2017 Research Reports

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.

The Digital Hospital 500   April 2017

The Digital Hospital 500 is a first ever ranking of America's most digitally advanced hospitals from Internet Health Management. The ranking scores the biggest hospitals on each hospital's internet capabilities and web features and functions that provide consumers and patients with better and faster ways to research and manage their personal healthcare.

What's included in the rankings?
Each individual hospital ranking has 65 metrics broken down by section that includes an overall ranking and score, digital healthcare profile, operational data, a summary of digital healthcare features and functions, social media activity and corporate information.

What's included in each ranking?
Each hospital is ranked based on a scoring system that considers how effectively America's biggest hospitals are delivering web-based, consumer-driven healthcare service to patients based on factors such as the availability of key digital healthcare features and functions, quantity and quality of monthly desktop and mobile web traffic and use of social media.

What does each individual ranking include?

- Ranking – hospital name and overall score.
- Profile – 200-word summary of each hospital's digital healthcare capabilities and recent initiatives to advance digital healthcare.
- Operations – breakdown of each hospital's monthly website traffic including percent desktop vs. mobile. Name of digital healthcare portal and electronic health records vendor (if available).
- Digital healthcare features and functions – analysis of 25 consumer/patient web tools, including ability to access, update and share medical records, refill prescriptions, view test/laboratory results, schedule doctor visits, view and pay bills, see a doctor online and others.
- Social media – Includes a breakdown of the size and scope of Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube activity and following.
- Corporate – Includes hospital name, health system, address, phone number, names and titles of CEOs, CIOs and chief marketing officer.

The Digital Health Insurance 300   September 2017

Healthcare payments is undergoing big changes as a new administration looks to overhaul Obamacare and employers, individuals and insurers seek ways to control healthcare costs. But even in the midst of this turmoil two trends are apparent: healthcare insurance will increasingly be researched and purchased online, and consumers will use the web and self-service internet tools to manage how and when they pay for healthcare.

How are health insurers preparing for the future of consumer- and web-driven healthcare? Which insurers are taking the lead in offering consumers web tools and digital portals? Which healthcare insurers are the most mobile, and which payers are offering employers and employees access to incentive-laden digital health and wellness programs?

The Digital Health Insurance 300 is a first ever ranking of America's most digitally advanced health insurers. The ranking scores the biggest insurers on each carrier's internet capability and web features and functions that provides consumers with better and faster ways to research, manage and pay for health insurance.

What's included in the rankings?
Each individual ranking includes 65 metrics broken down by section that includes an overall ranking and score, a digital healthcare profile, operational data, a summary of digital features and functions, social media activity and corporate information.

What's included in each ranking?
Each payer is ranked based on a scoring system that considers how effectively America's biggest health insurers are delivering web-based, consumer-driven healthcare service to employers and consumers. The rankings analyze such factors as the availability of key digital healthcare features and functions, quantity and quality of monthly desktop and mobile web traffic, and use of social media. Also included are breakdowns of public exchanges utilized and digital health and wellness with incentive programs.

What does each individual ranking include?

- o   Ranking – insurer name and overall score
- o   Profile – 200-word summary of each insurer's digital healthcare capabilities and recent initiatives to advance digital healthcare
- o   Operations – breakdown of each insurer's monthly website traffic including percent desktop vs. mobile. Digital healthcare features and functions – breakdown is of a set of consumer/employer web tools including ability to access and update benefits information; research and compare current and past claims; research the costs of in-network doctors, medical procedures and hospital stays; find health providers and how they rank and compare; store and share personal health histories; join available health and wellness programs; compare prescription costs and order refills. among others.
- o   Markets. A list of each state and public exchange in which a health insurer sells online.
- o   Social media – Includes a breakdown on the size and scope of Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube activity and following.
- o   Corporate – Includes carrier name, address, phone number, names and titles of CEOs, CIOs and chief marketing officer.

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Judy Dellert
Advertising Sales Manager
312-572-6279
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