



2018 Media Kit

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CIO INTERVIEWS, WEBINAR SPEAKERS & REGULAR BLOGGERS

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 309 member [CIO Advisory Panel](#)
- Weekly educational webinars featuring CIO speakers
- White Paper Syndication
- Readership Surveys

TOP REGISTERED TITLES

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

- CIO — 1203
- CMIO, Clinical Informatics, Nursing Informatics - 598
- CEO, CFO, CSO — 609
- Director — 1,161
- Director of IT, Director of HIM - 926



BRANDING PROGRAMS

BANNER ADVERTISING

Banner advertising puts your brand front and center before the top CIOs in the industry and is a great way to introduce your company to our audience and keep it top of mind. 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

- 15,045 Average Monthly Impressions

Google Analytics 11/28/2017

All banners are run of site and 100% SOV

Position	Size	1 Month	6 Months	12 Months
Leaderboard	728x90	\$1,200	\$1,000	\$900
1	300x250	\$1,100	\$900	\$800
2	300x250	\$900	\$700	\$600

WEEKLY NEWSLETTER 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 – sponsorship is for all three banners

Position	Banner Sizes	1 Month	6 Months	12 Months
1	728x90	\$1,500	\$1,300	\$1,000
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

	Monthly Rate
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."

SPONSORED CONTENT

Sponsored Content can be an article, podcast interview, video, or any educational content that you want our readers to see. Your content piece is posted on the healthsystemCIO.com home page with your logo and listed in the weekly eNewsletter.

	Monthly Rate
1 Month	\$1,500



LEAD GENERATION PROGRAMS

WEBINARS

healthsystemCIO.com’s Webinar Program brings high-level education to our audience every week. Our editors select the industry’s most relevant topics and recruit the CIO speakers who are implementing the technologies in their organizations. Our Custom Webinars allow the sponsor to select the topic and speakers, providing an additional level of control for the sponsor. (See page 9 for a list of past webinar speakers.)

Before The Webinar

- Speakers recruited by healthsystemCIO.com (with input from sponsor)
- Topic decided by healthsystemCIO.com and sponsor
- Webinar is promoted on healthsystemCIO.com, in our weekly eNewsletter and through our social media channels – all including sponsor logo and in some cases sponsor overview
- Sponsors 300x250 banner posted to healthsystemCIO.com the day contract is signed until day of event

During The Webinar

- Panel format - sponsor is able to direct the questions and add a speaker to the panel
- Traditional PowerPoint presentation format - sponsor delivers a 10 minute presentation after the main speaker and before the live Q&A
- Live integrated TweetChat during event
- Sponsor may ask up to two polling questions during webinar, keeping the audience interested
- Sponsor can add a custom question to exit survey
- Sponsor logo on all presentation slides
- One continuing education credit given for CHIME’s CHCIO program. Other CEU Programs also qualify

After the Webinar

- Sponsor receives complete contact information of everyone who registers – name, title, company, email address, physical address
- Sponsor receives MP4 file of the Webinar
- Webinar archive is posted to the healthsystemCIO.com [YouTube Channel](#)
- Webinar listed in the From Our Advertisers section of healthsystemCIO.com for up to four weeks after event – sponsoring company’s logo is included for continued brand recognition

	1 Webinar	Series of Four or More
Webinar	\$7,750	\$6,000 each



LEAD GENERATION PROGRAMS

Webinar FAQs

What is the size of your email distribution for webinar promotion?

We have over 8,000 opt-in subscribers and more than 300 CIOs on our Advisory Panel. The size of our list, although smaller than some of our competitors, is not a hindrance to our business. A lot of media companies are a "mile wide and an inch deep," meaning they reach everyone and write for everyone. We are an "inch wide and a mile deep," with a focus on hospital and health system CIOs. That is how we are able to consistently produce webinars featuring the top CIOs in the country. We don't pay speaking fees — the CIOs want to use our platform and audience reach to educate their peers. Because we produce on average of one webinar per week, we have the processes down to a science — from building the programs with our sponsors straight through to live event production and follow up.

How do you promote your webinars?

Each event is promoted with an event-specific email to our entire list twice and is posted on our website. Promotion extends far beyond our list with our robust social media activity. Kate Gamble, our Managing Editor/Director of Social Media, posts each event on our LinkedIn and Facebook pages and sends targeted Tweets with topic specific #s. We also run targeted advertisements for each event on LinkedIn.

How does the registration break down in terms of the types of facilities that the CIOs represent?

Each webinar brings in different types of facilities. Take a look at our [YouTube Channel](#) and select an event where the topic and/or speakers is appealing to you, and we are happy to send you the title or facility list of the registrations so you can know exactly what we bring to the table.

What is your average number of registrations per webinar?

This number varies widely based on topic and speakers. Our 2017 average is 144 Registrations with a year high of 275 and a year low of 83. For the events that don't perform to the clients expectations, we are happy to explore additional avenues of branding and lead generation so our clients are always thrilled.

Do you guarantee leads?

We don't guarantee leads but we have open discussions with our sponsors on expectations and how best to reach the target number. We focus on quality over quantity. A busy CIO will sign up for a webinar if they are interested in the content.

Can vendors suggest the webinar subject?

In our Custom Webinar model, the sponsor suggests the webinar topic and we write a title and overview based on what we think our audience will respond to. Sponsors edit and approve the title and overview.

Do you recruit speakers from vendors?

We handle all speaker recruitment based on sponsors' suggestions. Speakers can either be from the sponsoring company, a client of the sponsoring company, an analyst or a combination set in a roundtable format.



LEAD GENERATION PROGRAMS

Webinar FAQs Continued

What is the lead time to produce a Webinar?

Ideally, we prefer to have eight weeks from first conversation to webinar event date. We can truncate this timeline to four weeks if topic and speakers are already established and confirmed when discussion begins.

Who does the sponsor work with to produce a Webinar?

From start to finish, the sponsor works with Nancy Wilcox, Director of Sales and Marketing, on the Webinar logistics and Anthony Guerra, Editor-in-Chief, on webinar content.

Cost?

One webinar is \$7,750 and a quarterly series is \$24,000. The cost doesn't change for any reason and there are never any hidden upcharges.

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 once during syndication period
- Sponsor logo and white paper title and overview prominently featured in our From Our Advertisers Section on healthsystemCIO.com
- 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
- 300x250 Banner on healthsystemCIO.com for duration of the program (creative provided by sponsor)
- 728x90 Banner in healthsystemCIO.com's weekly eNewsletter (creative provided by sponsor)

1 Paper	\$1,800



READER SURVEY

HOSPITAL AND HEALTH SYSTEM SURVEY PROGRAM

Sponsors asks 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
- Guaranteed at least 50 responses from IT Executives currently employed at a hospital or health system
- Four weeks from survey launch to results delivery

“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



PRIVATE DINNERS

healthsystemCIO.com Private Dinners are intimate gatherings which allow you to initiate or strengthen your relationships with clients and prospects by facilitating dialogue in a relaxed atmosphere.

PROGRAM SPECIFICS

- 1 sponsor
- Maximum 12 guests total, including healthsystemCIO.com Editor-in-Chief Anthony Guerra and attendees from sponsoring organization (We suggest allowing top prospects/invitees to bring a guest)
- Sponsor works with healthsystemCIO.com on guest list
- healthsystemCIO.com handles all guest invitations
- Lead time: minimum two months

Sample Agenda:

7:00-7:30 PM: Welcome, drinks

7:30 to 8:30 PM: Dinner

8:30-9:15 PM: Dessert, coffee, and moderated Featured Discussion (on topic of sponsor's choice)

HEALTHSYSTEMCIO.COM DELIVERABLES:

- Creation of registration page
- Collaborative development of guest list with sponsor
- Issuance of invitations
- Collaborative development of moderated discussion topics & questions with sponsor
- Attendance at dinner and moderation of Featured Discussion by healthsystemCIO.com Editor-in-Chief Anthony Guerra

SPONSOR DELIVERABLES:

- Event venue (selecting, contracting* and payment for room/dinner). We suggest private room at restaurant.
- Arranging any on-site logistics, including signage and preparation of seating arrangements (if applicable)
- Communication of desired guest list to healthsystemCIO.com
- Arrangement of any additional featured element of the evening (wine tasting, etc.)
- Capturing any on-site record of Featured Discussion (at most, we suggest informal note taking for follow-up purposes)
- Sponsorship fee to healthsystemCIO.com: \$12,000 (50% to be billed at contract signing; 50% to be billed upon event conclusion)

*Contracting with event venue to be done directly by sponsor and not to include healthsystemCIO.com Media Inc.



PRIVATE DINNERS

ADDITIONAL ITEMS TO CONSIDER:

ATTENDEE DRAWS:

- Good location, not too far from invitees health system/s – ideally no more than a 20 minute drive
- “Destination” restaurant – top steakhouse or something of that nature
- Private room
- Attendees should be allowed to bring a guest
- During the week – Thursdays likely ideal
- Networking – will meet other healthcare IT executives from area health systems
- Compelling education content – Featured Discussion should cover issue/s invitees are, or will be, grappling with

REASONS TO SPONSOR A PRIVATE DINNER

- A thank you to current customers
- An introduction to prospects
- Introducing current customers and prospective customers
- Meaningful time – better than 10 minutes in their office or trying to get a minute of their time at a conference
- Getting to know each other – it’s a dance – “get to me know me before you try to sell me”
- A live event option where the educational component is completely taken care of, all sponsor has to do is book the restaurant

Frequency	Cost
One Event	\$12,000



IN GOOD COMPANY

Past CIO Interviews and 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
CareTech Solutions	InterSystems	Redspin
Certify Data Systems	Iron Mountain	RelayHealth
ClearData	Just Associates	Santa Rosa Consulting
Compuware	Kofax	SAS
CSC	Kony	Siemens
CTG	Lexmark	Sonifi
Curaspan	Lenovo	Spok
Dell	McKesson	Silverline
Divergent	MedeAnalytics	Sunquest
Elsevier	MedHost	SSI
EMC	Medicity	Stratus
Encore Health Resources	MedPlus	Sunguard
Enovate	Medsphere	Tableau
Extreme Networks	MedStreaming	TeraMedica
Fortified Health Solutions	Mimecast	Tools4Ever
GCX	NetApp	Tribridge
GE	Nutanix	Tsystem
Good Technology	Omnicell	VisiQuate
Greencastle Consulting	Online Tech	Vital Images
HCS	Optimum Healthcare IT	VoiceFirst
Health Catalyst	Optum	Vocera
Healthcare IT Institute	O'Riley Media	Wolters Kluwer