



2018 Media Kit

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REACH AND READERSHIP

healthsystemCIO 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 has 9,000 + 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

SOCIAL MEDIA REACH

Links to our CIO Interviews, Webinars and our Partner Promotion Program are promoted through our Social Media Channels.

- Anthony Guerra's LinkedIn Connections — 10,259
- Twitter Followers — 12,548



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 ENEWSLETTER BANNERS

Every week, healthsystemCIO 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			

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 home page with your logo and listed in the weekly eNewsletter.

Cost - \$1,500 per program



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 about the sponsor's brand.

Stats and Benefits –

- 2,100 Average Monthly Downloads
- Sponsors 20-second commercial played before each and every podcast
- Cost - \$1,750 per month

Sample Script — "The following healthsystemCIO 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](#)."

CHIME FALL FORUM OR CIO FORUM ENEWSLETTER SPONSORSHIPS

Sponsorship is available for the healthsystemCIO CHIME Fall Forum and CIO Forum Special Edition eNewsletters. These eNewsletters are designed to help our readers navigate these popular annual events.

Sponsorship includes –

- Three 728x90 Banners in both the Pre-event
- Three live sponsored Tweets from the show
- Cost: \$3,000



BRANDING PROGRAMS

PARTNER PROMOTION PROGRAM

healthsystemCIO.com's Partner Promotion Program gets your important message or call to action in front of our high-level healthcare IT audience. Our Partner Promotions Program is often leveraged to highlight an organization's:

- New or improved product or service
- Educational content
- Upcoming event
- Employment opportunity

Program includes –

	Reach	Postings
eMail to healthsystemCIO List	9,000+ Opt in Subscriber	1
Post on Anthony Guerra's LinkedIn	10,300+ Connections	1
Tweet to Anthony Guerra's Twitter Account	5,470+ Followers	2
Tweet to healthsystemCIO Twitter Account	4,420+ Followers	2
Tweet to hsCIO Twitter Account	2,640+ Followers	2
300x250 Banner on hsCIO	15,000+ Monthly Impressions	
Total Reach	46,800+	9

Cost: \$3,000

Sponsor Deliverables:

- HTML file for the eMail Promotion
- 1200x628 promotional image/call to action & URL for the Social Media Promotion

Only promotions specifically relevant to hospital and health system IT executives qualify for this program.



BRANDING PROGRAMS

SPONSORED TWEETCHATS

healthsystemCIO Sponsored TweetChats are highly interactive and fast-paced discussion sessions that position your organization as a thought and solution leader. Produced and hosted by healthsystemCIO Managing Editor & Director of Social Media Kate Gamble, TweetChats are extremely popular with many of the most dedicated and passionate healthcare IT luminaries.

How it Works/Timeline:

- 4 weeks out
- Project kickoff call with Kate Gamble and sponsor is scheduled to discuss
 - Date and time
 - Topic & questions
 - Proposed TweetChat panelists (2 industry thought leaders and SMEs from sponsoring organization)
- Between 2 and 4 weeks out - Panelists are recruited by Gamble and promotions are scheduled
- Between event day and 2 weeks out
- Promotions are executed
- Panelists are prepped
- Event Day - The 30-minute TweetChat is held
- Post Event - TweetChat Recap is produced and posted to healthsystemCIO.com within 3 business days

Promotions:

- 1 dedicated email blast to the healthsystemCIO.com Mailing List (9,000+ subscribers)
- Social Media Promotion (Twitter, FaceBook, LinkedIn)

Sponsor Benefits:

- Complimentary 300x250 banner for one month on healthsystemCIO.com
- Mentioned as the TweetChat's sponsor in promotions
- SME/panelist highlighted as one of the TweetChat's featured panelists in promotions
- Specifically mentioned in 3 Tweets during TweetChat (Thanked at beginning, middle and end)
- Mentioned in TweetChat Recap (Written by TweetChat Host Kate Gamble and posted to healthsystemCIO.com. The recap is also highlighted in subsequent healthsystemCIO.com newsletter)

Program Cost:

- \$2,500



LEAD GENERATION PROGRAMS

WEBINARS

healthsystemCIO’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.

Before The Webinar

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

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 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 [YouTube Channel](#)
- Webinar listed in the From Our Advertisers section of healthsystemCIO 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	\$6,500 each



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 ensures 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
- 300x250 Banner on healthsystemCIO.com for duration of the program (creative provided by sponsor)
- 728x90 Banner in healthsystemCIO's weekly eNewsletter (creative provided by sponsor)

1 Paper	\$1,800



READER SURVEY

HOSPITAL AND HEALTH SYSTEM SURVEY PROGRAM

Our Hospital and Health System Survey program provides one sponsoring company high-level market intelligence and excellent branding on the topic of their choice. Sponsors 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
- Guaranteed at least 50 responses from IT Executives currently employed at a hospital or health system
- Four weeks from survey launch to results delivery
- \$5,000 Per Survey

“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

Interested in a different topic or Date? Let me know and we will work together on Custom Survey – same pricing and format as our scheduled surveys.

Past Survey Sponsors

- May 2017 – Data Governance Sponsored by CTG
- August 2017 – Security Sponsored by CTG
- October 2017 – Interoperability Sponsored by Infor
- November 2017 – Patient Engagement Sponsored by LexisNexis
- December 2017 – Data Analytics Sponsored by LexisNexis
- January 2018 – Patient ID Sponsored by Imprivata



PRIVATE DINNER PRODUCTIONS

Held during a conference or as a stand-alone event, healthsystemCIO.com Private Dinner Productions create intimate gatherings of hospital and health system IT leaders where they can discuss common challenges in a relaxed atmosphere. As the sponsor, you get invaluable “seats at the table” where you can shape and contribute to the discussion, while forging relationships with these influential executives.

Program Highlights

- 1 sponsor – (sponsor may bring in a partner organization to share benefits and costs)
- 12 seats total – sample breakdown:
- 8 seats – Healthcare IT executives
- 3 seats – Sponsor representatives
- 1 seat – healthsystemCIO.com Editor-in-Chief Anthony Guerra

Sample Agenda

- 7:00-7:15 PM: Welcome
- 7:15 to 8:30 PM: Dinner & Discussion of Featured Educational Topic
- 8:30-9:00 PM: Dessert, coffee

healthsystemCIO.com Deliverables

- Venue arrangements and payment
- Collaborative development of featured educational discussion topic/questions with sponsor
- Collaborative development of guest list with sponsor
- Issuance of invitations and management of RSVP process

Sponsor Deliverables

- Sponsor cost: \$12,500 (sponsor may bring in a partner organization to share benefits and costs)



PRIVATE EVENTS

Additional Items to Consider:

Attendee Draws

- We only hold our events in private rooms at top steakhouses and other fine dining establishments with expertise in hosting business dinners.
- Except at conferences when other days make sense, our events are held on Thursdays – with one more workday to go, folks don't mind staying out a bit later than usual.
- Compelling educational content – We work with our sponsor to find the right topic and educational approach for the evening.
- Networking – with guests from multiple health systems, attendees get to interact with peers they might not usually see.

Reasons to Sponsor a Private Dinner

- An introduction to prospects
- A thank you to current customers
- Obtain interactive feedback (market research) through what amounts to an executive focus group
- Meaningful time – better than five minutes in their office or trying to get a minute of their time at a conference
- Getting to know each other:
- “The Delicate Start To A Successful CIO-Vendor Relationship,” by Dan Morreale, VP/CIO, Hunterdon Healthcare System
- “An Open Letter to Vendors,” by Don Welch, CISO, Penn State University
- A live event option where the educational component is provided

PRIVATE EVENTS

ONSITE PANEL PRODUCTION SERVICES

healthsystemCIO Onsite Panel Production Services help your conference, luncheon or exhibit hall booth stand out by creating education-based and moderated panel discussions on the topic of your choice, with the speakers of your choice, when and where you want.

healthsystemCIO Deliverables

- Creation of session title and description (with input from sponsor)
- Speaker identification (in collaboration with sponsor) and recruitment. Our panels typically consist of two hospital or health system IT executives and one executive from the sponsoring organization.
- Speaker preparation
- Social Media promotion (if desired)
- Panel discussion moderation by healthsystemCIO.com Editor-in-Chief Anthony Guerra

Sponsor Deliverables

- Venue arrangements, including A/V
- Final on-site logistics with speakers

Cost

- \$5,750 per session/discussion panel



SOUNDING BOARD SERVICES

healthsystemCIO Sounding Board Services connect you with the healthcare IT executives you want, when you want, and through the medium you want (telephone, Webex, in-person) so you can obtain the market intelligence or product feedback you need.

Customized Sounding Board Services

With healthsystemCIO's Customized Sounding Board Services, obtaining market intelligence or feedback from the right people about your product, service or strategy has never been easier. You tell us about the type of healthcare IT executive you'd like to speak with, such as:

- Organization
- Title (we specialize in the following titles)
- Chief Information Officer
- Chief Medical Information (Informatics) Officer
- Chief Nursing Information (Informatics) Officer
- Chief Information Security Officer
- Chief Application Officer
- Chief Data Officer
- Chief Technology Officer
- Chief Innovation Officer
- Chief Transformation Officer
- Expertise
- Geographic area

Interview medium

- Telephone
- Webex
- In-person

With the above information in hand, we go to work, developing a list of potential executives that meet your requirements. After you review the list and provide approval for some or all of the names, we go back to work leveraging our relationships and reputation as a trusted industry entity to get you exactly the type and number of meetings you need.

Cost: Contact Nancy Wilcox for pricing – nwilcox@healthsystemCIO.com or 303-335-6009



SOUNDING BOARD SERVICES

The healthsystemCIO Sounding Board

The healthsystemCIO Sounding Board offers organizations the opportunity to better understand the current and future state of healthcare IT and vet offerings, marketing campaigns or business strategies with a select panel of health system leaders in a confidential and moderated format.

Sounding Board Members

The healthsystemCIO.com Sounding Board			
			
David Chou, VP/Chief Information & Digital Officer, Children's Mercy Hospital, Kansas City	Becky Fox, MSN, RN-BC, Assistant VP/CNIO, Atrium Health (Carolinas HealthCare System is Atrium Health)	Art Ream, Senior Director of Applications, Health Alliance	Albert Villarin, MD, CMIO & Associate CIO, Director, Division of Quality Analytics, Staten Island University Hospital, Part of Northwell Health

How it Works:

- Upon contracting, the Webex-based Sounding Board Session is scheduled
- Sessions should be scheduled a minimum of two weeks out

By the Monday before session week:

- Client delivers to healthsystemCIO any materials or proposed questions for board review
- The 50 minute Webex-based Sounding Board session is attended by client representatives/presenters, our Board, and healthsystemCIO Editor-in-Chief Anthony Guerra, who serves as host and moderator

Sample Agenda (All Sounding Board Sessions run 50 minutes. Times below are ET)

- 12:00 - Client representatives and Board members join Webex session.
- 12:05 - Client presentation (if applicable) followed by Q&A/discussion/feedback
- 12:55 - Session concludes

healthsystemCIO Post-Session Deliverables:

- MP4 recording of the Webex session
- Unedited transcript of the session

Cost:

- \$6,750



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 Slepik, 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 Advertisers

Aetna	HIMSS	PatientSafe Solutions, Inc.
Allscripts	HITSE	Perceptive Software
Amcom	Hyland	Philips
Aspen Advisors, Chartis Group	Iatric Systems	Proofpoint
athenahealth	Imprivata	QTS
Axolotl	Infor	QuallStaff Resources
Beacon Partners	Information Week	Rapid Insight
CareTech Solutions	InterSystems	Redspin
Certify Data Systems	Iron Mountain	RelayHealth
Collibra	Just Associates	Santa Rosa Consulting
Compuware	Kofax	SAS
CSC	Kony	Siemens
CTG	Lexmark	Sonifi
Curaspan	Lenovo	Spok
Dell	McKesson	Silverline
Divurgent	MedeAnalytics	Sunquest
Elsevier	MedHost	SSI
EMC	Medicity	Stratus
Encore Health Resources	MedPlus	Sunguard
Experian	Medsphere	Tableau
Extreme Networks	MedStreaming	TeraMedica
Fortified Health Solutions	Mimecast	Tonic for Health
Galen Healthcare	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	Patient Point	Wolters Kluwer