2015 Media Kit

Nancy Wilcox – Director of Sales and Marketing – nwilcox@healthsystemcio.com – 303.335.6009

healthsystemCIO.com
helping CIOs improve healthcare

2015 Media Kit

Reaching Your Target Buyer

healthsystemCIO.com seeks to exclusively serve the information needs of hospital and health system CIOs. We accomplish this by providing a community where CIOs can learn from peers through:

- Contributed articles and blogs written by CIOs
- Interviews with CIOs
- Survey Results of our always growing 279-member CIO panel
- Webinars featuring CIO speakers
- Promotion of White Papers approved by CIOs

Top Registered Titles
healthsystemCIO.com's has 8,500+ opt-in subscribers. Top registered titles include:

CIO — 924	CMIO — 65
CTO— 85	CEO — 199
CFO — 46	Director of IT - 252
Managing Director —22	Director — 526
Manager – 248	Clinician - 431
C00 – 45	

Advisory Panel
The healthsystemCIO.com CIO Advisory Panel is 279 members strong and growing. This list constitutes the largest collection of health system CIOs outside of CHIME. Click here to see the complete list of Advisory Panel Members.

Branding & Lead Generation Programs

Webinar Programs
Hospital and Health System Survey Program
White Paper Syndication
Banners on healthsystemCIO.com
eNewsletter Banners
Podcast Sponsorship
CIO Advisory Panel Snap Survey Sponsorship

Webinars - $9,750

For our current Webinar Calendar with available sponsorship opportunities, contact Nancy Wilcox, Director of Sales and Marketing at nwilcox@healthsystemcio.com or call 303-335-6009.

Unlike most Webinar programs — which resemble infomercials more than education — healthsystemCIO.com's Webinars offer only the highest quality content presented by healthcare CIOs. With healthsystemCIO.com helping you shape the topic, and one of our editors moderating the event and managing the logistics, you'll be sure to receive an excellent list of top-level healthcare IT executives.

Pre-Scheduled Webinars: healthsystemCIO.com's Pre-Scheduled Webinars cover topics that are top-of-mind with healthcare CIOs. The healthsystemCIO.com team determines the topic, speaker and event date.

Custom Webinar: We'll work with you to develop a topic which covers your areas of interest *and* is of high interest to healthsystemCIO.com readers. We will also recruit the CIO speaker, either from our list or a list of CIOs that you provide.

Quarterly Thought-Leadership Webinar Series: Sponsoring a one-time Webinar is great for getting your name out there and garnering leads, but if your goal is to own your space, to be the first name that comes to mind when folks think of solving the challenge in question, our Quarterly Thought-Leadership Webinar Series is for you. You truly become an asset to the industry by *genuinely underwriting high-quality education*. Best of all, we do EVERYTHING for you, leaving you free to work on other projects, while your sales folks stand ready to follow up with those who've attended your events. Volume Discount applies.

Webinar Testimonial – Preparing For (and Surviving) Meaningful Use Audits – February 21, 2013

"I forwarded it to several of our staff that weren't able to attend. I wanted to let you know that both speakers did a great job - as a small hospital that attested to Stage 1 in 2012, it was good to hear from others that have already gone through an audit and survived." Michele Streeter, Northern Berkshire Healthcare.

Webinar Sponsorship Overview

- Marketing
  - Two dedicated email blasts
  - Event posted in our weekly eNewsletter for a minimum of four weeks
  - Event posted on its own page at healthsystemCIO.com six weeks before event date
  - Promoted to our professional LinkedIn connections, the healthsystemCIO.com LinkedIn group, 10 other healthcare IT-focused LinkedIn Groups, our four Twitter accounts, and our FaceBook Fan Page.
- We handle all event operations including
  - Guiding our speaker in the preparation of their presentations
  - Familiarizing speaker with our platform
  - Moderating the live event
- After the event, you receive
  - .WMV copy of the Webinar
  - Reports detailing both total registrations and attendee information. Lead report includes name, title, organization, city, state, email, phone number, type of organization
  - 12 months event archiving

Webinar Agenda – 45 Minute Total Run Time

- Hospital/health system CIO PowerPoint-Supported Presentation (20-30 min)
- A Word From our Sponsor (5 min)
- Q&A w/CIO, Moderated by healthsystemCIO.com Editor (10-15 min)

2014 Webinars listed by Sponsor, Topic and Speaker (updated Through September 18, 2014)

Sponsor	Topic	Speaker
SAS	Leveraging Big Data and Deep Analytics to Improve the Quality of Care	Deanna Wise, EVP/CIO, Dignity Health
Sungard	Thinking Outside the Box on Disaster Recovery	Jorge Grillo, CIO, Canton-Potsdam Hospital
Vocera	Envisioning a Google Glass Future	David Miller, CIO U of Arkansas for Medical Sciences
Iron Mountain	An Academic Medical Center's Journey to the Cloud	Jaime Parent, Associate CIO, Rush University Medical Center
McKesson	Reducing 30-Day Readmissions with Smooth Transitions of Care	Dwayne McNeil, AVP, IS, Carolinas
Nutanix	Scale Your Application Performance with Web-Scale IT	David Chou, CIO, University of Mississippi Medical Center
RelayHealth Clinical Solutions	A Strategic Approach to Patient Engagement	Jeff Pearson, VP/CIO, Trinity Mother Francis Hospitals
healthsystemCIO Event	Telehealth Opportunities Explored	Daniel Nigrin, MD, SVP of IS/CIO, Boston Children's Hospital
Proofpoint	Addressing Your Number 1 Security Risk: Data Privacy, Data Encryption	Wes Wright, SVP/CIO, Seattle Children's Hospital
Greencastle Consulting	Bringing Vets Into the HIT Workforce	Jamie Parent, Associate CIO, Rush University
Hyland Software	HIT Policy Update with Dr. John Halamka	John Halamka, MD, CIO, Beth Israel Deaconess Medical Center

For more information contact: Nancy Wilcox, Director of Sales and Marketing – nwilcox@healthsystemCIO.com – 303-335-6009

Perceptive Software	Be Bold - Leadership Lessons I Have Learned	Daniel Barchi, SVP/CIO, Yale New Haven Health System
Vocera	Form Factors Everywhere … Devising a Sensible & Scalable mHealth Strategy	Chuck Podesta, SVP/CIO Fletcher Allen Healthcare
healthsystemCIO Event	Genomics	David Miller, CIO U of Arkansas for Medical Sciences
Iron Mountain	When Disaster Strikes: Keys To A Sound Business Continuity Plan	John Bosco, SVP/CIO North Shore LIJ Health System
Extreme Networks	From The Ground Up: The CIO's Role in New Hospital Construction	David Chou, CIO University of Mississippi Medical Center
healthsystemCIO Event	Clinical Decision Support	Luis Saldana, MD, CMIO, Texas Health Resources
Redspin	Knock, Knock: Surviving a MU Audit	Steve Huffman, CIO Beacon Health System
Redspin	Intruder Alert: Developing a Robust Security Framework to Keep the Network Secure	Jim Noga, CIO Partners HealthCare
Divurgent	The Last Mile to HIMSS Analytics Stage 7	Laishy Williams-Carlson, Bon Secours Health System
Hyland Software	Quarterly Policy Update With John Halamka	John Halamka, MD, CIO Beth Israel Deaconess Health System
Tribridge	The Ties That Bind: Understanding the CIO's Role in ACO Formation	Tom Gordon, CIO, Virtua Health
Health Catalyst	Structuring A Strategic Partnership With Your Key Vendor	Marc Probst, VP/CIO Intermountain Healthcare
Just Associates	Patient Matching / EMPI	Bill Spooner, SVP/CIO Sharp Healthcare
Elsevier	Empowering Patients at the Point of Care	Chuck Podesta, SVP/CIO Fletcher Allen Healthcare
Dell	A Total Imaging Strategy - PACS, RIS, VNA & Storage	Becki Weber, SVP/CIO, Meridian Health
healthsystemCIO Event	Setting The Stage for 2014	Steve Huffman, CIO Beacon Health System

Webinar FAQs

- *Do you guarantee a certain number of leads?* We do not, but our goal is a minimum of 100 registrations per event. We have seen more than double these numbers on some events. Email Nancy Wilcox (nwilcox@healthsystemCIO.com) for a complete list of past event performance.
- *Can we pose custom registration questions?* Yes, but we advise that, in addition to our standard questions (name, title, organization, city, state, email, phone number, type of organization), sponsors pose no more than three additional multiple-choice questions, so as not to make the registration process too onerous.
- *May we use customers/speakers who do not hold the titles you stipulate?* Speaker titles must conform to our description. We know our readers (CIOs) want to hear from their peers (other CIOs). To obtain a great list of leads, we must stick to our tried-and-true format.
- *Can attendees pose questions during the live event?* Yes. Our webinars stand out with attendees for the extended Q&A. The fact that attendees can get their questions answered in real time is highlighted in our promotions, and a big reason people make time to attend the live events.
- *How is scheduling handled? What type of lead time do you need?* Webinars are generally held on Tuesdays at Noon ET. To acquire the best audience, we request a minimum of six weeks between contract signing and event.

Testimonial

I really appreciate your organization. I do go in and join some of the webinars and also appreciate that you record them and save them. It's really nice to go look at a current event that might come up that you didn't really think applied to you and then you go back and look and here is an event that you can look at and listen to. That's really helpful to CIOs. — Dan Waltz, Chief Information Officer, MidMichigan Health

Survey Program - $7,500 Per Program

Each month, one sponsor will have the opportunity to ask the members of our audience who work for hospitals or health systems up to ten multiple choice questions that focus on a single theme or topic area.

Program Details – we provide all of the deliverables listed below. The client is only responsible for giving us the questions.

- Banner posted on healthsystemCIO.com during survey month that includes sponsor name and survey topic
- One dedicated email blast and one follow-up email blast to those who didn't respond to the first request

- Full round of social media
- Listed in our weekly eNewsletter every Thursday during survey month
- $100 Amazon Gift Card Incentive offered to one qualified survey participant. Client may elect to increase the incentive at their own cost.
- Results can either be held by sponsor as proprietary or sponsor may elect to allow healtsystemCIO.com to share results with qualified survey participants.
- Sponsor will receive the results in aggregate data form - Total response numbers and percentages for each question plus verbatim answers when additionally submitted. Results will be shared by the 10th of the following month.

Upcoming Survey Calendar – These pre-scheduled topics are available for sponsorship. Don't see a topic that is right for you? Book any of the following months for your own Custom Survey.

Survey Month	Topic
October 2014	Clinical Analytics/Population Health
November 2014	Patient Portals
December 2014	Disaster Recovery/Business Continuity Planning
January 2015	Privacy/Security
February 2015	BYOD
March 2015	Telehealth

White Paper Syndication: $2,000

You've put together a tremendous White Paper to help target buyers understand the market, now you need to get it in front of the industry's top CIOs. Syndicating your white paper with healthsystemCIO.com will ensure introduction to our high-level readership. Syndication benefits and steps are:

- Submit your White Paper for review by our CIO White Paper Review Panel. We take this additional step so our readers know that all White Papers posted on healthsystemCIO.com are educational and high-quality.
    - If the paper receives a majority of "yes" votes, we begin syndication
    - If the paper receives a majority of "no" votes, you can submit a different paper or we cancel the contract
- Posted to our site for 30 days
- Included in two "White Paper Wednesday" blasts with your paper featured in the subject line at least once.
- Full Social Media treatment.
- A detailed lead report sent every Friday during the four-week syndication period.
- We syndicate a maximum of four papers at a time (usually less), ensuring your paper doesn't get lost in the crowd.

What Our CIO White Paper Review Panel looks for in a good paper -
Length: 4-8 pages
Date of Creation/Publication: Within the last 12 months

Attributes of Approved Papers
- Healthcare CIO level and focus
- In-depth
- "I learned something new"
- Non-sales-y
- Clear, concise

Attributes of Declined Papers
- Not healthcare CIO level and focus
- Too general, broad, superficial
- "I didn't learn anything new"
- Sales pitch, self-promotional

For more information contact: Nancy Wilcox, Director of Sales and Marketing – nwilcox@healthsystemCIO.com – 303-335-6009

Web Site Banners

Banner advertising puts your brand front and center before the top CIOs in the industry. These individuals control millions of dollars in spending and, since getting their attention is close to impossible, healthsystemCIO.com offers an incredible opportunity to spend quality time with your target buyer. With only five large banners nestled between compelling content, your ad will never be covered by a pop-up, slide out of view or be lost in the crowd. And since each of the five spots is 100% share of voice and run of site, you won't have to refresh 3 or 4 times before your ad is served. It's there on every page, all the time.

Average Monthly Banner Statistics

- 12,757 Average Monthly Visits
- 24,676 Average Monthly Pageviews
- 10,173 Average Monthly Unique Visitors
- 4.02 Minutes - Average Visit Duration

Statistics Provided by Google Analytics

Web Site Banners (all positions are Run of Site with 100% SOV)

Position	*Size*	Monthly Rate	Sidebar Location
1	300x250	*$2,300*	Top of Page/Sidebar
2	300x250	*$2,100*	Sidebar (Above the Fold)
3	300x250	*$1,700*	Sidebar (Just below the fold)
4	300x250	*$1,100*	Sidebar
5	300x250	*$1,000*	Sidebar

Website Banner FAQs

- *Is there a minimum contract term? No.*
- *Do existing advertisers get first right of refusal to renew in their current positions?* Yes. This protection expires 30 days before the sponsor's current contract ends.
- *If we sign a contract for a position, and something higher opens up during our term, will we be offered the opportunity to "move up"?* Yes. All existing advertisers are offered the opportunity to "move up" before those positions are made available to new advertisers.

Weekly eNewsletter Banners

Every week, healthsystemCIO.com compiles the news and blogs from our site into an easy-to-navigate enewsletter for our subscribers. Arriving right in their inbox, sponsorship of the healthsystemCIO.com enewsletter shows you know good content, and aligns your brand with ours.

Average Monthly Statistics

Impressions: 3,500

Position/Size	Monthly Rate (sent every Thursday)
Position 1 (600x90)	$2,000 for all three positions
Position 2 (150x240 - vertical)	
Position 3 (300x100)	

For more information contact: Nancy Wilcox, Director of Sales and Marketing – nwilcox@healthsystemCIO.com – 303-335-6009

Sponsored Podcast Chapters - $2,000 for 12 Chapters

If you're concerned about potential buyers *hearing* your message, healthsystemCIO.com's Sponsored Podcast Package is the right choice. With the most unique and robust Podcast series in the industry, you're sure to make a marketing impact with this program. healthsystemCIO.com Podcasts feature interviews with the industry's leading CIOs. Each interview is divided into three or four 15-20 minute Chapters. These one-on-one discussions are embraced by our readership, which listens to them on our site and downloads them from iTunes more than 1,000 times per month.

How It Works

- Sponsors submit a promotional script (40 words maximum, approximately 20 seconds when read) to healthsystemCIO.com
- The script is read before the Podcast begins by a healthsystemCIO.com editor.

Sample Script — *"The following healthsystemCIO.com Podcast is brought to you by X — the leading provider of EHRs for hospitals. In fact, X not only provides EMRs, but a patient financials and accounting package to match. For more information, visit* companyX.com*."*

Podcast FAQs

- *Can we select which Podcasts to sponsor?* Due to logistics, we are unable to offer Chapter selection. As a participant in the program, you sign up to sponsor *the next 12 chapters slated for production that are not already sponsored.*
- *What kind of statistical reporting can you provide?* healthsystemCIO.com can tell you how many people listened to the Podcasts you've sponsored.
- *May we use different scripts for different Chapters?* Due to logistics, we require that one script be used for all Chapters in your buy.

CIO Advisory Panel Snap Survey Sponsorship - $1,500 per month

Each month, healthsystemCIO.com surveys its 279 member (and growing) CIO Advisory Panel on different industry topics. The emails inviting those folks to take the online survey are open for sponsorship and provides a very targeted branding opportunity for one company.

Details:

- Sponsor banner or logo placed in the body of the survey email
- Two survey emails sent each month inviting CIOs to take the survey (One initial email and one reminder email sent to those who didn't take the survey after the first email)
- Sponsorship Cost - $1,500 per month
- Sponsorship does not include input on survey topics or details on individual respondents.

Volume Discount Program

Total Investment	Discount
More than $20,000	5%
More than $30,000	10%
More than $40,000	15%

The healthsystemCIO.com Team

Anthony J. Guerra is the Editor-in-Chief of healthsystemCIO.com. During his career, Guerra has interviewed well over 100 hospital and health system CIOs, written hundreds of commentaries and spoken at numerous industry conferences. Prior to launching the site, he led Healthcare Informatics magazine as Editor-in-Chief. Earlier, Guerra served as executive editor of Wall Street & Technology magazine. He holds a Master's Degree in Journalism from Boston University and a Bachelor's Degree in Anthropology from The Catholic University of America. aguerra@healthsystemcio.com

Kate Huvane Gamble is Managing Editor of healthsystemCIO.com. She has copious experience covering the healthcare IT field, most recently working for healthsystemCIO.com as a freelance copy editor in 2011. Prior to that, Gamble worked as senior editor of Pharmacy Times. And, earlier, worked with healthsystemCIO.com Editor-in-Chief Anthony Guerra at Healthcare Informatics magazine, ultimately attaining the title of associate managing editor. Gamble has interviewed dozens of CIOs and attended numerous annual conferences such as HIMSS and MGMA, as well as local HIMSS events. She earned a Bachelor of Arts degree in Communications from Bloomsburg University, located in Bloomsburg, Pa. kgamble@healthsystemcio.com

Nancy Wilcox is Director of Sales and Marketing of healthsystemCIO.com. Entering her 18th year in the healthcare IT field, she most recently held the title of Western Account Manager at Health Data Management. Prior to that, she worked at Healthcare Informatics for 13 years, starting as Marketing Coordinator and ultimately promoted to Director of Marketing. During her time at Healthcare Informatics, she worked closely with healthsystemCIO.com Editor-in-Chief Anthony Guerra and Managing Editor Kate Huvane Gamble. Nancy has attended hundreds of industry events and has had the opportunity to work with the industry's top marketing executives. She holds a Bachelor's degree in Technical Journalism from Colorado State University. nwilcox@healthsystemcio.com – 303-335-6009