
healthcare innovation

PEOPLE. PROCESS. TECHNOLOGY TRANSFORMATION.

Matthew Raynor | mraynor@hcinnovationgroup.com | 561-801-6576

Healthcare Innovation

Healthcare executives have trusted us to help them navigate the industry's technology changes for over 38 years.

As the pace of change in the industry accelerates, we'll continue to cover the issues and opportunities that matter most to healthcare leaders around the country.

We strongly believe that any significant advancements in innovation in the industry will come from healthcare and solution providers having meaningful conversations. Thus, we've created programs that facilitate that interaction between these two important industry stakeholders.

Our Product Portfolio



Events



Webinars



Digital



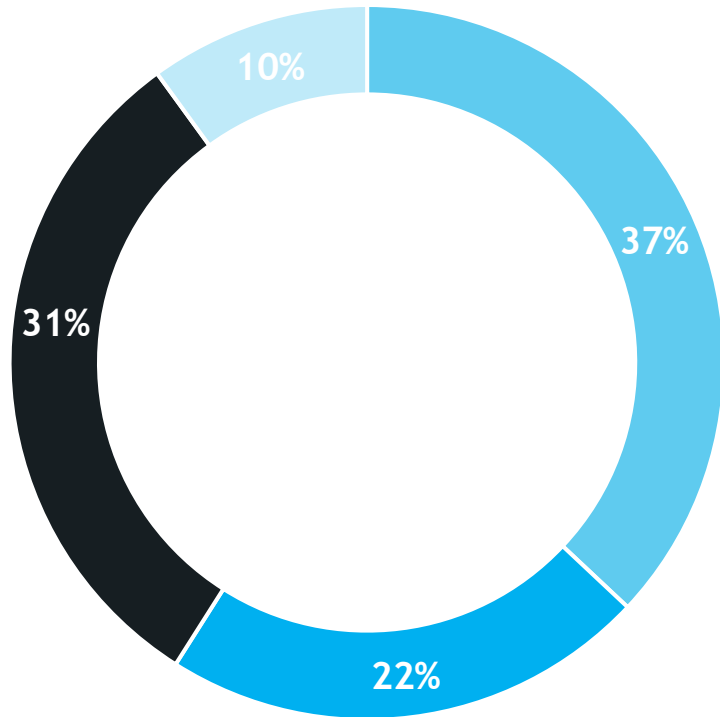
Print



Custom

Audience Profile:

404,168 Healthcare Professionals



■ Information Tech ■ Clinical ■ Executives ■ Other

Information Technology – 37%

- CIOs, CMIOs, CTOs, CISO's, VPs/Directors/Managers of Informatics

Clinical Care Givers- 22%

- CMOs, CNOs, Chief/Director/Managers of Clinical Departments, Physicians

Executives – 31%

- CEOs, COOs, CFOs, Presidents, Administrators, SVPs, EVPs, VPs of Administrative/Financial Departments

Audience Profile: Healthcare Innovation

Driving U.S. Healthcare Forward

Job Title/Function

Information Management

- CIO/CMIO/CTO/VP of Information Systems
- CSO/VP/Director, Security
- Director/Manager, Information Systems
- Director/Manager, Medical Informatics
- Director/Manager, Medical Records
- Director/Manager, Network/Internet/Intranet/Wireless/eHealth/Telecom
- IT Consultant/IT Systems Analyst, Project Manager

Executive, Administrative & Financial Management

- CEO/Pres./Administrator/Chairman of Board or Healthcare Committee
- COO/VP of Operations
- CFO/VP of Finance/Controller/Treasurer
- Practice Administrator/Practice Manager
- VP/Director/Manager, Managed Care
- VP/Director/Admin., Claims/Coding/Admissions/Patient Services

Clinical Management

- Chief of Staff/CMO/Medical Director
- Chief Nursing Officer/Director of Nursing/Case Manager
- Chief of Radiology/Imaging, Radiologist/PACS-RIS Administrator
- Chief of Cardiology/Oncology
- Chief/Director Pharmacy, Pharmacist
- Chief/Director Laboratory Services, Lab Director/Manager

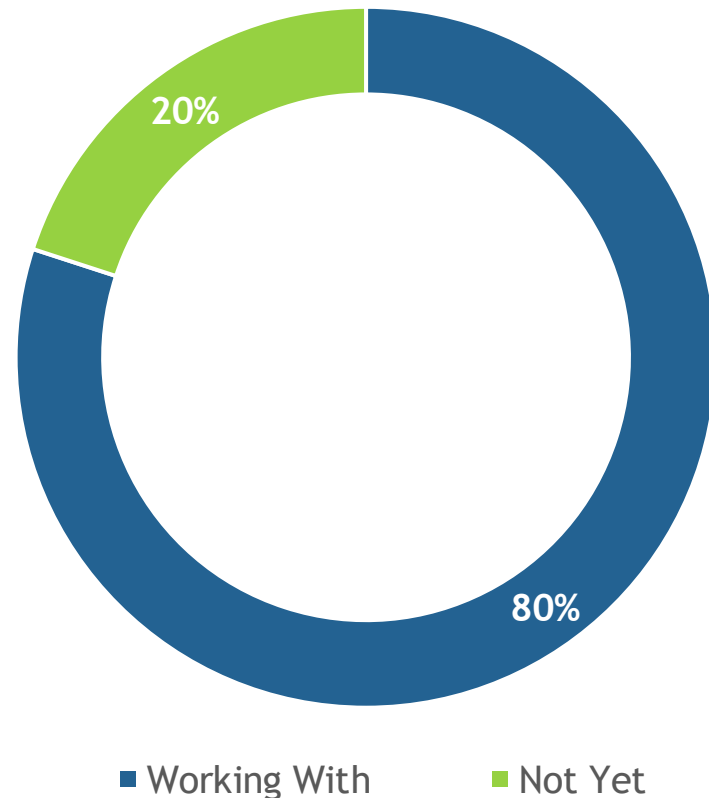
Organization Type

- Hospital/Multi-Hospital System, IDN/Health Network
- University/Teaching Hospital
- Military/Government Hospital
- Medical Clinic/Ambulatory Care Center
- Group Practice
- Physician Organization (IPA, PHO)
- Long Term/Sub Acute Care/Nursing Home/Rehab
- Home Health Care Agency
- Managed Care Organization (HMO, PPO, Healthplans)
- Third-Party Admin/Self Insured Employer
- Pharmacy/Independent Lab
- Imaging Center
- IT Consultant/Project Management/Integration

Audience Profile:

Deep Relationships with Top Healthcare Leaders

5,355 Top Health IT Leaders / Working with 16 of the Top 20 Hospitals in the Country



- Mayo Clinic, Rochester MN
- Cleveland Clinic, Cleveland, OH
- Massachusetts General Hospital, Boston, MA
- Johns Hopkins Hospital, Baltimore, MD
- UCLA Medical Center, Los Angeles, CA
- New York-Presbyterian University Hospital of Columbia and Cornell, NY, NY
- UCSF Medical Center, San Francisco, CA
- Hospitals of the University of Pennsylvania-Penn Presbyterian, Philadelphia, PA
- NYU Langone Medical Center, NY, NY
- Brigham and Women's Hospital, Boston, MA
- Stanford Health Care-Stanford Hospital, Stanford, CA
- Mount Sinai Hospital, New York, NY
- Duke University Hospital, Durham, N.C.
- University of Colorado Hospital, Aurora, CO
- Cedars-Sinai Medical Center, Los Angeles, CA
- Houston Methodist Hospital, Houston, TX

The Healthcare Innovation Summit Series

For the past 12 years, *Healthcare Innovation* hosts a series of events and programs that bring together healthcare decision makers and executives from leading hospitals, health systems, and physician practices. The Summits promote improvements in the quality, safety, and efficiency of healthcare through information technology and provide healthcare provider leaders with educational content, insightful debate and dialogue on the future of healthcare. Discussions focus on the change in people, process and technology to succeed in our rapidly changing healthcare environment.

Our educational partner we work with is KLAS.

2020 Schedule

Healthcare Innovation Summits

- San Diego: February 4-5
- Cleveland: April 2nd
- Philadelphia: April 20th
- Miami: May 5-6
- Denver: July 20th
- Nashville: September 9-10
- Boston: September 22-23
- Houston: October 8th
- Seattle: October 29th
- Phoenix: November
- Los Angeles: November 12-13

The Healthcare Innovation Summit Series

Our Attendees

The Summit Series bring together C-level, physician, practice management and healthcare decision-makers from North America's leading provider organizations and physician practices. Attendee titles include: CIO, CMO, CMIO, CEO, Presidents, Owners, Chief of Medical Records, CNO, CFO, Controllers, CISO, CTO, Chief Privacy Officers, IT Directors, Senior IT Security Professionals, Information Systems Directors/Managers, Medical/Clinical Informatics Directors/Managers, Legal, Compliance, and Quality Directors/Managers, Analysts, Consultants, Attorneys, and others connected to healthcare IT security issues, Director/Manager Nursing Informatics Directors/Managers, Medical Records and HIM Directors/Managers, Physicians and Clinicians

Past Sponsors Include:



The Healthcare Innovation Summit Series

Sponsorship Opportunities

- **T2 Talk Presentation:** This speaking opportunity will feature your company's top healthcare executive taking the stage for a 30 minute presentation to a captive audience of healthcare decision makers.
- **Panel Discussion Seat:** Feature your company's healthcare executive from the stage for a 50 minute panel conversation with top healthcare provider executives discussing a specific topic. (only 2 vendors speakers per panel)
- **Program Sponsor:** Become the "Face of the Summit" and be seen by the entire audience which includes opening remarks, recognition onsite and on the Summit website.
- **One-on-One Meetings:** Connect personally, professionally and productively. One-on-one meetings are for those exhibitors looking for a great opportunity for a more in-depth and personal discussion with their target attendees.
- **The Leadership Dinner:** The Leadership Dinner Package Sponsors are highlighted as thought leaders and have the unique ability to develop relationships with the highest C-level attendees at the day one, invite-only Leadership Dinner.
- **Cocktail Reception:** The cocktail hour, the best and longest networking time of the Summit, featuring complimentary drinks and hors d'oeuvres. This end of the day treat is promoted throughout the day.
- **Private Lunch-and-Learn:** Reserve a 1 hour private lunch event on the first full day of the Summit.
- **Private Breakfast:** Start the Summit right by grabbing the attention of your target attendees and inviting them to a 45 minute private breakfast presentation on either morning of the Summit.
- **Luncheon:** Invite your target attendees and/or speakers for a 1 hour private lunch for an ideal networking opportunity on the second day of the Summit.
- **Connectivity:** The most critical element at any conference, WiFi. Be the most appreciated solutions provider in the room by allowing attendees to stay connected.
- **Lanyard/Badge:** Show your support of the Summit. Attendee badges and lanyards are required for entry into all functions throughout the Summit, giving you an effective way to have your company's brand seen by all.

The Healthcare Cybersecurity Forums

Expanding on the success of the Cybersecurity Forums, launched in 2019, Healthcare Innovation will offer Healthcare Cybersecurity Forums in the following cities in 2020: San Diego, Philadelphia, Denver, Nashville, Boston, Seattle, Los Angeles, and Texas.

Our Attendees

The Cybersecurity Forums offer more focused educational sessions, and peer-to-peer networking opportunities for cybersecurity professionals working in healthcare, life sciences and payer organizations.

Cybersecurity Forum Sponsorships

- **Program Sponsor:** Become the “Face of the Forum” and be seen by the entire audience which includes opening remarks, recognition onsite and on the forum website and marketing materials.
- **The Leadership Dinner:** Highlight key attendees and invite them to a private, invite-only dinner where your company will be highlighted as thought leaders.
- **Cocktail Reception:** The cocktail hour, the best and longest networking time of the Forum, features complimentary drinks and hors d’oeuvres. This end of the day treat will be promoted throughout the day.
- **Panel Presentation:** Feature your company’s healthcare executive from the stage for a 50 minute panel conversation with top cybersecurity healthcare provider executives discussing a specific topic.
- **Industry Partner Spotlight:** This speaking opportunity will feature your company’s top healthcare executive taking the stage for a 30 minute presentation.
- **Lunch Sponsor:** Present to the entire audience for a 30 minute presentation over lunch and be branded as the lunch sponsor.
- **Exhibit Space:** Add exhibit space to the co-located Healthcare Innovation Summit.

2020 Schedule

Healthcare Cybersecurity Forums

- San Diego: February 5th
- Philadelphia: April 20th
- Denver: July 20th
- Nashville: September 9th
- Boston: September 22nd
- Houston: October 8th
- Seattle: October 28th
- Los Angeles: November 12th

Print/Digital Edition Coverage

Our coverage of pressing topics that our audience is requesting provides smart context for our vendor partners to speak directly to our audience. Aligning your brand with our trusted editorial content amplifies the value of your message.

Each issue of *Healthcare Innovation* will reach over 40,000 print subscribers and 21,000+ qualified digital edition subscribers.



Healthcare Innovation's award-winning editors have decades of experience in covering the health IT industry, sharing insights, analysis, and the latest trends with readers through feature stories with in-depth reporting, blogs, and news coverage.

ASHPE Awards

Year	Category	Award
2018	Best Special Report/Section	Bronze
2017	Best Special Report/Section	Gold
2017	Best Case History	Bronze
2016	Best Case History	Gold
2016	Best Special Report/Section	Silver
2016	Best Legislative/Government Article	Silver
2016	Best Profile	Bronze
2015	Best Special Report/Section	Silver
2014	Best Special Report/Section	Bronze

Monthly 4/C Run of Book Net Rates

Size	1X	3X	6X
Full Page	\$5,286	\$5,152	\$5,024
Two-Thirds	\$4,224	\$4,123	\$4,024
Half Island	\$2,975	\$2,908	\$2,875
Half Page	\$3,305	\$3,231	\$3,159
1/3 Page	\$2,457	\$2,138	\$2,095
1/4 Page	\$2,291	\$2,022	\$1,765
1/8 Page	\$1,752	\$1,710	\$1,676
Spread	\$10,152	\$9,460	\$9,201

2020 Content Calendar Preview

ISSUE DATES	COVER FOCUS	EDITORIAL FEATURES	ISSUE DEPARTMENTS	SPONSOR OPPORTUNITIES	BONUS DISTRIBUTION
JAN/FEB Close Date: 1/10 Materials Due: 1/14 Mail Date: 1/23	State of the Industry	HIMSS Preview Revenue Cycle Management	Cyber Corner Thought Leaders Healthcare Innovation Summit Coverage	The Innovators' Showcase	HIMSS: Mar 9-13 Orlando, FL Southern California Healthcare Innovation Summit: Feb 4-5 La Jolla, CA
MAR/APR Close Date: 2/14 Materials Due: 2/18 Mail Date: 2/27	Annual Innovator Award Winners	HIMSS Preview/Pre-Coverage	Cyber Corner Thought Leaders Healthcare Innovation Summit Coverage	Health IT Trailblazers Q&A HIMSS Top Technologies Q&A	HIMSS: Mar 9-13 Orlando, FL Midwest Healthcare Innovation Summit: Apr 2 Cleveland, OH Mid-Atlantic Healthcare Innovation Summit: Apr 20 Philadelphia, PA Florida Healthcare Innovation Summit: May 5-6 Miami, FL
MAY/JUN Close Date: 5/8 Materials Due: 5/12 Mail Date: 5/21	Top Ten Trends	Cybersecurity	Cyber Corner Thought Leaders Healthcare Innovation Summit Coverage	Revenue Cycle Management Q&A	HFMA: Jun 28 – Jul 1 San Antonio, TX Rocky Mountain Healthcare Innovation Summit: Jul 20 Denver, CO
JUL/AUG Close Date: 7/10 Materials Due: 7/14 Mail Date: 7/23	Data Analytics	Interoperability Telehealth	Cyber Corner Thought Leaders Healthcare Innovation Summit Coverage	Cybersecurity Q&A	Southeast Healthcare Innovation Summit: Sep 9-10 Nashville, TN Northeast Healthcare Innovation Summit: Sep 22-23 Boston, MA
SEP/OCT Close Date: 9/11 Materials Due: 9/15 Mail Date: 9/24	Patient Engagement Population Health	Innovators' Showcase	Cyber Corner Thought Leaders Healthcare Innovation Summit Coverage	Population Health Q&A	AHIMA: Oct 14-17 Atlanta, GA Texas Healthcare Innovation Summit: Oct 8 Houston, TX Pacific Northwest Healthcare Innovation Summit: Oct 29 Seattle, WA California Healthcare Innovation Summit: Nov 12-13 Los Angeles, CA
NOV/DEC Close Date: 11/6 Materials Due: 11/10 Mail Date: 11/19	Leadership and Governance	Enterprise Imaging Policy & Payment	Cyber Corner Thought Leaders Healthcare Innovation Summit Coverage	Analytics/AI Q&A	RSNA: Nov 29-Dec 4 Chicago, IL Southwest Healthcare Innovation Summit: Nov TBD Scottsdale, AZ

Digital Display Ads

Gaining brand awareness and engagement is a critical element in marketing to your target audience, especially as the number of vendors continues to expand. Our recently relaunched website is visited by more than 113,000 users each month and we have reconsidered our display opportunities to gain the maximum user attention by using large format interactive units, native advertising, and standard IAB ad units.

Available Inventory:

- 1 970x250
- 2 300x600
- 3 970x90
- 4 300x250
- 5 Wallpaper



Daily eNewsletter

The latest industry news, leadership strategies and practical insights for health IT professionals delivered each day. Our daily eNewsletter provides interaction with the community, and positions your organization above the market noise. Our newsletter is distributed to our most engaged users and deliver performance that is substantially higher than industry averages.

- 1 Top Banner Ad: 580X75
- 2 Bottom Banner Ad: 580X75
- 3 Text Ad: Headline, Preview Text and 150x150 ad
- 4 Box Ads: 280x175



Custom Email Blasts

Deliver your marketing message directly into the in-box of our audience selected based on your target audience; 100% Share Of Voice.

Choose to deliver your message based on the following criteria:

Topic/Job Function

- Clinical Transformation & CMIO
- Cybersecurity & CISO
- AI / Predictive Analytics & CIO
- Value Based Care & ACO
- Revenue Cycle Management & CFO/CEO

Geographic Region

- Beverly Hills
- Boston
- Cleveland
- Dallas
- Denver
- Minneapolis
- Nashville
- Philadelphia
- Raleigh
- San Diego
- San Francisco
- Seattle
- St. Petersburg

Custom Criteria

- Account Based Marketing
- Geography
- Job Title
- Mix of all three



Sponsor-Driven Custom Content

A distinct part of *Healthcare Innovation's* award-winning editorial team, our Knowledge Solutions team is focused squarely on helping our solution providers create thought leadership pieces that effectively communicate their value proposition to our audience.

Leverage our extensive experience in discussing healthcare IT topics and issues to further your marketing goals. We create content assets that are custom to your marketing needs in several formats that have proven effective in the past, namely:

- Webinars
- Executive Briefs
- Whitepapers
- eBooks
- Podcasts

Custom Content /Lead Generation

Webinars

Healthcare Innovation's webinars increase awareness and interest in your services while our dedicated team builds attendance and manages every detail surrounding the event. Our webinars deliver the highest quality leads for your sales team. **All programs include 150 leads.**

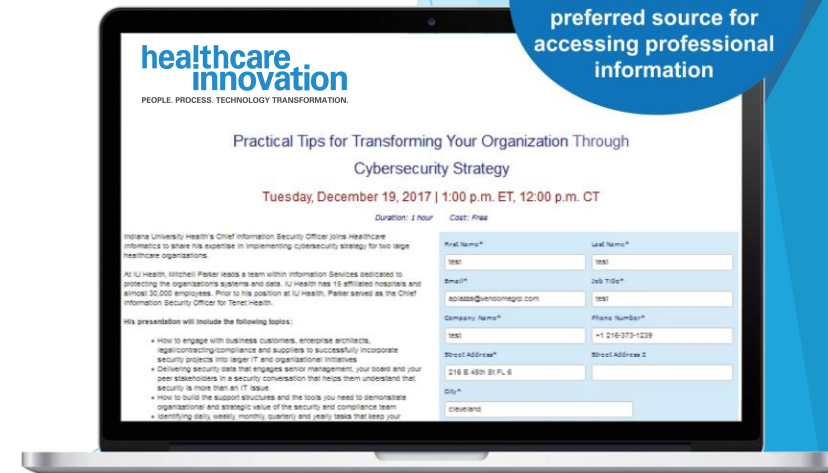
We offer two types of webinar programs based on how involved you wish to be in the process:

- **Turnkey Webinars** — *don't have content or speakers?* Don't worry, our team will create content around a hot topic of your choice, recruit expert speakers and execute the webinar while positioning your brand as the expert.
- **Custom/Sponsored Webinars** — *already have content or speakers?* A sponsored webinar is ideal for those vendors that want to deliver their own message and capture leads from our targeted, qualified audience.

Past Sponsors Include:



62%
of our audience said
WEBINARS are their
preferred source for
accessing professional
information



Custom Content /Lead Generation

Executive Briefs and Whitepapers

Get qualified leads from a brand that is already engaged with the audience you are trying to reach. *Healthcare Innovation's* lead generation programs increase sales, boost web traffic, and improve brand awareness. These programs provide measured results on your investment and allow your company to be seen as a thought leader in the healthcare IT industry.

Executive Brief: Our Knowledge Solutions Team will develop an Executive Brief on a sponsor-defined topic that will be based on up to four interviews with a mix of client internal and external subject matter experts. Content length: up to 3,500 words **Includes 100 leads**

Whitepapers: Our Knowledge Solutions Team will develop a Whitepaper on a sponsor-defined topic that will contain the current perspective on the given topic and interviews with up to three sponsor-provided subject matter experts. Content length: up to 2,500 words **Includes 100 leads**



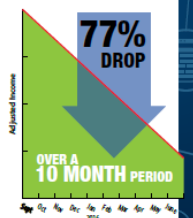
**TRULY CONNECTED:
CLINICAL DATA INTEGRATION STRATEGIES
IN THE MERGER AND ACQUISITIONS ERA**



RESEARCH PARTNER: Allscripts



Ed Thome notes rip-and-replace strategies have cost, time-to-value and disruption issues that organizations should carefully consider. A recent survey conducted by the market research firm Black Book, revealed that 87% of respondents at financially struggling hospitals reported regretting changing their EHR systems. Of respondents in that same survey, 62% of non-managerial IT staff reported a negative impact on healthcare delivery directly associated with their EHR replacement, with 80% of nurses indicated the EHR change reduced their ability to deliver hands-on care.¹⁴ A large, specialty care delivery system in the southwest has also recently struggled with a rip and replace approach, citing its enterprise EHR implementation as the cause of a 77% drop in adjusted income for the 10 months ended June 30, 2016.¹⁵ Vice President and CIO of Unity Health System John Glynn supported this concept in a *Healthcare Informatics* article covering their private HIE strategy. "I think in a day when capital and IT resources are thin, to spend the money to and toward a rip-and-replace strategy may not make the most sense. The HIE technologies are a great alternative strategy. We've shown that it can be done."¹⁶ The costs from both a budgetary and human capital perspective can be catastrophic in some situations.



Custom Content /Lead Generation

eBooks and Podcasts

A *Healthcare Innovation's* eBook is a collection of pre-existing articles that allow you to associate your company/brand with industry leading educational content from our award-winning team of editors.

Healthcare Innovation will work with the sponsor to select a topic that relates to the sponsor's marketing objectives and will pull related articles from the *Healthcare Innovation's* content library.

PODCASTS:

Our editor will serve as moderator to interview one or two executives. Once completed we will host this on our site and deliver 100 leads.

GATED LANDING PAGE

healthcare
innovation
PEOPLE. PROCESS. TECHNOLOGY TRANSFORMATION.

Free eBook: How to Improve the Digital Journey in Healthcare with Web Analytics & Personalization

How to Improve the Digital Journey in Healthcare with Web Analytics & Personalization
A Practical Guide to Enhancing the Usability of Patient-Facing Platforms While Keeping Sensitive Data Secure

Brought to you by:
PIWIK PRO

First Name*
healthcare

Last Name*
informatics

Job Title*
CISO

Company Name*
healthcare informatics

Email*
healthcare@informatics.com

Phone Number*
000-000-0000

Download

In this eBook on enhancing the digital journey in healthcare we:

- Discuss the most important data privacy regulations and their impact on the industry.
- Debunk three of the most popular myths around customer experience and digitization of healthcare.
- Describe eight key features you should look for in web analytics and content personalization tools for healthcare.
- Reveal two considerable advantages of personalizing content on patient-facing platforms.
- Give you examples of promotional activities that won't violate data privacy regulations and also won't require the consent of your patients.
- Present four practical use cases of how web analytics and content personalization can be utilized to improve the effectiveness of your digital healthcare platforms.

Custom Online Surveys

Thinking about introducing a new product? Rebranding?
Looking for industry feedback?

- We will work closely with the client's marketing team to create an online research program to provide critical market intelligence
 - We will craft an administer a 10-15 question survey
 - Gather responses over a three-week period
 - Promote the survey via email and in the Healthcare Informatics eNewsletter
 - Analyze the survey responses and summarize into a final report (up to six cross-tabulation reports, as well as the raw data – upon request)

healthcare
innovation
PEOPLE. PROCESS. TECHNOLOGY TRANSFORMATION.

Healthcare Informatics Community Survey

* 1. Which of the following best describes your professional focus?

- Information Technologies/Systems
- Informatics/Data Analytics
- Medical/Clinical Informatics
- Nursing Informatics
- Telecommunications
- Finance
- Administration
- Clinical Care (e.g., Physician, Nurse)

* 2. Which of the following best describes your title?

- CIO, CMIO, CTO
- CMO, CNO, DON
- CEO, Chairman, President, Board Member
- COO
- CFO
- Other C-level title
- Administrator
- Director
- Manager
- Nurse
- Pharmacist
- Physician
- Vice President
- Consultant
- Educator/Student
- Other, please specify

Next

Asset Hosting/Lead Generation

Already have a thought leadership piece that you would like to host on hcinnovationgroup.com?

Healthcare Innovation asset hosting allows sponsors to supply a Whitepaper, Case Study, Position Paper or other educational content piece to be posted on our website to generate leads.

- Sponsor supplies content piece to the *Healthcare Innovation* team — asset can not be a sales sheet
- *Healthcare Innovation* will create a landing page to gate the asset and collect contact information
- The asset will also be hosted in the river of the Resources section on www.hcinnovationgroup.com
- *Healthcare Innovation* will market the asset to its audience via all marketing channels
- Full contact information will be provided

healthcare
innovation
PEOPLE. PROCESS. TECHNOLOGY TRANSFORMATION.

Healthcare Informatics Community Survey

* 1. Which of the following best describes your professional focus?

- Information Technologies/Systems
- Informatics/Data Analytics
- Medical/Clinical Informatics
- Nursing Informatics
- Telecommunications
- Finance
- Administration
- Clinical Care (e.g., Physician, Nurse)

* 2. Which of the following best describes your title?

- CIO, CMIO, CTO
- CMO, CNO, DON
- CEO, Chairman, President, Board Member
- COO
- CFO
- Other C-level title
- Administrator
- Director
- Manager
- Nurse
- Pharmacist
- Physician
- Vice President
- Consultant
- Educator/Student
- Other, please specify

Next

Summary

As the pace of change in the industry accelerates, *Healthcare Innovation* will continue to cover the issues and opportunities that matter most to healthcare leaders around the country.

We strongly believe that any significant advancements in innovation in the industry will come from healthcare and solution providers having meaningful conversations. Thus, the focus of our programs facilitate that interaction between these two important industry stakeholders.

From our regional face-to-face summits to our lead generation opportunities, paired with the level of engagement from our audience, *Healthcare Innovation* has been a trusted source for over 38 years.

Please contact me to discuss the options with *Healthcare Innovation*.

Matthew Raynor, Sales Director
561-801-6576 | mraynor@hcinnovationgroup.com