

# 2019 Media Kit

*"healthsystemCIO is an unparalleled brand of trust providing a platform to match client need with our services and solutions."*

Justin Campbell, Vice President  
Galen Healthcare Solutions

## healthsystemCIO Overview

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 their peers through:

- One-on-one interviews and podcasts with CIOs
- Contributed articles and blogs written by CIOs
- Weekly educational webinars featuring CIO speakers
- Private Dinners with CIO guests
- Executive Workshops

## Top Registered Titles

healthsystemCIO has 9,000 + opt-in subscribers. Top registered titles include:

- CIO — 1248
- CMIO, Clinical Informatics, Nursing Informatics - 622
- CEO, CFO, CSO — 618
- Director — 1,173
- Director of IT, Director of HIM – 948

## Advisory Panel – 312 Members as of 1/22/2019

The healthsystemCIO.com Advisory/Survey Panel constitutes the largest collection of health system CIOs outside of CHIME. As such, our editors have access to unequaled insight into how the CIO community feels about current challenges and policy direction.

## Social Media Reach

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

- Editor-in-Chief Anthony Guerra's LinkedIn Connections — 11,200
- Twitter Followers — 12,548

## **Reach and Readership**

[Webinar Sponsorship](#)

[Banners](#)

[eNewsletter](#)

[CHIME Forum eNewsletters](#)

[Podcast](#)

[Partner Promotion Program](#)

[Private Dinners](#)

[Onsite Panel Productions](#)

[White Paper Syndication](#)

## **Webinar Sponsorship**

healthsystemCIO's Webinar Program brings high-level education to our audience every week. Our editors select the industry's most relevant topics and recruit CIO speakers to address them. Our Custom Webinars allow the sponsor to select the topic and speakers, providing an additional level of control.

## **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

## **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 two polling questions during webinar
- Sponsor logo on all presentation slides
- One continuing education credit given for CHIME's CHCIO program. Other CEU Programs may also qualify.

## **After the Webinar**

- Sponsor receives complete contact information of everyone who registers – name, title, company, email address, physical address, phone
- 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

Cost: \$7,750

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## Banner Advertising

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

- Unique Visitors Per Month - 5,700
- Monthly Page Views - 14,500
- Average Time on Site - 01:23
- Run of Site
- 100% Share of Voice

### Monthly Rate

Leaderboard	\$1,200
Position 1	\$1,000
Position 2	\$900
Position 3	\$800

## Weekly eNewsletter

Every Thursday, our 9,000+ opt in subscribers receive our eNewsletter featuring a column from Antony or Kate followed by the latest news and blogs from our site. Each edition has an average of 100 CIO opens – that translates to 400 CIOs seeing your targeted message every month.

- Three 728x90 Banners placed at the top, middle and bottom of the eNewsletter

Cost - \$1,200/month

## CHIME Fall and Spring CIO Forum eNewsletter

These eNewsletters — full of CIO interviews and insights — are designed to help our readers navigate the popular CHIME Fall and Spring CIO Forums. Sponsorship includes –

- Three 728x90 Banners in both the Pre-event and Post-event eNewsletters
- Three live sponsored Tweets from the show

Cost – \$3,500 per eNewsletter

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## **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.

Stats and Benefits –

- 1.200 Average Monthly Downloads (Stats from Blubrry)
- Sponsors 20-second commercial played before 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](http://companyX.com)."

## **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. Program includes –

- One eMail to healthsystemCIO List
- One Post on Anthony Guerra's LinkedIn Feed
- One Tweet to Anthony Guerra's Twitter Account
- Two Tweets to healthsystemCIO Twitter Account
- 300x250 Banner on healthsystemCIO

Sponsor Deliverables –

- HTML file for the eMail Promotion
- 1200x628 promotional image/call to action & URL for the Social Media Promotion
- 300x250 Banner

Cost – \$3,000

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

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## Private Dinners

Held during a conference or as a stand-alone event, 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: \$13,500 (sponsor may bring in a partner organization to share benefits and costs)

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## Onsite Panel Productions

healthsystemCIO Onsite Panel Productions 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
- Creation of landing page as destination for promotional outreach.
- Promotion in our weekly eNewsletter for the four weeks leading up to your session and through our social media channels.
- Panel discussion moderation by healthsystemCIO Editor-in-Chief Anthony Guerra

## Panel Duration

- 30 minutes for an exhibit hall session
- 45 minutes for a conference session

## Sponsor Deliverables

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

Cost – \$5,750 per session/discussion panel

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## White Paper Syndication

Syndicating your white paper with healthsystemCIO.com ensures introduction to our high-level readership, including nearly 1,000 opt-in hospital and health system CIOs. Here are the details:

- Sponsor receives lead report including Name, Title, Company and eMail Address
- Four week program
- Sponsor logo and white paper overview featured on healthsystemCIO
- Email promotion directing our readers to the download page
- Listed in our weekly eNewsletter
- Sponsors 300×250 Banner on healthsystemCIO.com

Cost – \$1,800

*With an unmatched understanding of the industry, Anthony and the healthsystemCIO team are experienced, responsive and fully committed to supporting our marketing initiatives, making them an invaluable extension of our effort to amplify brand visibility, drive website traffic, and generate leads. Above all else, because healthsystemCIO is passionate about supporting CIOs and their healthcare organizations, they assist every step of the way to help us develop relevant, enticing content that engages our target audience. They not only make our job easier, but they make us look good.*

Stephanie Fraser | Director, Communications and Media Relations

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