

## Executive Report Series

## Profile your solutions where healthcare professionals read about and research the digital healthcare industry

Exclusive data and analysis in a downloadable PDF report format from the Internet Health Management editorial team, published 4x a year. 2017 research report topics:

## Identifying Opportunity in Healthcare E-Commerce

AUGUST 2017

The healthcare industry is undergoing significant change and market forces are making the customer king. To make the change to more web-driven consumer healthcare, Goldman Sachs estimates the healthcare industry will spend as much as \$32 billion annually on e-commerce technology products and services. This creates a new business opportunity for both healthcare retailers and e-commerce services providers of all sizes.

Within this research report, Internet Health Management breaks down the possible payoff for online healthcare retailers (i.e. CVS, Walgreens, Walmart) and e-commerce technology providers targeting digital healthcare.

## The Anywhere, Anytime Patient OCTOBER 2017

Consumers perform online retail shopping anywhere and anytime they want using smartphones and tablets. Now many patients are using the same web-based tools to manage their personal health and wellness, buy health insurance and select healthcare providers. This report analyzes how the leaders in mobile healthcare are building, launching and updating their websites and digital portals to allow consumers to manage their healthcare affairs.

## Top 15 Leaders in Digital Healthcare

SEPTEMBER 2017

Internet Health Management presents the inaugural class of digital healthcare leaders, pioneers who have created some of the most successful healthcare sites and apps. Healthcare providers can learn from these 15 innovators. Web-driven consumer healthcare is coming on fast in part because of digital healthcare leaders such as Geisinger Health System CEO Dr. David Feinberg, Spectrum Health Hospital Group Tina Freese Decker and others while many other healthcare organizations play catch-up.

Healthcare executives across the board can learn from these digital healthcare leaders in this exclusive new report.

## Online Patient Engagement NOVEMBER 2017

Patient engagement encompasses how providers, insurers and patients themselves are taking steps to deliver personalized clinical care and better ways for patients to manage their healthcare. This report will analyze why and how hospitals are offering patients web-based tools to enable them to find, rate and review physicians and hospitals, schedule appointments, perform doctor visits online; access their secure medical records, measure success rates and more. **EXCLUSIVE OPTION**

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- Report hosted on InternetHealthManagement.com
- Email promotions to the IHM subscriber list
- Promotions in the IHM newsletter

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Logo, 1-pg. 4/c ad, url links, and lead-in article (written by IHM editors); Full-page ads are 8x10.75 inches / hi-res PDF

NOTES: Digital-only ads are much less strict on specs than print ads. No bleed is needed; no safety margin is needed; artwork does not need to be flattened; and, the RGB color space may be used (which allows for brighter colors in some cases). Also, digital ads can contain hyperlinks. Please note all hyperlinks as they may not carry through automatically with production workflow.