

Sponsored Podcast Guidelines

About

The Beat by HLTH is a leading podcast exploring the future of healthcare and wellness through engaging conversations with top industry leaders, innovators, and changemakers. 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 is the founder and host of the Outcomes Rocket, a podcast dedicated to healthcare innovation and leadership.
- With a background in healthcare sales, marketing, and strategy, Saul's insights aim to bridge gaps in the industry by highlighting effective practices and forward-thinking strategies.
- His expertise has made Outcomes Rocket a trusted source for healthcare professionals and organizations looking to drive positive change.

Booking

1. Book your interview using this [Calendly link](#).
2. Before booking, ensure there are no scheduling conflicts with your other ViVE commitments.
3. Once confirmed, accept the calendar invite you'll receive via email.

Questions

Once your interview is booked, Calendly will send a confirmation email containing three (3) ViVE-provided questions and a request for three (3) questions of your own. Please ensure all questions are submitted by **Friday, February 13, 2026**.

Recording

The interview will take place in the Podcast Lounge on the show floor at ViVE 2026. Please arrive 5-10 minutes early to check in. The host will review interview details and give you a chance to ask any questions before starting the recording.

Publishing

Episodes will be published on a first-come, first-served basis. You will receive your exact publishing date after the event. Schedule your interview as soon as possible to secure an earlier release date.

Promotions

Episodes will be published on [HLTH](#), [Spotify](#), [Apple Podcasts](#), and ViVE social channels.

Demographics & Metrics

Audience by Industry

- 60% Life Sciences, Device, HIT, Insurers
- 40% Physicians, Providers, and Provider Executives

Audience by Region

- 87% United States
- 10% UK/EU
- 3% Other

Listener Profile

- C-Suite
- Founder/Co-Founder
- President
- Senior Vice President
- Partner

Metrics

- **3,927** – Average number of episode downloads
- **5,257** – Highest number of downloads from ViVE 2025