



# 2021

# MEDIA KIT

THE MOST FRIENDLY AND HELPFUL MEDIA COMPANY IN HEALTHCARE



”*The campaign we ran has delivered thousands of referred visits, hundreds of whitepaper downloads and 1,000% ROI. The team at Healthcare Scene is top-notch, easy to work with and very accommodating. I would highly recommend them as a media partner.*

Justin Campbell

Vice President at Galen Healthcare Solutions



# We Guarantee Results

*Healthcare IT Today* knows how important it is for you to demonstrate **tangible ROI** to your peers, executives and stakeholders when it comes to marketing programs.

That's why we offer a **100% performance guarantee** on all our media packages. We are the only healthcare media outlet that offers this.

In these uncertain times you can have peace of mind knowing you will get a guaranteed return on your investment with us.!

All our media packages include guaranteed results.

If we fail to meet our guarantee, we will extend/repeat that package until we achieve what we promised, at no additional charge.





# What We Can Do For You

- 1 **GENERATE LEADS**
- 2 **DRIVE PEOPLE TO YOUR CONTENT**
- 3 **RAISE BRAND AWARENESS**
- 4 **POSITION YOU AS A THOUGHT LEADER**
- 5 **ADD A CREATIVE ELEMENT TO YOUR EVENTS**



## How?

- A Feature your whitepaper, e-book, webinar, podcast & other content to our audience
- B Conduct an on-camera interview with your customer(s), executives and/or experts
- C Co-host a webinar or virtual panel discussion (online)
- D Moderate a fireside chat, panel discussion or executive roundtable (in-person)
- E ...and much more



# Healthcare IT Today Audience

**200,000**

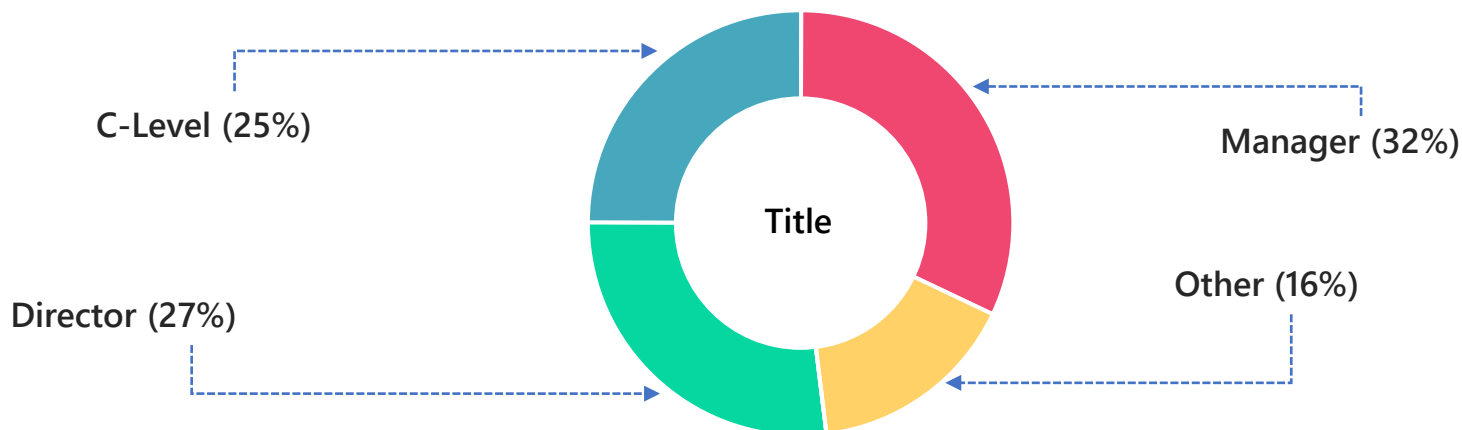
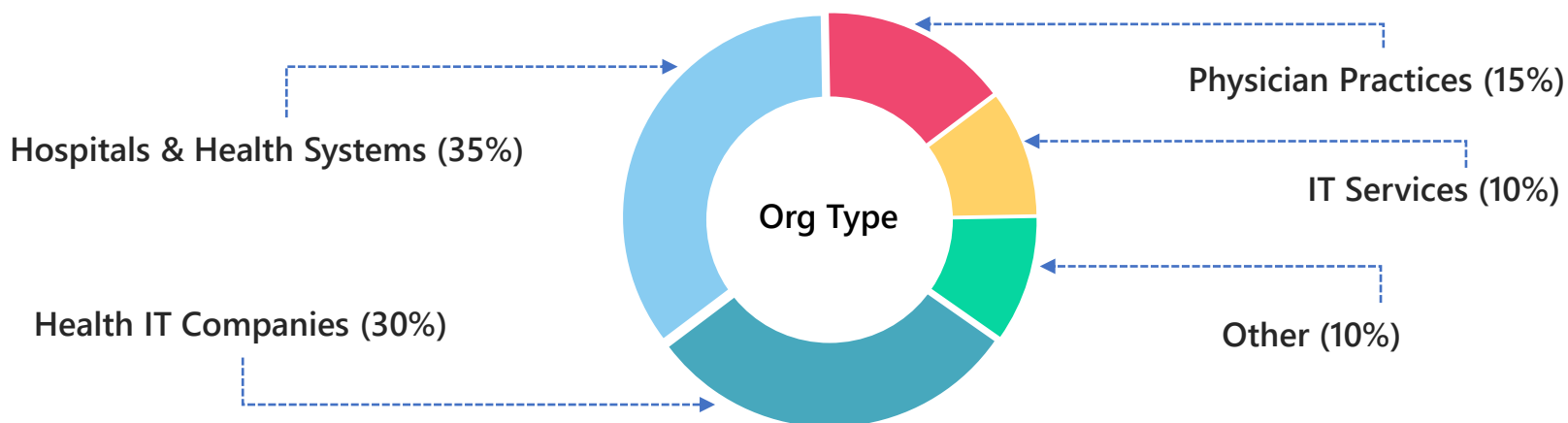
Total Audience

**110,000**

Social Followers

**31,000**

Newsletter Subscribers





# Healthcare IT Today Audience

Our audience is made up of large health systems, hospitals, group practices, solo practitioners, government agencies, Health IT companies, consulting firms, and associations. Here is just a sampling of the leading organizations.





# Our Clients

*Healthcare IT Today* clients come in all shapes and sizes. We can work with small companies on a budget to large companies looking to make a splash. **If you want to reach healthcare IT buyers, you will be in good company at *Healthcare IT Today*.**





# Healthcare IT Today By The Numbers



200,000  
Total  
Audience



31,000  
Newsletter  
Subscribers



110,000  
Social Followers



552  
Cheesecake slices  
consumed



65  
Articles/  
month



14,000  
Total Articles  
Published



65  
Conferences/  
year



1,000  
Total  
Conferences

**15**  
Years

Covering the healthcare IT industry

Connecting companies with healthcare providers

Collaborating with passionate healthcare innovators



500  
Tweets/month



1,100  
Tweet chats hosted



650  
Webinars Organized



500  
In-person Meetups Held





Promote Your <b>Whitepaper</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Promote Your <b>Product/Special Offer</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Promote Your <b>Webinar</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Drive <b>Leads to Your Sales Team</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Drive <b>People to Your Exhibit Booth</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Drive <b>People to Your Blog</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage <b>Listens of Your Podcast</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Raise Your <b>Brand's Awareness</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Highlight Your <b>Customer Success</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increase Your <b>Executive's Industry Profile</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Announce <b>Milestone/Company Achievement</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Generate <b>Top-of-Funnel Leads</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



# Newsletter Feature

This is a fantastic package for promoting a **whitepaper, ebook, webinar or special offer**. It is an effective way to **generate leads**.

## Included:

- 6 appearances as Featured Resource on the daily *HealthcareITToday* newsletter
- 180x360px image (JPEG, PNG, GIF)
- 400 characters (including spaces)
- 1 URL (tracking link okay)

## Guaranteed Results:

- 180,000 email sends
- 10,000 email impressions
- 75 clickthrus

## Package Price:

- \$1,600

### Featured Resource



**SLASH OWNERSHIP COSTS 60% LOWER THAN TRADITIONAL ARCHITECTURE.**

[LEARN MORE](#)



[Drive HIT Transformation with Nutanix](#)

HIT professionals are challenged to meet a growing list of infrastructure requirements - simplicity, efficiency, agility, scalability, resiliency, security - and must reevaluate underlying infrastructures.

Learn how to transform your technology and slash ownership costs today.

[Learn More >>](#)



Hello Collin,

Welcome to your daily snapshot of the latest news, insights and practical advice from the world of Health IT. There's no better way to stay on top our constantly changing industry.

This month, we are bringing back our monthly survey. In December, we will be featuring articles on [Population Health and SOCs](#). We are looking for your feedback on what's really happening in this area.

### Top Stories

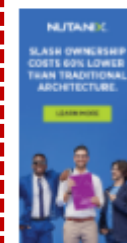
#### COVID-19 Vaccine Tech Tracking and Marketing – Healthcare IT Today Podcast Episode 51

December 16, 2020 | By John Lyons

For the 51st episode of the Healthcare IT Podcast, we're talking about the COVID-19 Vaccine. Obviously, being a healthcare IT publication, we're not going to dive into any of the clinical details of the vaccine. Instead, we'll focus on the areas of healthcare IT and healthcare marketing that are impacted by the vaccine. To open [...] [Read More](#)

[View Tweet](#)

### Featured Resource



**Active Operational Efficiency with Nutanix**  
Transform your complex HIT environments into more dynamic and easily managed datacenters, to bring a cloud-like experience to your IT. Eliminate legacy complexity to achieve operational efficiencies and slash ownership costs today.

[Learn More >>](#)

### More Stories

#### Level up Your Engagement Strategy for 2021

The following is a guest article by Suzanne Cogan, Chief Commercial Officer at SPH Analytics. Effective patient engagement is widely known to be tied to high quality care, outcomes, and cost savings. And while the healthcare industry continually stresses the importance of that connection, few stakeholders are truly extracting the greatest value from their strategies. [...] [Read More](#)

[View Tweet](#)

### Upcoming Events

#### Healthcare IT Today Virtual Meetups & Webinars

Stay up-to-date on our upcoming meetings and webinars or watch any of our previously recorded sessions that cover the hottest topics in healthcare IT with some of the industry's top experts.

[View Virtual Events](#)



\*Illustration only. Actual newsletter may appear differently



# Newsletter Takeover

This is the best package if you are **launching a new product/service** or if you want to bring attention to your **conference appearance**. A takeover is great for **raising awareness** and **generating leads**.

## Included:

- 5 days as the takeover sponsor of the daily *HealthcareITToday* newsletter
- Brought to you by message:
  - Top of the newsletter (beneath the top banner)
  - 350 characters
  - 1 link
- Top Ad
  - Immediately after the "Brought to you by" message
  - 728x90px image (JPEG, PNG, GIF)
  - 1 link
- Middle Ad
  - Located near the middle of the newsletter
  - 728x90px image (JPEG, PNG, GIF)
  - 1 link

## Guaranteed Results:

- 150,000 email sends
- 8,500 email impressions
- 75 clickthrus

## Package Price:

- \$2,000

Brought to you  
message

Top Ad

Middle Ad



This edition is brought to you by Windstream Enterprise.

Windstream Enterprise is a managed communications services provider, delivering nationwide, cloud-optimized network and industry-leading services—such as SD-WAN, UCaaS and HIPAA-enabled video conferencing—through our award-winning portal, WE Connect. [Learn more](#) about our healthcare IT solutions.

Telehealth and remote working solutions  
Virtual Visit video conferencing solutions—free for 30 days

WINDSTREAM  
ENTERPRISE

Hello Collin,

Welcome to your daily snapshot of the latest news, insights and practical advice from the world of Health IT. There's no better way to stay on top of our constantly changing industry.

As always, thank you for being a subscriber. We appreciate it.

### Top Stories

#### Telequarantine – Is it the Future Reality?

May 18, 2020 | By John P. Jones

One of the really interesting pieces of telehealth that has exploded during this time has been a type of telehealth called Telequarantine. For those not familiar with it, it's a video connection (generally it's video, but some audio or text might apply as well) between the patient and a clinician. Instead of going into the [...]

[Read More](#)

### Featured Resource



#### Optimizing the Remote Model for Healthcare

The healthcare industry has shifted at an unprecedented speed and adapted to a remote model affecting the infrastructure, cloud migration, and end-user experience.

Join Login VSI and IT experts from large healthcare institutions as we discuss the future of end-user computing and virtual desktops, the trends and best practices to minimize disruption, and the most significant challenges when working from home.

[Register Now](#)



### More Stories

#### Is Healthcare Ready for a Consumer-Centric Approach?

Imagine if a retailer opened like Healthcare. "I'm sorry sir, but you can't just walk in and try on that suit, you'll have to make an appointment by calling during our office hours." "I'm sorry son, but we've blocked all cell signals in our store and we don't have WiFi. Please just sit on this [...]

[Read More](#)

\*Illustration only. Actual newsletter may appear differently



# Sponsored Article

Looking to establish your company or executive as a **healthcare thought-leader** or **educate the market** on a topic related to your solution? A Sponsored Article is the most direct and effective option. Plus, your **sales team** will be referencing the article for months to keep their **prospects engaged**.

## Included:

- 1 article published on *Healthcare IT Today* website
  - Written by you, published by us
- Highlighted at least 6 times on the daily *Healthcare IT Today* newsletter over 6 months
- At least 6 social shares of the article over 6 months

## Guaranteed Results:

- 180,000 email sends
- 10,000 email impressions
- 250,000 potential social media impressions
- 6,500 actual social media impressions
- 350 article reads (over 3 months)

## Package Price:

- \$1,000

### Text Messaging Must be a Part of Your Digital Transformation

October 13, 2020 • Guest Author • 5 Min Read



Guest Author



Share This

The following is a guest article by Dan Simenc, Chief Revenue Officer, SR Health by Solutionreach.

Since the pandemic began, healthcare organizations have been making significant process and technology changes to see and treat patients safely. There are new safety protocols like mask requirements, new options for care like telehealth, and new processes like park and test waiting. Now, in addition to traditional reminders, all these changes need to be communicated to patients so they are prepared and know what to expect when they come in.

Beyond visit instructions and information on new processes, consider that healthcare providers are also in the unique position of being able to reach out to patients with accurate, up-to-date information about the virus. A patient's doctor may be the only source of accurate information. But with everything going on right now, it can be harder than ever to reach patients.

A recent study showed that patient interest in phone calls has gone down 14 percent since the pandemic began. Truthfully, voice was already on the way out with only 18 percent of people saying they lean to a voicemail from a number they don't know. So phone calls are not the best option. However, COVID-19 has accelerated interest in digital communication, which has risen as patients see that text and email are more effective for communication across their journey.

Text is particularly appealing. The *patient provider relationship study* found that 73 percent of patients want to text their doctor's office and 70 percent want to get texts from their provider. The flexibility of text messaging is part of the appeal. For both staff and patients, messages can be viewed when it's convenient. And text messages can be either real-time or automated, making it ideal for most healthcare communications. Text can really be used across the entire patient experience:

- **Appointment reminders and instructions:** Automated texts can be used for appointment reminders, allowing patients to easily confirm or respond to the message to change or cancel the appointment. Those reminders can also include detailed pre-visit instructions for things like park and test waiting, telehealth links, or what to do if the patient has COVID symptoms.
- **Real-time pre-screening:** Two-way text can be used to reach out to patients who haven't confirmed to not only confirm the appointment but also to pre-screen patients with a few questions about COVID symptoms.
- **Recall:** Automated recall is an incredibly effective tool for filling the schedule, and recall reminders can be sent via text or email. As organizations work to recover revenue, real-time text can also be effective. Reach out directly to patients who have been hard to reach to schedule needed care.
- **Address barriers:** If patients are cancelling appointments or not responding to outreach, consider texting directly to ask why. Is there something you can do to help? It may be fear about COVID or problems with insurance coverage or transportation. A simple, friendly chat over text may be enough to help address the issue or problem-solve to get them in.

There are a lot of ways to use text messaging to connect with patients and keep the lines of communication open. Most patients would like to have text as an option because they believe it is more convenient. Currently, it can also provide a better experience by letting patients stay in touch, be prepared, get questions answered, and access the care they need.

If you missed the *SR Health Digital Transformation Experience*, be sure to check out the recording that includes Ed Marc, myself, and a panel of experts discussing this and other important Digital Transformation topics.



#### About Dan Simenc

Dan Simenc is the chief revenue officer at SR Health by Solutionreach, where he focuses on the growth of SR Health and its role in improving patient engagement in hospitals and health systems across the country. Dan has vast experience in interoperability, clinical and operation systems, and other process-oriented areas in enterprise healthcare. Simenc comes to Solutionreach from Lynale, formerly Compont Health, which was ranked number one in ALAS for the past 17 years. Prior to that, he served in senior leadership roles with SR Health Information Services, Pico, Edpage (now Altopay), and McKesson. He's a husband and father of two who likes to work hard and play hard.



# Video Interview + Podcast

Interested in **telling a customer or company story** in a fresh way? A video interview that is turned into an article and a podcast is the perfect way to **raise awareness** and **demonstrate thought-leadership** across multiple mediums. Your customers and prospects will love it.

## Included:

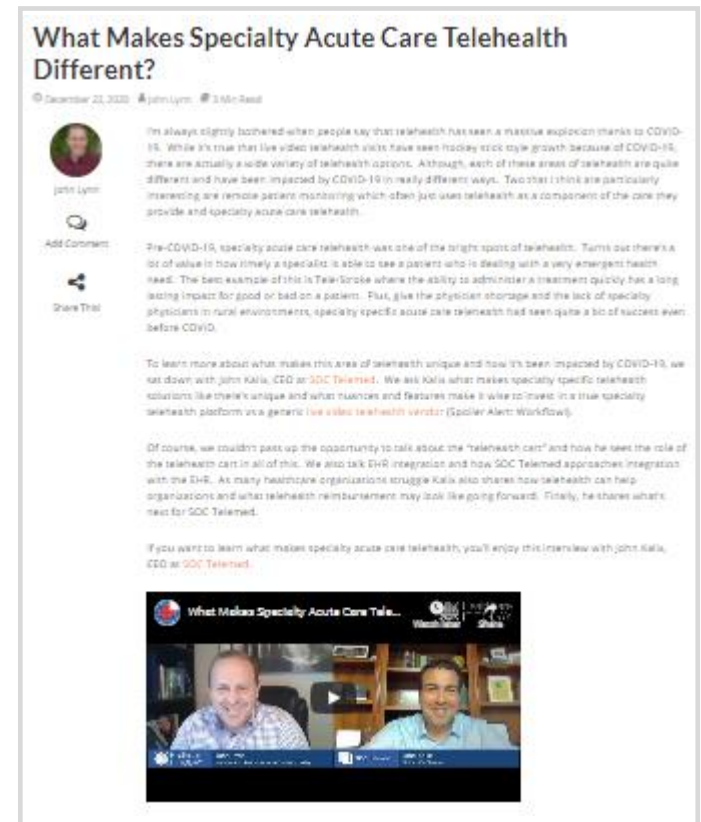
- 30min live interview of your customer or executive (in person if we are at a conference or via web conference if remote)
- Edited 10-15min interview posted to *Healthcare IT Today's* YouTube channel
- Audio recording becomes an episode of *Healthcare IT Today's* Interviews Podcast
- 1 article with video embedded, written by us and published on *HealthcareITToday.com*
- Highlighted at least 6 times on daily newsletter over 6 months
- At least 6 social shares of article over 6 months
- Shared rights to the edited interview and raw footage
- Collaboration on questions and topic

## Guaranteed Results:

- 180,000 email sends
- 10,000 email impressions
- 250,000 potential social impressions
- 6,500 actual social impressions
- 350 article reads (over 3 months)
- 200 video views

## Package Price:

- \$2,500





# Webinar Promotion

Want to **attract more people to your webinar**? Let us help **drive more registrations**. With our distribution channels and audience, we can increase the number of **clicks to your webinar page**. Plus, we will **raise awareness** of your webinar topic with a published summary.

## Included:

- 1 dedicated email to subscribers about your webinar
- 1 summary article of webinar (either before or after the event)
  - written by you approved by *Healthcare IT Today*
- 6 appearances as Upcoming Event on daily newsletter
- At least 6 social shares prior to webinar

## Guaranteed Results:

- 186,000 email sends
- 10,500 email impressions
- 90,000 potential social impressions
- 3,000 actual social impressions
- 350 article reads (over 3 months)
- 175 clickthrus to your webinar page

## Package Price:

- \$5,000







# Co-Hosted Webinar

Adding a *Healthcare IT Today* editor to your webinar helps draw in a **bigger audience** and **extends the longevity** of the webinar recording. We know how to make topics interesting and how to **keep audiences engaged**. We have hosted and moderated hundreds of webinars.

## Included:

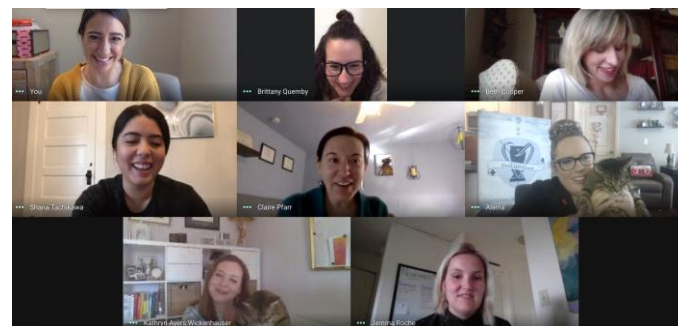
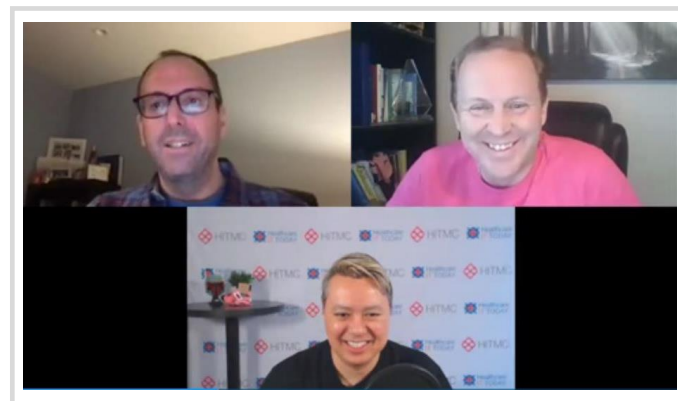
- *Healthcare IT Today* editor serves as MC, panelist or featured guest on your webinar
  - Webinar held on *Healthcare IT Today's* webinar platform
- 1 dedicated email to subscribers about the webinar
- 1 summary article of webinar written by *Healthcare IT Today* with video of the webinar embedded
- 6 appearances as Upcoming Event on daily newsletter
- At least 6 social shares prior to webinar
- Shared rights to the raw footage
- Collaboration on questions and topic
- Preparation for interview (practice session if needed)

## Guaranteed Results:

- 300,000 email sends
- 17,500 email impressions
- 150,000 potential social impressions
- 5,000 actual social impressions
- 350 article reads (over 3 months)
- 200 video views
- 100 webinar registrations

## Package Price:

- \$8,000





# Panel Discussion (in-person)

Interested in **telling a customer or company story** in a fresh way? A video interview that is turned into an article and a podcast is the perfect way to **raise awareness** and **demonstrate thought-leadership** across multiple mediums. Your customers and prospects will love it.

## Included:

- Live panel discussion/meetup at your location (booth or user conference)
- 1 article, written by *Healthcare IT Today* about the panel
- Article highlighted at least 6 times on the daily newsletter over 6 months
- At least 6 social shares of the article over 6 months
- At least 6 social shares highlighting panel/meetup prior to event
- Live Tweeting of the event/meetup by *Healthcare IT Today*
- Recruiting 3 panelists/influencers

## Guaranteed Results:

- 180,000 email sends
- 10,000 email impressions
- 330,000 potential social impressions
- 11,000 actual social impressions
- 350 article reads (over 3 months)

## Package Price:

- \$6,000







# Podcast Takeover

The *Healthcare IT Today* podcast is a terrific way to **reach a captive audience** who are **passionate about healthcare**. Takeover one of the co-host chairs and let's have a **meaningful on-air discussion** about your topic of choice. Let's **explore new ideas** and have a little fun along the way.

## Included:

- Company thought-leader as the guest host of the main *Healthcare IT Today* podcast alongside one of our editors
- Mentioned at the start of the podcast as exclusive sponsor
- 1min "advertorial" at the midpoint of the podcast
- 1 article, written by *Healthcare IT Today*
  - Summarizing the podcast
  - Link to podcast
  - Link to your website
- Article highlighted on the daily newsletter
- At least 4 social shares of article
- Collaboration on topic and discussion points

## Guaranteed Results:

- 30,000 email sends
- 1,500 email impressions
- 60,000 potential social impressions
- 2,000 actual social impressions
- 350 article reads (over 3 months)

## Package Price:

- \$4,000





# Display Ad

One of the most affordable ways to **raise awareness** and **generating leads** is through a display ad on our *Healthcare IT Today* website. It's great for promoting a **whitepaper, ebook, or special offer**.

## Included:

- 3 months display ad on *HealthcareITToday* website
- 300x250px image (JPEG, PNG, GIF – tastefully done)
- 1 URL (tracking link okay)

## Guaranteed Results:

- 120,000 ad impressions
- 90 clickthrus

## Package Price:

- \$1,500

*Most important...Healthcare IT Today is the only healthcare media outlet that guarantees their work. They offer flexible options for placements and rapid-response to our digital content ideas. You can't put a price on that kind of peace-of-mind.*

**Beth Friedman**

Founder and CEO at Agency Ten22



Display Ads



# Live Tweeting

Want to **expand the audience** for your webinar/event and **draw new people to your content**? Live-tweeting is a great way to **engage people interested in the topic**, but who are not attending. We have live-tweeted over 500 sessions. Let us put that experience to work for you.

## Included:

- At least 5 Tweets before your event
  - If you have a social image, we will use it
- At least 10 Tweets during your event sent out through the *Healthcare IT Today* or editor's personal Twitter account (whichever will drive more views)
  - We may add photos for in-person events
  - We may add slides, if they are provided a day before
  - Max 90min

## Guaranteed Results:

- 225,000 potential social impressions
- 7,500 actual social impressions

## Package Price:

- \$750





# 2021 Editorial Calendar – Healthcare IT Today

Each month we put the spotlight on one topic with more in-depth coverage and stories.

MONTH	TOPIC
January	Telehealth
February	Remote Patient Monitoring
March	Cloud + Healthcare
April	Health IT Leadership
May	Care Coordination
June	Patient/Provider Communication
July	Physician Practices*
August	Patient Identification*
September	Revenue Cycle Management*
October	Voice*
November	Interoperability*
December	Scheduling*

## SPECIAL DISCOUNTS

Discounts are available for sponsors and advertisers who do business in the spotlighted topic area. [Contact us](#) for details.

## OP-ED SPOTS AVAILABLE

For each topic, we have a limited number of op-ed spots available. The op-ed must be original, not overly salesy, and contain no more than 2 back links to a commercial website.

All submitted articles are reviewed by our editorial team. Decisions are final.

We accept op-ed submissions a month in advance. Just email us at:

[op-ed@healthcareittoday.com](mailto:op-ed@healthcareittoday.com)

\*Subject to change



# About Healthcare IT Today

”

*Our mission is to be the most friendly and helpful media company in healthcare.*

*Like you, we are connectors, enablers and innovators working to improve healthcare. Most of our team have Health IT backgrounds. We understand your challenges and opportunities.*

*Let's collaborate!*



Colin Hung  
@colin\_hung

John Lynn  
@techguy



*The webinar series we collaborated on outperformed on all fronts. Not only did we have a high number of registrants, but the information they shared on the webinar was extremely valuable. The feedback from attendees was overwhelmingly positive. Healthcare IT Today is the kind of partner that makes this stuff easy. I'd give them a 6-star rating if I could.*

Lea Chatham McCann  
Director of Content Marketing at Solutionreach

# Friendly. Creative. Helpful. GUARANTEED

Connect with healthcare buyers.

Raise awareness of your brand.

Generate leads for your team.

[www.healthcareittoday.com](http://www.healthcareittoday.com)

