we can make a significant impact.

Thank you for considering this opportunity. I look forward to the possibility of working together to achieve our shared objectives.

Warm regards,

A handwritten signature in black ink that reads "Larry Earl, MD".

President, National Association of Occupational Health Professionals



CONTACT US



Website

naohp.com



Phone

(951) 223-1370



E-mail

info@naohp.com



HQ address

Rancho Mirage, CA