

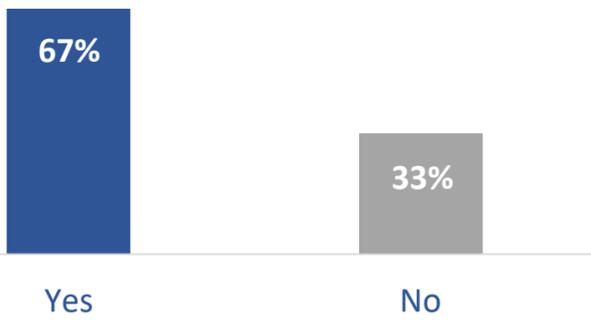
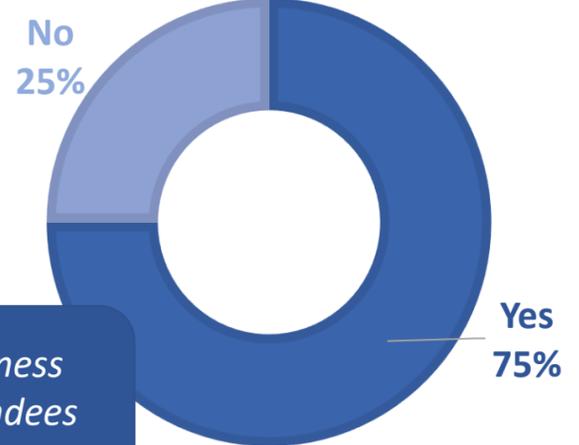
The SIR Business Institute is the newly created entrepreneurial business symposium for early career IRs, IR private practice owners and practice administrators. This 1-day educational offering with leading entrepreneurs and innovative thinkers from all industries and organizations allowed through the implementation of a process-based approach for owners to set up and expand their practices.

SIR Business Institute 2022 attendees were surveyed and asked to share their experience, satisfactions, and improvement suggestions post event.

100% of attendees found SIR Business Institute contents educational

100%

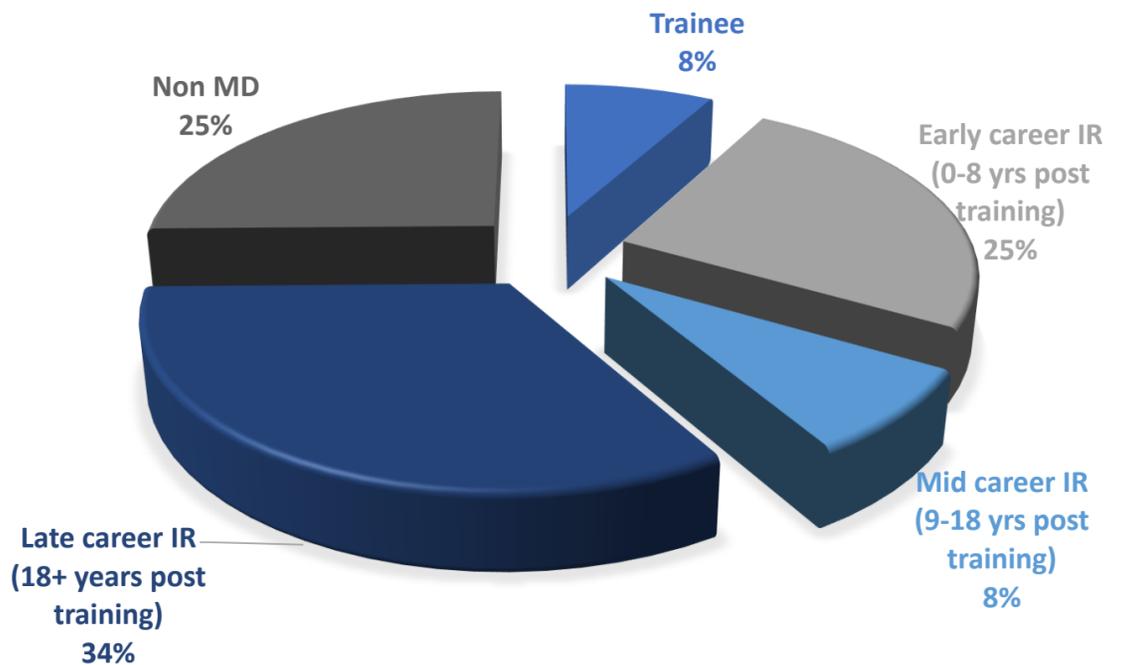
75% SIR Business Institute attendees are in private practice



67% non-private-practice attendees are interested in opening or joining an office-based lab

ATTENDEE STATUS

8% of the attendees were trainees. 25% were early career IRs who had 0-8 yrs. post training and non-MDs. Late career IRs who had 18+ yrs. of post training were 34%.



Very Satisfied



Ranking opinions about the SIR Business Institute course on a five-point satisfaction scale, 90% of the respondents indicated they were "Very Satisfied" with The Dark Side of Social Media and Cyber Security, Marketing and Communications Strategies, and Tips and Tricks for Optimizing IR Revenue Cycle Performance.

To gather some insight and candid opinions, SIR Business Institute 2022 attendees were asked to share their feedback that could be used to adjust strategies for SIR Business Institute 2023.



Better internet security

Better banking relationship; more attention to contracts; hire digital marketer!



Do you plan to make any changes in your professional practice from the new strategies you acquired by participating in this course?



Not open an OBL



Hospital IR group is attempting to streamline our workflow (by way of an OBL) for outpatients; to improve patient satisfaction and improve physician satisfaction and revenue.



Full day of marketing; Full day of banking; Private equity



Encourage future attendees to bring with them as much information about their future plans as possible in order to maximize their benefit.

Please assist us in developing the future of SIR Business Institute program by telling us what topics you could use for additional training.

Practice development & IR marketing



Examples of various practices, revenue, doc efficiency and budgets.

Real-life experiences of establishing an OBL

Do you have any further suggestions on how SIR can provide educational content?

Webinars on practice management and financials