

2016 MEDIA KIT

LEADERSHIP, VISION &
STRATEGY

CONTENT MARKETING

CUSTOM CONTENT

LEAD GENERATION

NATIVE ADVERTISING

RESEARCH & DISCOVERY

EVENTS & AWARDS

WEBINARS

WEBSITE ADVERTISING

PRINT ADVERTISING

EMAIL ADVERTISING

SOCIAL MEDIA

WEB CREATION & SEO/SEM

HCI HEALTHCARE
INFORMATICS

IHT² INSTITUTE FOR HEALTH
TECHNOLOGY TRANSFORMATION

OUR MISSION

TRANSFORMING HEALTHCARE
TECHNOLOGY

PRODUCE RESULTS BY LEVERAGING THE ONLY MEDIA BRAND WITH DEDICATED COVERAGE OF THE NEARLY \$3 TRILLION U.S. HEALTHCARE INDUSTRY

*AS STATED BY FORBES

The mission of *Healthcare Informatics* and the Institute for Health Technology Transformation (iHT²) is to provide access to information and resources for U.S. healthcare leaders as they work to improve the healthcare system through the effective use of health IT, in order to improve patient safety, quality of care, efficiency, cost-effectiveness, and patient-centeredness. Collectively, the organizations bring together healthcare leaders and senior executives in a highly engaging, multi-platform environment fostering knowledge exchange and peer networking.

HEALTHCARE INFORMATICS AND THE INSTITUTE FOR HEALTH TECHNOLOGY TRANSFORMATION (iHT²) ARE DRIVEN BY THE PASSION OF A DEDICATED TEAM OF PROFESSIONALS TRANSFORMING THE WAY THE WORLD'S TOP HEALTHCARE IT EXECUTIVES SHARE EXPERTISE AND LEARN.

ABOUT VENDOME HEALTHCARE MEDIA

Vendome Healthcare Media provides the healthcare technology markets most respected and influential media brand, *Healthcare Informatics*, relied on by over 300,000 health IT decision makers to provide the news and insights to make mission-critical business and technology decisions.

Vendome Healthcare Media, through the Institute for Health Technology Transformation, brings together the industry's thought leaders, executive-level healthcare professionals, and solutions providers, in a highly engaging environment that fosters knowledge exchange and peer networking, around the year and around the country.

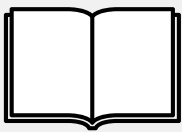


BY THE NUMBERS

REACH HEALTHCARE IT DECISION MAKERS

HCI and iHT² are helping to transform the way that healthcare leaders share expertise and learn. They are convening and engaging over 300,000 healthcare professionals in a variety of environments and platforms—including live events, webinars, online, in print, and more.

HCI HEALTHCARE INFORMATICS



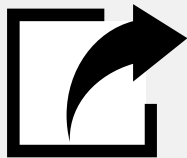
52,515

MONTHLY PRINT MAGAZINE
CIRCULATION



20,443

MONTHLY DIGITAL
PUBLICATION
CIRCULATION



140,740

ADDITIONAL REACH WITH
PASS-ALONG RATE



97,254

AVERAGE MONTHLY
WEBSITE VISITS



38,689

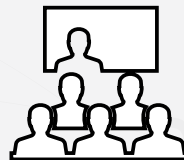
UNIQUE eNEWSLETTER
SUBSCRIBERS



17,381

TOTAL SOCIAL MEDIA
AUDIENCE

iHT² INSTITUTE FOR HEALTH TECHNOLOGY TRANSFORMATION



3,021

iHT² SUMMIT ATTENDEES
TO DATE



13,565

AVERAGE MONTHLY
WEBSITE VISITS



25,769

UNIQUE eNEWSLETTER
SUBSCRIBERS



5,866

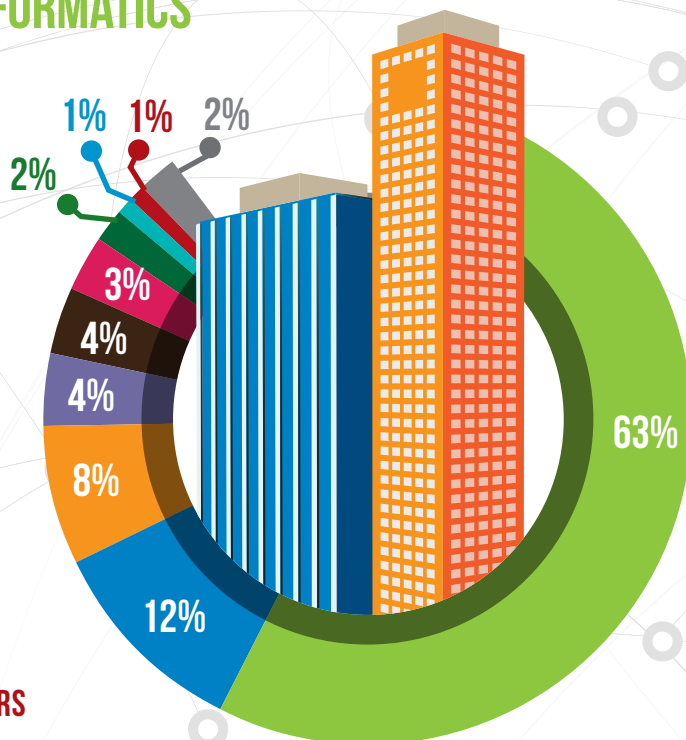
TOTAL SOCIAL MEDIA
AUDIENCE

BY THE NUMBERS

REACH HEALTHCARE IT DECISIONMAKERS

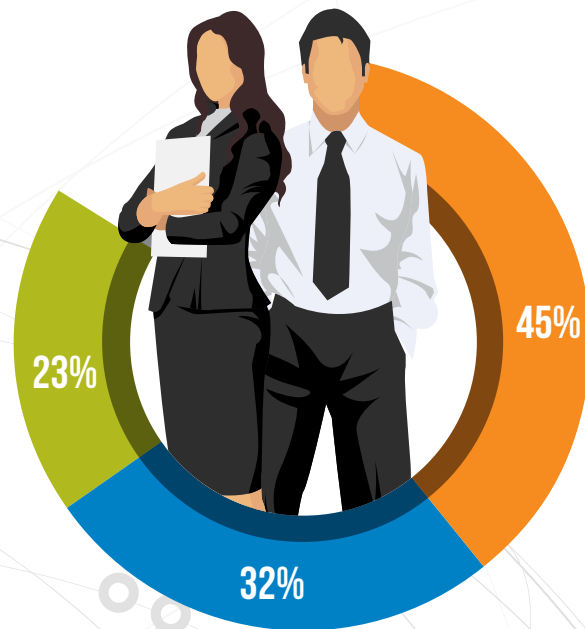
IHT² INSTITUTE FOR HEALTH
TECHNOLOGY TRANSFORMATION

HCI HEALTHCARE
INFORMATICS



BREAKOUT BY STAKE HOLDERS

Hospital/Integrated Systems: 63%
Healthcare/IT Consulting Firm: 12%
Medical Clinic/Group Practice/Ambulatory Care Center: 8%
Vendor/Value Added Reseller: 4%
Sub-Acute/Specialized Care Organization (Home Healthcare, Rehab): 4%
Government/Education/Military: 3%
Managed Care Organization (HMO/PPO): 2%
Physician Organization (IPA/MSO/PHO/PPMC): 1%
Independent Pharmacy/Lab/Imaging Center: 1%
Other: 2%



BREAKOUT BY JOB TITLE

Information Management: 45%
 CIOs, CMIOs, CTOs, VPs/Directors/Managers of Informatics

General and Financial Management: 32%
 CEOs, COOs, CFOs, Presidents, Administrators, SVPs, EVPs, VPs of Administrative/Financial Departments

Clinical Management: 23%
 CMOs, CNOs, Chief/Director/Managers of Clinical Departments, Physicians

COMPANIES THAT ENGAGE



EDITORIAL CONTENT & **EXPERTISE**

MEET THE **TEAM**

The *Healthcare Informatics* editorial team has decades of experience covering all aspects of the healthcare industry, from policy issues to industry trends to IT developments across U.S. healthcare, and has won numerous national healthcare journalism awards.

ACCORDING TO THE MAY/JUNE 2015 BAXTER READERSHIP STUDY:

75% OF THE AUDIENCE BECAME NEWLY AWARE OF A PRODUCT/SERVICE AFTER SEEING AN AD IN *HEALTHCARE INFORMATICS*

81% RATE *HEALTHCARE INFORMATICS* AS BEING VERY IMPORTANT OR IMPORTANT TO THEIR FIELD OF WORK



MARK HAGLAND
EDITOR-IN-CHIEF



RAJIV LEVENTHAL
SENIOR EDITOR



HEATHER LANDI
ASSOCIATE EDITOR



DAVID RATHS
SENIOR CONTRIBUTING EDITOR

EDITORIAL THEMES

Finance/Revenue Cycle Interoperability
Meaningful Use **MANAGEMENT**
Patient Engagement
mHealth **EMR/EHR**
DATA ANALYTICS
HIE Clinical IT **POLICY**
TECHNOLOGY
Cloud Computing
PRIVACY/SECURITY
Population Health

EDITORIAL CONTENT & EXPERTISE

THE EDITORIAL CALENDAR

	JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE
Ad Close	January 13	March 3	May 19
Materials Due	January 14	March 4	May 20
Editorial Focus	Innovator/Leading Edge Awards Mobile Computing	Top Ten Tech Trends Storage and the Cloud	The Healthcare Informatics 100 Most Interesting Vendors
Special Report Topic	Patient Engagement	Data Analytics	Interoperability
Research & Educational Webinar	Mobile Computing	Data Security	Imaging Informatics
Executive Exchange Event	Interoperability	Mobile Computing	Data Analytics
Online Coverage	HIMSS Newsroom	AMGA Newsroom	AMDIS Newsroom
Bonus Distribution	HIMSS 2/29-3/4 Las Vegas, NV AMGA 3/8-3/12 Orlando, FL		AMDIS 6/21-6/24 Ojai, CA

	JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
Ad Close	July 7	September 8	October 27
Materials Due	July 8	September 9	October 28
Editorial Focus	Clinical Documentation Human Resources and Staffing	Legislative and Policy Outlook Medical Groups and IT	Imaging Informatics Big Data and Analytics
Special Report Topic	Data Security	Mobile Computing	Imaging Informatics
Research & Educational Webinar	Patient Engagement	Interoperability	Data Analytics
Executive Exchange Event	Imaging Informatics	Data Security	Patient Engagement
Online Coverage		mHealth Newsroom	RSNA Newsroom
Bonus Distribution		mHealth	RSNA 11/27-12/2 Chicago, IL

AUDIENCE DEMOGRAPHICS

FORWARD-THINKING PROFESSIONALS

MOST PRESTIGIOUS AND LONGEST STANDING PUBLICATION IN HEALTHCARE IT

Since 1983, *Healthcare Informatics* magazine has served as the leading source of information to more than 52,000 forward-thinking professionals involved in the planning, development, and implementation of important technological trends that define tomorrow's healthcare.

Pioneering concepts are presented and exchanged, as important strategic and information technology issues face organizations such as hospitals, medical groups, and integrated health systems are addressed. Members of the *Healthcare Informatics* community share a focus on healthcare IT leadership, vision, and strategy—driving change forward by shaping innovations that point the way to the future of healthcare.



DELIVER YOUR MESSAGE TO READERS YOU CAN'T REACH THROUGH OTHER PUBLICATIONS!

80% OF OUR READERS **DO NOT** RECEIVE
HEALTH LEADERS

60% OF OUR READERS **DO NOT** RECEIVE
HEALTH DATA MANAGEMENT

36% OF OUR READERS **DO NOT** RECEIVE
HEALTHCARE IT NEWS

67%
OF READERS PASS ALONG THEIR COPY
OF *HEALTHCARE INFORMATICS*
TO STAFF AND/OR COLLEAGUES

84%
TURN TO *HEALTHCARE
INFORMATICS* TO RECEIVE
THEIR DAILY INFORMATION

81%
OF THE *HEALTHCARE
INFORMATICS* AUDIENCE
IS INVOLVED IN THE
DECISION MAKING PROCESS

4
AVERAGE NUMBER OF
PEOPLE OUR READERS
SHARE THEIR COPY
OF *HEALTHCARE
INFORMATICS*

PRODUCTS AND SERVICES OUR AUDIENCE PLANS ON PURCHASING IN THE NEXT YEAR



31%
ADMINISTRATIVE
AND FINANCIAL
TECHNOLOGIES



37%
CLINICAL CARE:
EMR/EHR-
RELATED



27%
CLINICAL CARE:
OTHER THAN
EMRS



38%
CLINICAL
SUPPORT
TECHNOLOGIES



43%
HARDWARE



50%
SOFTWARE



28%
INFRASTRUCTURE

AUDIENCE DEMOGRAPHICS

FORWARD-THINKING PROFESSIONALS

Digital advertising with *Healthcare Informatics* and the Institute for Health Technology Transformation offers multiple avenues to boost your web traffic and improve your brand awareness. Digital advertising provides easily measured results on your investment, and our marketing team provides standard reporting and performance optimization suggestions. Associate your brand with expert editorial content and reach your target market of practicing healthcare IT professionals.



210,317
AVERAGE MONTHLY PAGE
VIEWS



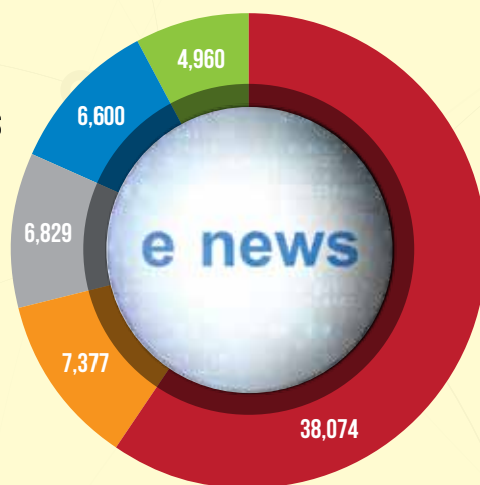
73,847
AVERAGE UNIQUE VISITORS
PER MONTH



37%
INCREASE OF UNIQUE
VISITORS FROM 2014

eNEWSLETTERS

	SUBSCRIBERS
WEEKLY NEWSLETTER	38,074
BUSINESS MANAGEMENT UPDATES	7,377
POLICY UPDATES	6,829
INTEROPERABILITY/HIE UPDATES	6,600
CLINICAL IT UPDATES	4,960



“The purpose for me is to gain knowledge and keep current on informatics and where it is headed, along with opportunities that may arise for business decisions.”

— Chief Clinical Officer

MORE THAN 80,000 HEALTHCARE EXECUTIVES
VISIT OUR ONLINE COMMUNITY EACH MONTH

73% PREFER
HEALTHCARE
INFORMATICS
OVER THE
OTHER
INDUSTRY
RESOURCES



LIVE EVENTS

NETWORKING, BRANDING, THOUGHT LEADERSHIP

“NetApp has actively partnered with iHT² for years. We’re impressed with the caliber of programming, the attendee profiles, the executive match making that happens on site, and the ancillary programming that helps us extend our brand and thought leadership in the industry. To date, we’ve experienced shortened sales cycles by almost half and four times ROI on our programming spend. For the one-to-one marketer, partnering with iHT² makes sense.”

– US GTM Strategic Lead, NetApp

Each year, Institute for Health Technology's Transformation (iHT²) and *Healthcare Informatics* (HCI) host a series of events & programs which promote improvements in the quality, safety, and efficiency of healthcare through information and information technology.

Our events are designed to support multi-stakeholder organizations who are navigating through health IT issues, policies and strategies in an attempt to improve care. Our events feature a variety of guest speakers and keynotes representing many diverse sectors within healthcare. Speakers provide expert advice, practical recommendations and reactions related to the most pressing issues.

Health IT Summits are some of the most exclusive and intimate gatherings of healthcare and IT executives to network, learn from one another, establish partnerships, and understand the latest trends in healthcare IT.

Taking place regionally throughout the year, the Institute brings together 200+ decision makers controlling over \$500 million in IT budgets at each program. The Institute has a following of over 57,000 CIOs, CMIOs, VPs & Directors of IT from hospitals, health systems, and the larger physician practices.

WHY PARTICIPATE

- Create solution awareness & educate the market while sourcing potential clients
- Instantly enhance exposure of your brand, generate high-quality leads, and increase sales
- Get your message front and center of top CIOs, CMIOs, VPs, and Directors of IT in the industry
- Reach an influential audience of key decision makers
- Gain high-level visibility and connect with a growing community of health IT professionals and executives looking for solutions to the challenges they are currently facing
- Collaborate with senior level health IT decision makers all in one place

IHT² INSTITUTE FOR HEALTH TECHNOLOGY TRANSFORMATION

The Institute for Health Technology Transformation works with many of the most progressive hospitals and health care organizations across the US. Our research partners, program faculty, and thought leaders include organizations representing:

100%

OF THE HOSPITALS
FROM THE 2015 MOST
WIRED LIST

100%

OF THE BEST HOSPITALS
2015-16: THE HONOR
ROLL - US NEWS AND
WORLD REPORT

100%

OF THE BALDRIGE
AWARD WINNERS FOR
HEALTHCARE

IHEALTHTRAN.COM

37%

INCREASE OF PAGE
VIEWS IN THE PAST
YEAR

86%

INCREASE OF SITE VISITS
IN THE PAST YEAR

2016 EVENTS

NATIONAL EVENTS WITH A REGIONAL FOCUS

San Diego, California
January 19-20, 2016

Miami, Florida
February 2-3, 2016

San Francisco, California
April 5-6, 2016

Cleveland, Ohio
April 18-19, 2016

Boston, Massachusetts
May 10-11, 2016

Chicago, Illinois
June 14-15, 2016

Denver, Colorado
July 12-13, 2016

Seattle, Washington
August 16-17, 2016

Nashville, Tennessee
August 22-23, 2016

Toronto, Ontario
September 20-21, 2016

New York City, New York
September 27-28, 2016

Washington D.C.,
October 25-26, 2016

Beverly Hills, California
November 8-9, 2016

Dallas, Texas
December 6-7, 2015

**IHT² INSTITUTE FOR HEALTH
TECHNOLOGY TRANSFORMATION**

IHT² IN PARTNERSHIP WITH CHIME LEAD FORUMS

San Francisco, California
April 4, 2016

Boston, Massachusetts
May 9, 2016

Chicago, Illinois
June 13, 2016

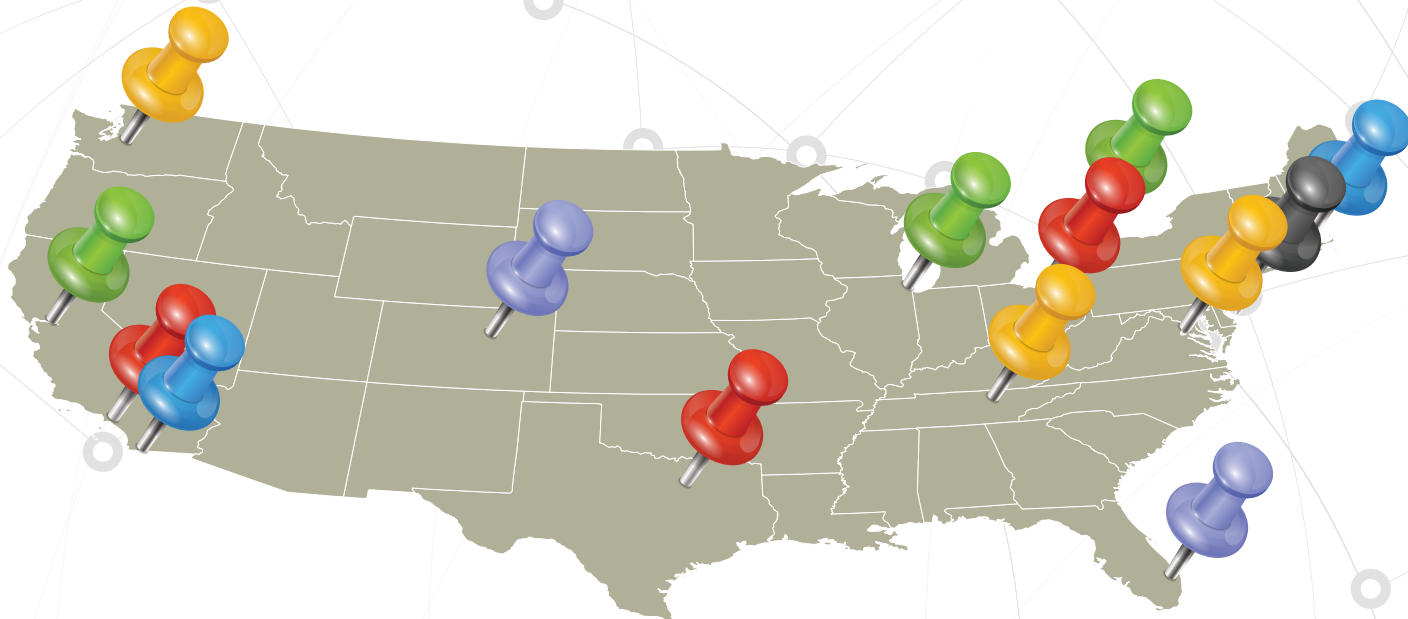
Denver, Colorado
July 11, 2016

Seattle, Washington
August 15, 2016

Nashville, Tennessee
August 21, 2016

New York City, New York
September 26, 2016

Dallas, Texas
December 5, 2016



“Of all the things that I have been affiliated with in recent times, this is really a first rate program and really is one of the best.”

– CIO & SVP, Caritas Christi Healthcare System

MARKETING SOLUTIONS

LEAD GENERATION

CUSTOM EVENTS

Healthcare Informatics (HCI) and the Institute for Health Technology's Transformation (iHT²) professional marketing and event operations staff will work closely with you in creating a memorable event tailored to meet your specific goals. With events ranging from intimate roundtable discussions to educational lunchtime presentations to larger-scale half-day or full-day micro-conferences, HCI and iHT² will help you plan, market, and produce a successful custom event.

EBOOKS

Healthcare Informatics' eBooks are turnkey online mini-magazines on focused topics. *Healthcare Informatics* will work with the sponsor to select a topic that relates to the sponsor's marketing objectives. The content comes from the pages of *Healthcare Informatics*, the *Healthcare Informatics* website or a *Healthcare Informatics* eNewsletter.

LEAD NURTURING PROGRAM

Let *Healthcare Informatics* take your leads to the next level by employing the latest strategies in: marketing automation; content marketing; lead nurturing; and database marketing. We can tailor any program to your specific needs—identifying the highly-qualified leads you're looking for, nurturing the ones that are ready to engage, and sending your sales team purchase-ready, budget-backed contacts to convert to signed contracts.

HCI 100 ENHANCED LISTING

Being recognized as one of the *Healthcare Informatics* 100 comes with the unique opportunity to further enhance your profile, and secure your company's place as a true thought leader in the minds of *Healthcare Informatics* readers. Together, we will drive traffic to your exclusive, co-branded HCI 100 listing, building your brand awareness & leadership within the community.

WEBINARS

One of the most popular format for learning in-depth information, sponsored webinars are a prime opportunity to share thought leadership and generate leads. Through a turnkey solution, our webinars increase awareness and interest in your services while our dedicated team builds attendance and manages every detail surrounding the event.

WHITE PAPERS

Healthcare Informatics will create an objective, authoritative content asset for you based on interviews with your subject matter experts, research and/or other data-filled source materials. Written by a member of the *Healthcare Informatics* stable of experts, the White paper will be three to five pages in length and professionally edited and designed according to your branding guidelines.

CONTENT SYNDICATION

The healthcare IT professional community is searching for useful content to evaluate multiple solutions, products and services on our sites. We'll host your content assets and run a integrated campaign that drives maximum visibility of your content asset and captures lead data of your target audience.

RESEARCH REPORTS

By sponsoring a custom research program HCI's partner can further its position in the market as a thought leader, educate potential customers, and generate a large number of leads. The research program is anchored by a detailed 7-15 page research report, and a separate executive summary. The report contains fundamental analysis of the topic area, background, recommendations and key trends.

HCI HEALTHCARE
INFORMATICS

iHT² INSTITUTE FOR HEALTH
TECHNOLOGY TRANSFORMATION

RICH MEDIA

Get creative and get noticed with Rich Media. A Rich Media ad contains images or video and involves some kind of user interaction. While text ads sell with words, and display ads sell with pictures, Rich Media ads offer more ways to involve an audience with an ad. The ad can expand, float, peel down, etc.

RUN-OF-SITE BANNERS

Stay in sight of your target audience by running your banner ads throughout healthcare-informatics.com and ihealthtran.com. Your ads will also be seen on mobile devices as our sites responsive design.

HCI 100 ANALYSIS REPORT

The HCI 100 Analysis Report will provide a broad overview of which companies are in the HCI 100, and will look at types of companies by category, movement within the list, and relative sizes of revenues. This report will provide insights on future trends within the next couple of years and provide overwhelming exposure for you throughout the year.

HCI 100 SHOWCASE

As part of the HCI 100 Showcase, vendors have the opportunity to commission a corporate profile, to be included as a two-page spread within the issue. Vendors can present our readers with a general corporate profile, an interview or message from the CEO/Senior Executive, or a case study describing successes with one or more customer organizations in the industry in combination with a full-page or half-page ad.

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VERTICAL NEWSLETTER

Get in front of your audience as they engage with content truly tailored to their needs and interests. Vertical eNewsletters can associate your brand message with valuable content from a trusted brand, and you will reach a highly qualified, targeted audience. Vertical eNewsletters provide open and click rates that are substantially higher than industry averages.

WEEKLY ENEWSLETTER

Healthcare Informatics and the Institute for Health Technology Transformation are a one-stop, weekly digest of everything Health IT for the busy HIT professional. Our eNewsletters are, distributed weekly to professionals, features exclusive online content, meaningful use updates, incisive blogs, and breaking news stories on the latest Health IT developments, as well as links to other informative resources and events.

EBOOKS

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CONTENT CHANNEL SPONSORSHIP

The *Healthcare Informatics* Content Channels provide advertisers with the opportunity to sponsor editorial content on a monthly basis by running ATF rich media banners targeted to category specific website articles and pages.

BUYERS GUIDE

The Buyers Guide provides our readers with the information they need to make informed purchasing decisions for HIT products and services. Our year-long Buyers Guide is the most comprehensive A-Z purchasing reference guide in the industry published in the Nov/Dec issue and also available online 24/7.

NEWSROOM

Take advantage of a unique opportunity to be seen and heard at industry events through articles in the new *Healthcare Informatics* Newsroom. The HCI Newsroom is timely, on-point, and squarely focused on the interests of the attendees during industry events. And, with the Newsroom, you get to be seen and heard... it's your concept, your copy, your voice.

NATIVE ADVERTISING

Fill the gap between editorial coverage and advertising by positioning yourself as an industry thought leader with valuable, educational content distributed through the most trusted brand.

MARKETING SOLUTIONS

PRINT OPPORTUNITIES

PRINT ADVERTISING

Ideal for building brand awareness, magazines are the foundation of a successful integrated marketing campaign and the number one influencer of purchase intent. *Healthcare Informatics* magazine is distributed to carefully managed circulation bases and provide your company with the opportunity for cost-effective and consistent messaging that will help drive consumer attitudes and behavior. Advertisers' brand messages are surrounded by rich, informative content. Readers of print are more immersed in the content and receptive to display ads. Studies show print advertising also encourages online purchases and boosts web traffic.

SIGNATURE ISSUES

IT INNOVATOR AWARDS

For over a decade, *Healthcare Informatics* has honored those at the forefront of healthcare IT innovation with its IT Innovator Awards issue. In the past five years, *Healthcare Informatics* has expanded this issue into an awards event to further recognize exceptional achievement in advancing and directing the course of the industry.

TOP TECH TRENDS

For nearly a decade and a half, *Healthcare Informatics* has examined the most important policy and industry trends in healthcare, and has explained to its readers the strategic and operational implications of those trends for healthcare IT leaders and executives.

HCI 100

For more than twenty years, *Healthcare Informatics* has ranked the 100 vendors with the highest revenues derived from healthcare IT products and services, providing our readers with a unique information resource and financial overview of vendors active in the healthcare IT market.

SPECIALTY ADVERTISING

Healthcare Informatics offers multiple ways to stand out in the publication. Multiple attention-grabbing options are available to direct readers to your marketing message and leave a lasting impression.

SPECIAL REPORTS

Each issue of *Healthcare Informatics* will include a Special Report relating to the timely editorial focus content. As part of the report, vendors will receive two full pages for their own marketing needs. Vendors can choose from three templates to showcase their products, services or educate the readers.

ADVERTORIAL

Tapping into large audiences through advertorials gives brands a quick way to break through the noise to get content seen and consumed.

DIGITAL EDITION

The *Healthcare Informatics* digital edition ("DigiMag") draws readers in and encourages them to engage with your content. Users can customize their experience in ways that add value to the online exploration experience.

HCI HEALTHCARE
INFORMATICS

IHT² INSTITUTE FOR HEALTH
TECHNOLOGY TRANSFORMATION

MARKETING SOLUTIONS

CUSTOM OPPORTUNITIES

CUSTOM EVENTS

Healthcare Informatics (HCI) and the Institute for Health Technology's Transformation (iHT²) professional marketing and event operations staff will work closely with you in creating a memorable event tailored to meet your specific goals. With events ranging from intimate roundtable discussions to educational lunchtime presentations to larger-scale half-day or full-day micro-conferences, HCI and iHT² will help you plan, market, and produce a successful custom event.

EXECUTIVE EXCHANGE

Healthcare Informatics is now offering local leadership dining events designed to engage and nurture relationships with professionals in hot-topic fields. *Healthcare Informatics* will coordinate all related activities: marketing; registration; venue; food and beverage; moderation; media relations; and CEU administration if applicable.

VIDEO ADVERTORIAL

Tell your company's story visually without the heavy lifting. With this turnkey media solution, *Healthcare Informatics* and the Institute for Health Technology Transformation write, interview, shoot, and develop a branded, content-driven custom video asset featuring your company's thought leader or a customer delivering a testimonial. HCI and iHT² delivers in high definition quality, with full creative support and project management throughout the post-production process—delivering an engaging, evergreen, marketing asset based upon your content objectives.

FOCUS GROUPS

Based on criteria you provide, *Healthcare Informatics* and the Institute for Health Technology Transformation will recruit attendees who have previously indicated their interest in participating in a focus group with a moderated discussion about an industry issue, product, or challenge as specified by you.

ONLINE RESEARCH

Healthcare Informatics' research team will work closely with your marketing team in the creation of an online research program carefully designed to garner information and opinions from members of the *Healthcare Informatics* audience.

RESEARCH GROUPS

The Institute for Health Technology Transformation provides programs that drive innovation, educate, and provide a critical understanding of how technology applications, solutions and devices can improve the quality, safety and efficiency of health care.

RESEARCH REPORT

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ADDITIONAL CUSTOM OPPORTUNITIES

- › Advertorial Article/Content
- › Blog Posts
- › Content Creation
- › Custom Brand Integration Program
- › Custom eNewsletter
- › Custom Events
- › In-Person Video Interviews
- › Online Research
- › Special Supplement
- › Webinars
- › White Paper Excerpt

HCI **HEALTHCARE
INFORMATICS**

IHT² **INSTITUTE FOR HEALTH
TECHNOLOGY TRANSFORMATION**

MARKETING SOLUTIONS

AWARDS AND EVENTS

INNOVATOR AWARDS

The *Healthcare Informatics* Innovator Awards Program recognizes leadership teams from patient care organizations—hospitals, medical groups, integrated Innovator Award logohealth systems, and other healthcare organizations—that have effectively deployed information technology in order to improve clinical, administrative, financial, or organizational performance.

LEADING EDGE AWARDS

Through Leading Edge, *Healthcare Informatics* will honor vendors who are leading the industry in innovation in three categories: interoperability, clinician workflow improvement, and cost savings.

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INDUSTRY EVENT DINNERS

During must-attend industry events, *Healthcare Informatics* and iHT² are offering leadership dinner and networking events sponsorships. These events bring together the most accomplished and innovative health care IT leaders moving the U.S. health system forward. Join executives for an evening of fine dining, building new relationships and top-notch networking at a first-class dining establishment.

iHT² EVENTS

BRANDING

- › Cocktail Sponsor
- › Wifi Sponsor
- › Lanyard Sponsor
- › Badge Sponsor
- › Networking Break Sponsor

NETWORKING

- › Luncheon Sponsor
- › Leadership Dinner Sponsor
- › Breakfast Sponsor

PANEL SPONSORS

An iHT² panel sponsor has the opportunity to be a panelist on an executive panel put together with your team and our advisory board.

ONE-ON-ONE MEETINGS

During an iHT² Summit, a sponsor has the opportunity to highlight 10-15 delegates before the summit they wish to meet with. iHT² will guarantee three formal sit down meetings. An iHT² staff member will provide a quick informal introduction which will lead to a 30-minute meeting and will include internet access, projector, computer, and table/chairs in a private setting.

MATCHMAKING

This gives the sponsor an opportunity to highlight 10-15 delegate attendees they wish to meet before the show. During the Summit, an iHT² staff member will make informal introductions to 2-3 of those delegates during networking breaks.

CLIENT CASE STUDY

During an iHT² Summit, a sponsor has the opportunity to invite a client for a 30-45 client case study presentation.

MEDIA & EVENT LEADERS

MEET THE
TEAM

MEDIA, DIGITAL AND PRINT SALES



Steve Menc

Regional Sales Director

Northeast—CT, DE, IL, IN, MA, MD, ME, MI, NH, NJ, NY, OH, PA, RI, VT, WV

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