



Digital Healthcare in the Age of Consumerism

Covering the Leaders Shaping Web-Driven Consumer Healthcare

2017 MEDIA KIT
INTERNETHEALTHMANAGEMENT.COM

Strategic Intelligence for Healthcare Executives Shaping the Digital Revolution toward Patient Driven Healthcare

The stage is set for a digital revolution in healthcare management that fundamentally changes the relationship between health providers and their patients and empowers consumers to control their healthcare experience. In this new age of consumerism, healthcare providers, health insurers, government agencies and technology innovators are providing consumers with direct web access to the healthcare marketplace. Web technologies are being adopted to allow consumers to shop for health insurance online, compare and choose hospitals and doctors for their treatments, schedule appointments and procedures with the click of the mouse, fill prescriptions and buy health-related supplies on the web, monitor fitness levels, and access all their health records instantly. Just how it changed how consumers shop for retail purchases, the web is now transforming healthcare. Healthcare providers, insurers, and suppliers who use digital technologies to give patients direct access to health services and products will grow and prosper; those which fall behind the digital access curve will lose market share.

Consumers and those in the healthcare industry need a balanced, thorough and comprehensive digital healthcare publication to aid them in staying on top of the many changes afoot — Internet Health Management.

Our Mission

Internet Health Management offers in-depth coverage of the internet, mobile, and e-commerce technologies and business strategies fundamentally reshaping the U.S. healthcare system. We inform an audience of healthcare administrators, clinicians, marketers, payment and insurance providers, and other senior healthcare decision makers and their technology vendors of all web-based initiatives and strategies driving the future of consumer-driven healthcare.

A Complete Suite of Media Products Catering to the Digital Healthcare Marketplace

Web Site + E-Newsletter



InternetHealthManagement.com and Internet Health Management weekly e-newsletter provide daily news, data and in-depth analysis of industry trends affecting professionals in the digital healthcare marketplace.

Research



The Digital Hospital 500, an annual report and database containing annual rankings, data and features of America's 500 most digitally advanced hospital websites.

Digital Reports



Exclusive content for healthcare professionals, these quarterly PDF reports analyze key trends in selected segments of the digital healthcare market.

Webinars



Live events on digital healthcare featuring presentations from leading digital healthcare executives.



Digital Healthcare in the Age of Consumerism

InternetHeathManagement.com focuses on in-depth coverage of internet, mobile and e-commerce technologies and business strategies that are creating a consumer-driven healthcare market.

InternetHeathManagement.com is now an integral part of a powerful new web platform — DigitalCommerce360.com — that allows professionals to access all the information services and research that we provide to the Healthcare, Retailing, and B2B e-commerce markets.

Select this powerful online advertising tool to target unique and frequent healthcare executive visitors.



InternetHeathManagement.com

Web Advertising

InternetHealthManagement.com publishes news, analysis, research and commentary on a daily basis with frequent updates on the evolving digital healthcare landscape.

We offer fixed and CPM Display rates to a targeted audience of digital healthcare professionals.

Vendor Directory

Detailed information on your company is hosted on the vendor directory including links to your best white papers and other content. Your company's description is posted on your own SEO friendly webpage.

◆ Visit Website

Healthcare Newsletter

Digital Healthcare news and analysis

Internet Health Management News: Provides news, analysis, and research on how the Internet and e-commerce technology are fundamentally changing the way consumers research, manage and pay for healthcare (1x per week).

Internet Health Management Case Study: Introduces readers to the movers and shakers on the cutting edge of web-driven consumer healthcare—and how they got there (1x per week).

The IHM News and the IHM Case Study is distributed 1x per week each with additional breaking news alerts sent out when appropriate.

- Advertising options: Leaderboard, medium rectangle and text ads
- Newsletter distribution: 10,000
- Exclusive sponsorship available

◆ View Sample Newsletter

Research Databases, Reports and Analysis

Internet Health Management announces two new research reports and databases that provide the first ever rankings of America's most digitally advanced hospitals and health insurers based on proprietary algorithms that measure each competitor's overall web performance.

Each research report will include 60+ metrics, including an overall web ranking and performance score, a digital healthcare profile, operational data, a summary of website features and functions, social media activity and corporate management information.

The Digital Hospital 500

The Digital Hospital 500 is a first ever ranking of America's most digitally advanced hospitals. The report scores these 500 hospitals based on their overall internet capabilities, in particular their website features and functions that provide consumers with better and faster ways to research and manage their personal healthcare via the web.

Each individual hospital ranking has 60+ metrics, including an overall web performance ranking and score, a profile of its web-based health management services, website operational data, a summary of website features and functions, social media activity and corporate information.

APRIL 2017



The Digital Health Insurance 300

The Digital Health Insurance 300 is a ranking of America's biggest and most digitally advanced health insurers. The report scores the biggest insurers on each carrier's internet capability and website features and functions that empower consumers to research, manage and pay for their health insurance online.

SEPTEMBER 2017

◆ [Click to view research report descriptions](#)

Platinum Sponsorship Program

- 75 qualified leads from report downloads provided to sponsor
- Executive interview/Thought Leadership article by Internet Health Management (1-pg)
- 1-pg, 4/c ads (opp. article)
- Sponsor logo with link on web site registration page
- Online ad (300x250) in the IHM databases plus IHM website

SPONSORSHIP PROGRAM: \$5,250 net per sponsor (first come, first serve availability)

Gold Sponsorship Program

- 50 qualified leads from report download provided to sponsor
- 1-pg, 4/c ad
- Sponsor logo with link on website registration page

SPONSORSHIP PROGRAM: \$3,500 net per sponsor (first come, first serve availability)

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**

◆ Click to review the report descriptions

Sponsorship Program

- 50 qualified leads from report downloads
- Sponsor recognition on the report cover
- Executive interview/Thought Leadership article by Internet Health Management (1-pg)
- 1-pg. ad opposite your article
- Sponsor recognition on all digital marketing (IHM newsletter, website, email promotion)
- A PDF copy of the report for your own marketing use with content and logo

SPONSORSHIP PROGRAM: \$3,200 net per sponsor (first come, first serve availability)

Marketing & Distribution

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

Ad Materials

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.

Internet Health Management Webinar Program

Live, educational, hour-long programs

Demonstrate thought leadership and generate leads while engaging an invested audience of digital healthcare professionals. Full turn-key programs offer Content Development, Marketing, and Project Management.

Choose to sponsor our editorial events, control the content or co-brand an event with a partner — all formats offer thought leadership opportunities and highly qualified registrants for lead generation.

All program models include Project Management:

- Internet Health Management moderator
- Project Manager
- Production Services
- Content Consultation
- Marketing
- Technology Services
- Promotion/Recruitment Campaign
- Reporting

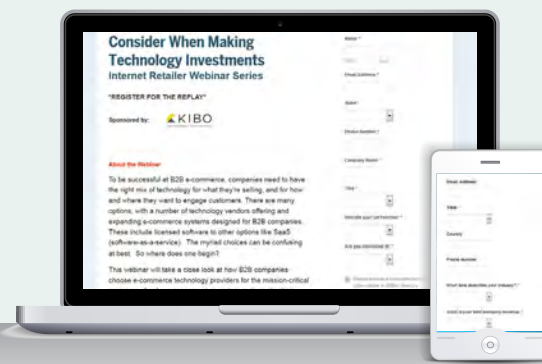
| Content Development | Editorial | Co-Sponsored |
|---|-----------|--------------|
| IHM editor and sponsor collaborate on topic, content, speakers | √ | - |
| IHM editor develops all content and speaker selection | √ | - |
| IHM recruits speakers (analysts, executives, etc) | √ | - |
| Sponsor develops all content and recruits speakers | - | √ |
| Sponsor: 5-7 min speaking, 3-5 slides, Q&A session | √ | √ |
| IHM moderator | √ | √ |
| Live event polling / Video / Q&A | √ | √ |
| 60-minute webinar | √ | √ |
| Marketing | | |
| Promotional email, newsletter, online, social media marketing | √ | √ |
| Marketing Package: 3 emails to IHM list and newsletter promotions | √ | √ |
| Registration / Lead Generation | √ | √ |
| Fully customized, interactive messaging | √ | √ |
| | \$20,500 | \$15,000 |

PROMOTIONAL ITEMS

IHM Webinar



Webinar Registration Page



Webinar Email



Digital Advertising Rates

Online Advertising - InternetHealthManagement.com

| Standard – Ad Type | (w x h) |
|--------------------|---------|
| Super Leaderboard | 970x90 |
| Leaderboard | 728x90 |
| Medium Rectangle | 300x250 |
| Skyscraper | 160x600 |

Standard Monthly Flat Rate: \$650 net

| Premium – Ad Type | (w x h) |
|-------------------------------|----------|
| Interstitial / Welcome Banner | 640x480 |
| Billboard | 970x250 |
| Filmstrip | 300x600 |
| Portrait | 300x1050 |
| Push-down | 970x180 |

Premium Monthly Flat Rate: \$900 net

Interstitial / Welcome Banner: \$1,000 per week

For a CPM rate package on the Digital Commerce 360 platform, contact your sales manager.

[See all approved IAB Display-Mobile Advertising Guidelines](#)

Internet Health Management Newsletter

Weekly Sponsorship: 10,000 Distribution

IHM News and the IHM Case Study newsletters are sent 1x per week each and periodic Breaking News Alerts

| Rates per edition | 3x | 6x | 12x |
|--------------------------|-------|-------|-------|
| Leaderboard (728 x 90px) | \$650 | \$550 | \$500 |
| Rectangle (300 x 250px) | \$650 | \$550 | \$500 |
| Text Ad + Logo | \$550 | \$500 | \$450 |

Executive Report Series

Exclusive data and analysis in a downloadable PDF report format from the Internet Health Management editorial team, published 4x a year: March, June, October, November. Sponsorship program includes 1-pg ad, article, leads and marketing. Rate: \$4,500

IHM Research Reports

Exclusive research and analysis in a downloadable PDF report format from the Internet Health Management research team.

- Digital Hospital 500 (April 2017)
- Digital Health Insurance 300 (September 2017)

Sponsorship program includes 1-pg ad, article, leads and marketing. Rate: \$5,250

Internet Health Management Webinar Series

| Type | Rate |
|---------------------------------------|----------|
| IHM Editorial Webinar (Collaborative) | \$20,500 |
| IHM Co-Sponsor Webinar | \$15,000 |

Vendor Directory

Over 15 vendor categories for company description, product quotes, contact detail and premium position. (Annual rates)

*Quarterly Upgrade Options - (1) Home Page Feature (2) Category Feature. Cost: \$500 per quarter

| Directory Levels | First | Additional |
|------------------|---------|------------|
| Premium* | \$2,500 | \$600 |
| Gold* | \$1,500 | \$600 |
| Silver* | \$750 | \$350 |
| Bronze | \$400 | \$250 |

Internet Health Management

Vertical Web Media, LLC
125 S. Wacker Drive, Suite 1900
Chicago, IL 60606
www.InternetHealthManagement.com

CONTACTS

Judy Dellert

Advertising Sales Manager
312-572-6279
judy@verticalwebmedia.com

Thomas Moore

Online Vendor Directory
312-946-2049
tmoore@verticalwebmedia.com

Mark Brohan

Editor and Publisher
312-362-9539
mark@verticalwebmedia.com

Tom Duggan

VP of Sales, Product Development
312-572-6250
tduggan@verticalwebmedia.com

[View Full Production Specs](#)

**INTERNET
HEALTH
MANAGEMENT**

Internet Health Management is published by Vertical Web Media, publisher of Internet Retailer®, the world's leading provider of e-commerce retailing news, analysis and research.

www.internethealthmanagement.com

**INTERNET
HEALTH**
MANAGEMENT

B2BECNEWS

DIGITAL 360
COMMERCE

**internet
RETAILER**