

hith.

USA | LAS VEGAS
October 19 - 22, 2025

Sponsored Podcast Guidelines



Background

“The Beat” by HLTH is a leading podcast exploring the future of healthcare and wellness through engaging conversations with top industry leaders, innovators, and change-makers. Each episode dives into cutting-edge advancements in health tech, policy, patient care, and more – offering timely insights into the trends shaping tomorrow’s healthcare landscape.

Produced by HLTH, The Beat is tailored for healthcare professionals, entrepreneurs, and forward-thinkers, delivering actionable ideas and fresh perspectives from the forefront of health innovation.

Host



Saul Marquez

- Saul Marquez is the guest host of *The Beat*, and founder and host of *Outcomes Rocket*, a podcast dedicated to healthcare innovation and leadership.
- With a background in healthcare sales, marketing, and strategy, Saul uses his platform to discuss transformative approaches in healthcare, featuring interviews with industry leaders, innovators, and change-makers.
- His expertise has made *Outcomes Rocket* a trusted source for healthcare professionals and organizations looking to drive positive change.

Demographics & Metrics

Audience by Industry	Audience by Region	Listener's Title	Metrics
<ul style="list-style-type: none">• 60% Life Sciences, Device, HIT, Insurers• 40% Physicians, Providers, and Provider Executives	<ul style="list-style-type: none">• 87% United States• 10% UK/EU• 3% Other	<ul style="list-style-type: none">• C-Suite• Founder• President• Senior Vice• President• Partner	<ul style="list-style-type: none">• 3,927 – Average number of episode downloads• 5,153 – Highest number of downloads from HLTH 2024

Booking Process

1. **Schedule Your Interview**

Use [this Calendly link](#) to book your interview at a time that works for you.

2. **Check for Conflicts**

Before finalizing your booking, please confirm there are no conflicts with any existing HLTH meetings or commitments on your calendar.

3. **Confirm Your Appointment**

Once you've booked, you will receive a calendar invitation. Be sure to accept it to confirm your spot.

Question Development

This is a collaborative, thought-leadership conversation – not a “gotcha” interview. This platform is meant to showcase your perspective, experience, and goals.

Each podcast will feature 6 questions in total – 3 industry-focused questions and 3 questions of your choice to be submitted when booking your interview. See the standard questions below:

1. How is your organization reimagining care delivery to improve both access and outcomes – especially for historically underserved populations?
2. With so many emerging technologies shaping the future of health, how do you decide which innovations to invest in – and how do you measure their real-world impact?
3. Looking ahead to the next 3-5 years, what bold bet is your company making that you believe will truly transform the healthcare experience?
4. [Question of your choice]
5. [Question of your choice]
6. [Question of your choice]

Recording Process

Sponsored podcast interviews will be **recorded live on-site** during the event.

All interviews will take place in the Media Village. Please plan to arrive at least 5 minutes early to allow time for check-in and a brief sound check.

Before the recording begins, the host will walk you through the interview process and answer any questions you may have.

Publishing

After the event, you will be notified of your episode's scheduled publish date. Episodes are published on a first-come, first-served basis, so we encourage you to schedule your interview as early as possible to secure an earlier release date.

Your exact publishing date will be confirmed after the event.

Promotion

Episodes will be featured on the following platforms:

- [HLTH Community](#)
 - [Spotify](#)
 - [Apple Podcasts](#)
 - [HLTH USA LinkedIn](#)
 - [HLTH Inc. LinkedIn](#)
 - [HLTH Inc. Twitter](#)
-

Contact

For any questions or concerns, please email media@hlth.com.

