



2018 Media Kit

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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 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.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.

- Cost - \$1,500 per program

CHIME FALL FORUM OR CIO FORUM ENEWSLETTER SPONSORSHIPS

Sponsorship is available for the healthsystemCIO.com 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 allows you to promote your product, service, educational content or upcoming event to our high-level healthcare IT audience.

Program includes -

- One eMail to healthsystemCIO.com's 8,000+ Opt In Subscriber List
- One Posting to Anthony Guerra's LinkedIn Page - 9,548 Connections
- One Posting to the healthsystemCIO.com FaceBook Page - 154 Followers
- Two Tweets to Anthony Guerra's 5,477 Twitter Followers
- Two Tweets to healthsystemCIO.com 4,421 Twitter Followers
- Two Tweets to hsCIO 's 2,641 Twitter Followers
- Total Reach - 30,241

Cost: \$2,500

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.



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 12 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, 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.com 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.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	\$6,500 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.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
- 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

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

Survey Calendar

March 2018 – Unified Communications (Available for Sponsorship)

April 2018 -Vendor Cloud and Data Co-Location (Available for Sponsorship)

May 2018 – Value-based Care (Available for Sponsorship)

June 2018 – Patient ID Sponsored by Experian

July 2018 – Ransomware Preparedness and Response (Available for Sponsorship)

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 EVENTS

PRIVATE DINNERS

healthsystemCIO.com Private Dinners are intimate gatherings of hospital and health system IT leaders discussing common challenges and best practices in a relaxed atmosphere. As the sole sponsor, you get invaluable “seats at the table” where you can contribute to the discussion and forge relationships with these hard-to-access individuals.

Program Highlights

- 1 sponsor (sponsor may bring in a partner organization to share benefits and costs)
- Approximately 15 seats total – sample breakdown:
- 11 seats – Comprised of health system IT executives and their +1s
- 1 seat – healthsystemCIO.com Editor-in-Chief Anthony Guerra
- 3 seats – reserved for sponsor (sponsor may use these seats for internal personnel, partners or additional health system executives. healthsystemCIO.com is happy to issue these additional invitations on sponsor’s behalf, if desired.)
- Lead time: 8 weeks minimum

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 (sponsor has input on discussion points)

healthsystemCIO.com Deliverables

- All venue arrangements (selecting, contracting and payment)
- Creation of invitations and registration pages
- Collaborative development of guest list with sponsor
- Collaborative development of moderated discussion topics & questions with sponsor
- Issuance of invitations
- Moderation of Featured Discussion by healthsystemCIO.com Editor-in-Chief Anthony Guerra

Sponsor Deliverables

Sponsorship fee: \$12,500 (for standard 15 person dinner)

[Click Here to view the update calendar.](#)



PRIVATE EVENTS

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 – Thursday is ideal
- Networking – will meet other healthcare IT executives from area health systems
- Compelling education content

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

PRIVATE EVENTS

EXECUTIVE GOLF OUTINGS

healthsystemCIO.com Executive Golf Outings provide you with a unique opportunity to hit the links for relaxed, quality time with select clients or prospects.

Sample Agenda

- 30 minutes: Meet & Greet – introduction and warm up at the driving range or putting green
- 4 hours – 18 holes of golf
- 1 hour – Post-Round Recap – end the day at the clubhouse for dinner and discussion on the sponsor’s topic of choice

Sample Foursome Composition

- healthsystemCIO.com Editor-in-Chief Anthony Guerra
- Sponsor Representative
- Featured guest
- Either additional sponsor representative or additional featured guest

healthsystemCIO.com Deliverables

- Work with sponsor to identify prospective invitees
- Work with sponsor to identify post-round educational discussion focus
- Issue invitations
- Moderate informal post-round discussion

Sponsor Deliverables

- Golf club arrangements & cost
- \$12,000 event sponsorship fee to healthsystemCIO.com

Why Sponsor a healthsystemCIO.com Executive Golf Outing

- Get to spend quality time with key customer
- Get to know key prospect
- Amazing opportunity to pick the brain of top-level healthcare IT executive
- Other Notable Considerations

Lead time: 4-6 weeks

Offering only available in certain regions at appropriate times of year

Available Dates:

Thursday April 12

Thursday May 10

Thursday June 14

Thursday July 12



PRIVATE EVENTS

CONFERENCE SERVICES

healthsystemCIO.com Conference Services helps your luncheon or exhibit hall booth stand out by producing education-based moderated panel discussions and presentations on the topic of your choice, with the speakers of your choice, when and where you want.

healthsystemCIO.com Deliverables

- We work with you to shape the live session topic
- We work with you to identify speakers. We handle all recruitment
- We ensure speakers are prepared for the discussion
- We help promote the event
- healthsystemCIO.com Editor-in-Chief Anthony Guerra moderates the live discussion

Sponsor Deliverables

- Secure venue
- All A/V arrangements
- Arrange final on-site logistics with speakers

Cost

- \$3,000 per session/discussion panel



SOUNDING BOARD

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

Sounding Board Panel

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

How it works

- Upon contracting, the Webex-based Sounding Board Session is scheduled (see calendar below for availability)
- Sessions should be scheduled a minimum of two weeks out
- By Monday before session week, sponsor gives healthsystemCIO.com materials or proposed questions for board review.
- The 50 minute Webex-based Sounding Board session is attended by the sponsor, the Board and moderated by Anthony Guerra, Editor-in-Chief, healthsystemCIO.com

Sample Agenda

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

healthsystemCIO.com Post-Session Deliverables

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

Cost

- \$7,750



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 Slepian, 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	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