



2017 Media Kit

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CIO INTERVIEWS AND REGULAR BLOGGERS

CIO WEBINAR SPEAKERS

ADVERTISERS



REACH AND READERSHIP

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

- One on one interviews and podcasts with CIOs
- Contributed articles and blogs written by CIOs
- Survey Results of our always growing 298 member [CIO Advisory Panel](#)
- Weekly educational webinars featuring CIO speakers
- White Paper Syndication

TOP REGISTERED TITLES

healthsystemCIO.com has 8,000 + opt-in subscribers. Top registered titles include:

- CIO — 966
- CMIO, Clinical Informatics, Nursing Informatics - 435
- CEO, CTO, CFO, CSO — 609
- Director — 1,161
- Director of IT - 252



BRANDING PROGRAMS

BANNER ADVERTISING

Banner advertising puts your brand front and center before the top CIOs in the industry. Our site is designed so your ad will never be covered by a pop-up, slide out of view or get lost on a crowded page.

Average Monthly Banner Statistics

- 15,445 Average Monthly Visits
- 27,462 Average Monthly Pageviews

Google Analytics

All banners are run of site and 100% SOV

Position	Size	1 Month	6 Months	12 Months
Leaderboard	650x100	\$1,900	\$1,650	\$1,500
2	300x250	\$1,500	\$1,300	\$1,200
3	300x250	\$1,100	\$960	\$880
4	300x250	\$900	\$780	\$720

WEEKLY ENEWSLETTER BANNERS

Every week, healthsystemCIO.com compiles the news and blogs from our site into an easy-to-navigate eNewsletter for our subscribers. Each edition has an average of 100 CIO opens – that translates to 400 CIOs seeing your targeted message every month.

eNewsletter Banner Pricing

Position	Banner Sizes	1 Month	6 Months	12 Months
1	728x90	\$2,000	\$1,600	\$1,400
2	728x90			
3	728x90			



BRANDING PROGRAMS

SPONSORED PODCAST CHAPTERS

Our one-on-one interviews with the industry's top CIOs are embraced by our readership and listened to thousands of times each month. Sponsoring our Podcasts allows our readers to hear and see the sponsor's brand. A recent New York Times article states -

"The ads work. Large and small advertisers report a significant upside to the campaigns they run on podcasts. They can't be easily skipped, and because they are often read by hosts, audiences are often convinced of their authenticity". Podcasting Blossoms, but in Slow Motion - NYTimes.com June 17, 2015

Stats and Benefits –

- 2,388 Monthly Podcast Downloads
(Monthly average - January to August 2015) - Reporting Provided by Blubrry
- Sponsors 20-second commercial read by healthsystemCIO.com Editor-in-Chief Anthony Guerra is played before each and every podcast
- A 300 x 125 Run of Site banner highlighting the current Podcast Sponsor is posted to healthsystemCIO.com

	Monthly Rate
1 Month	\$2,000
6 Months	\$1,650
12 Months	\$1,250

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."



LEAD GENERATION PROGRAMS

WEBINARS

healthsystemCIO.com’s Webinar Program brings high-level education to our audience every week.

Branding and lead generation benefits –

- Speakers recruited by healthsystemCIO.com (with input from sponsor)
- Topic decided by healthsystemCIO.com and sponsor
- If Webinar is a panel format, sponsor is able to direct panel questions
- Live integrated Tweet Chat during event. The TweetWindow appears in the Media Center of the Webex screen, allowing attendees to view tweets as they come in.
- Sponsor may ask up to three polling questions during webinar
- Sponsor can add a custom question to exit survey
- Sponsor logo on presentation slides, landing page and in email promotions
- Sponsor receives complete contact information of everyone that registers
- Sponsor receives MP4 file of the Webinar
- Webinar archive is posted to the healthsystemCIO.com [YouTube Channel](#)

	1 Webinar	Quarterly Series
Webinar	\$8,250	\$26,000



LEAD GENERATION PROGRAMS

WHITE PAPER SYNDICATION

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:

- White paper is syndicated for 4 weeks and remains posted indefinitely. Leads collected after four week syndication period will be sent to sponsor upon download.
- White paper is sent to our entire list twice during syndication period
- Full Social Media treatment
- White paper is listed in our weekly eNewsletter every Thursday
- A detailed lead report sent every Friday during the four-week syndication period

Sample Syndication Schedule

	Monday	Wednesday	Thursday	Friday
Week 1	Paper posted	First email blast	Listed in eNewsletter	1 st Lead Report
Week 2		Social Media	Listed in eNewsletter	2 nd Lead Report
Week 3		Second email blast	Listed in eNewsletter	3 rd Lead Report
Week 4			Listed in eNewsletter	Final Lead Report

1 Paper	\$1,800



READER SURVEY

HOSPITAL AND HEALTH SYSTEM SURVEY PROGRAM

Sponsors can ask our audience multiple choice questions that focus on a single theme or topic area. Program details -

- Sponsor receives the results in aggregate data form - Total response numbers and percentages for each question plus verbatim answers
- Sponsor name and survey topic banner on healthsystemCIO.com
- Survey and topic listed in our weekly eNewsletter sent every Thursday during survey month
- \$200 Amazon Gift Card Incentive offered to one qualified survey participant

“Greencastle has found the access to CIOs via healthsystemCIO.com very valuable. In a short amount of time we can gather a significant amount of feedback from the right people – CIOs and VPs. The surveys were easy to set up and the results were easy to understand. Thanks Anthony and Nancy.”

Joe Crandall Director | Client Engagement Solutions Greencastle Associates Consulting

Frequency	Cost
One Survey	\$5,000



IN GOOD COMPANY

Past CIO Webinar Speakers

Allana Cummings, CIO, Northeast Georgia Health System	Jeff Pearson, VP/CIO, Trinity Mother Francis Hospitals
Becki Weber, SVP/CIO, Meridian Health	Jeffrey Ferranti, MD CMIO & VP Clinical Informatics, Duke Medicine
Beth Lindsay-Wood, SVP/CIO, Tampa General Hospital	Jim Noga, CIO Partners HealthCare
Bill Fawns, CIO, Kern Medical Center	Jody Albright, CIO/VP IS, Overlake Hospital Medical Center
Bill Rieger, CIO, Flagler Hospital	Joel Vengco, VP/CIO Baystate Health
Bill Spooner, SVP/CIO Sharp Healthcare	John Bosco, SVP/CIO North Shore LIJ Health System
C. Earle, CIO, St. Luke's Cornwall Hospital	John Halamka, M.D., CIO, Beth Israel Deaconess Medical Center
Cathy Crowley, CIO, Columbia Memorial Hospital	Jon Velez, M.D., CIO, Memorial Health System
Chad Eckes, VP/CIO, Wake Forest Baptist Medical Center	Jorge Grillo, CIO, Canton-Potsdam Hospital
Chuck Christian, VP/CIO, St. Francis Hospital	Judy Comitto, VP/CIO Trinitas Regional Medical Center
Chuck Podesta, CIO, UC Irvine Health	Kirk Larson, VP/CIO, Children's Hospital Central California
Dan Kinsella, EVP/CIO & Tom Moran, MD, CMIO, Cadence Health System	Lashy Williams-Carlson, Bon Secours Health System
Daniel Barchi, SVP/CIO, Yale New Haven Health System	Linda Reed, VP/CIO, Atlantic Health System
Daniel Morreale, VP/CIO Kingsbrook Jewish Health Center	Luis Saldana, MD, CMIO, Texas Health Resources
Daniel Nigrin, MD, CIO, Boston Children's Hospital	Marc Probst, VP/CIO Intermountain Healthcare
Dave Gravender, VP/CIO Kaweah Delta Hospital	Michael Nelson, VP, Information Services, Universal Health Services
David Chou, CIO University of Mississippi Medical Center	Mitchel Krieger, MD, Associate CIO, Cleveland Clinic
David Miller, Vice Chancellor/CIO, University of Arkansas for Medical Science	Neal Ganguly, VP/CIO, JFK Health System
David Quirke, VP/CIO Frederick Memorial Hospital	Pamela McNutt, SVP/CIO Methodist Health System
Deanna Wise, EVP/CIO, Dignity Health	Robert Slepín, VP/CIO John C. Lincoln Health Network
Dennis L'Heureux, SVP for IT Planning/CIO, Rockford Health System	Ron Strachan, CIO, Community Health Network
Drexel DeFord, CIO Steward Health Care	Sarah Richardson, CIO, NCH Healthcare System
Dwayne McNeil, AVP, IS, Carolinas	Scott MacLean, Deputy CIO/Director, IS Operations, Partners Healthcare
Ed Ricks, VP/CIO Beaufort Memorial Hospital	Shafiq Rab, VP/CIO, Hackensack University Medical Center
Edward Martinez, SVP/CIO Miami Children's Hospital	Steve Huffman, CIO Beacon Health System
Fernando Martinez, SVP/CIO, Parkland Health & Hospital System	Steve Huffman, VP & CIO, Memorial Health System
Frank DiSanzo, CIO, St. Peter's University Health System	Sue Schade, CIO, University of Michigan Hospitals & Health Centers
Frank Fear, VP/CIO Memorial Healthcare	Tom Gordon, CIO, Virtua Health
Fred Banner, VP/CIO Shore Medical Center	Tressa Springmann, CIO, LifeBridge Health (Sponsored by Vocera)
George Conklin, SVP & CIO, CHRISTUS Health	Wes Wright, SVP/CIO, Seattle Children's Hospital
Jaime Parent, Associate CIO, Rush University Medical Center	Will Weider, CIO, Ministry Health Care & Affinity Health System

IN GOOD COMPANY

healthsystemCIO.com Advertisers

Aetna	HIMSS	Patient Point
Allscripts	HITSE	Perceptive Software
Amcom	Hyland	Philips
Aspen Advisors, Chartis Group	Iatric Systems	Proofpoint
Atlas Medical	Imprivata	QTS
Axolotl	Infor	QuallStaff Resources
Beacon Partners	Information Week	Rapid Insight
Berk-Tek	InterSystems	Redspin
CareTech Solutions	Iron Mountain	RelayHealth
Certify Data Systems	Just Associates	Santa Rosa Consulting
ClearData	Kofax	SAS
Compuware	Kony	Siemens
CSC	Lexmark	Sonifi
Curaspan	LifelImage	Spok
Dell	McKesson	Sunquest
Divurgent	MedeAnalytics	SSI
Elsevier	MedHost	Stratus
EMC	Medicity	Sunguard
Encore Health Resources	MedPlus	Tableau
Enovate	Medsphere	TeraMedica
Extreme Networks	MedStreaming	Tools4Ever
Fortified Health Solutions	Mimecast	Tribridge
GCX	NetApp	Tsystem
GE	Nutanix	VisiQuate
Good Technology	Omnicell	Vital Images
Greencastle Consulting	Online Tech	VoiceFirst
HCS	Optimum Healthcare IT	Vocera
Health Catalyst	Optum	Wolters Kluwer
Healthcare IT Institute	O'Riley Media	