



xtelligent

HEALTHCARE MEDIA

Creating data-driven connections for healthcare executives, IT professionals and healthcare vendors on the issues that matter most.

2019

Media Kit

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“ Xtelligent Healthcare Media plays an integral role in our marketing strategy, adding value to our go-to-market programs across the board.

Their editorial team has developed thought leadership content for us that we’ve used in several campaigns. And they have promoted the content through their own channels, across the Xtelligent Healthcare Media network, and delivered leads that have had a meaningful impact on our pipeline.

Xtelligent Healthcare Media is a valued partner and a great resource for Optum.”

- Associate Director, Marketing, Optum



About Xtelligent Healthcare Media

Xtelligent Healthcare Media is a premium digital healthcare publisher.

We create data-driven connections for healthcare executives, IT professionals and healthcare vendors by delivering actionable information on the issues that matter most to healthcare executives and IT professionals. Readers consume commercial messaging alongside relevant expert content, as they research solutions to their most pressing challenges

The Xtelligent Healthcare Media team produces high quality content that is delivered in the most effective formats to meet the needs of our audience. Our most recent reader survey asked, “**What type(s) of content do you find useful when making purchasing decisions?**” Here’s how our readers responded:

62%	55%	52%	52%
Webcasts	Online news sources	In-person events	White papers

Xtelligent Healthcare Media

Founded: 2012

8 websites, 2 annual events

100% focus on healthcare

Audience: 300,000+ healthcare executives and IT professionals

Organic search traffic drives visitors, registrations and page views.

- **100% YOY growth in page views & unique visitors**
- **30% YOY growth in registered users**

Reader engagement: 3-5 minutes (average time spent on story pages)

xtelligentmedia.com

200+ leading healthcare brands

benefit from Xtelligent Healthcare Media’s data-driven programs, including:



Letter From the Editor

Xtelligent Healthcare Media is entering its seventh year covering the intersection of healthcare, technology and policy. And as we do, we are renewing our commitment to deliver actionable information to our audience of more than 300,000 healthcare executives and IT professionals who support healthcare initiatives.

Building on our years of experience covering the many facets of healthcare, we will continue to bring our editorial expertise to bear on the new and emerging trends most likely to impact the daily operations of industry professionals, namely the increased movement toward value-based care and payment and the resulting demands for data-driven change. Alongside value-based care are priorities including connected health, digital transformation in healthcare, and payer-provider collaboration on delivering affordable, high-quality care.

As we head into a new year, Xtelligent Healthcare Media's editorial approach will focus on achieving three goals:

Providing readers with actionable information.

We work with a vast network of industry leaders and subject-matter experts to ensure that we are providing our audience with actionable information. The expert content we develop creates a productive environment for providers, payers, and vendors to work together to address specific business needs and use cases.

Combining subject-matter expertise with editorial rigor.

We believe that providing meaningful coverage of a historically complex and changing industry requires much more than a rehashing of headlines and data points. Our editorial team's approach is to truly highlight the needs and constraints of healthcare professionals and provide deep insight into strategies and solutions for overcoming obstacles to delivering affordable, high-quality care. The content we develop — in all its forms — reflects this commitment.

Covering the topics that matter most to healthcare.

The goal of the Xtelligent Healthcare Media team is to cover the most significant challenges facing healthcare professionals, drawing on insight gained from real-world experience. Through our daily news coverage and weekly feature-length content, our audience will continue to hear from their peers and learn from proven in-market examples. Additional opportunities for engagement come from webcasts and live events where we will continue to innovate new and compelling formats to meet the needs of our audience.

The coming year has the potential for substantial change in healthcare policy and practice, and with it, many implications for information technology. We are committed to assisting our readers — the executive decision-makers and healthcare IT professionals responsible for effecting tangible change — as they navigate the industry's complex ecosystem with the goal of creating lasting improvement.

Best regards,



Kyle Murphy, PhD
Senior Director of Editorial
Xtelligent Healthcare Media, LLC

Editorial Topics & Events (2019)

The **Xtelligent Healthcare Media Network** consists of eight websites and two annual events focused on specific aspects of healthcare. Many topics are multi-faceted and coverage often overlaps between sites, but each website presents a unique vantage point. Our high quality editorial content provides the ideal context for healthcare product and service organizations to achieve business goals (including thought leadership, brand awareness, and lead generation) through Xtelligent Healthcare Media's integrated and streamlined marketing solutions.

WEBSITES

EHRIntelligence

- Federal quality reporting programs
- Artificial intelligence for EHR technology
- EHR integration, optimization, usability
- Health data exchange, healthcare interoperability
- Clinical documentation improvement
- EHR implementation, replacement, selection

HealthITSecurity

- Artificial intelligence for health data security
- Phishing, ransomware, and emerging cyberthreats
- HIPAA, HITECH, and regulatory compliance
- Risk management and remediation
- Medical device, IoT security in healthcare
- Mobile device management, security

HealthITAnalytics

- Artificial intelligence in data analytics
- Healthcare blockchain, health data exchange
- Population health management
- Big data analytics, business intelligence
- Precision medicine, personalized care
- Data governance, integrity, and reporting

HealthPayerIntelligence

- Medicare Advantage participation, partnerships
- Beneficiary engagement for prevention and wellness
- Value-based care model strategies
- Quality measure development, optimization
- Private, public, and hybrid health plans
- Social determinants of health, beneficiary activation

HITInfrastructure

- Legacy health IT infrastructure updating
- Digital health platform interoperability
- Healthcare cloud computing, service models
- Patient-doctor communications channels
- Blockchain technology in healthcare
- EHRs and patient-monitoring systems integration

mHealthIntelligence

- Remote patient monitoring programs, reimbursement
- Community-, school-based telehealth programs
- Telehealth integration into the care continuum
- Telehealth licensure, reimbursement policy
- Patient-generated health data integration
- Digital health and online health therapeutics

PatientEngagementHIT

- Value-based care models, strategies
- Care access, navigation, and management
- Social determinants of health, community health, and health equity
- Patient-generated health data, patient data matching
- Patient payment technologies, patient payment plans
- Connected health, patient-facing self-management technology

RevCycleIntelligence

- Healthcare consolidation, mergers, and acquisitions
- RCM optimization and key performance indicators
- Value and risk-based model strategies
- Healthcare consumerism, patient financial responsibility
- Supply chain, labor optimization
- Medicare, Medicaid, and CHIP rules, regulations

EVENTS

Telehealth Summit

June 6-7, 2019 (Atlanta)

- Remote patient monitoring programs, reimbursement
- Community- and school-based telehealth programs
- Telemedicine integration into the care continuum
- Digital health and online health therapeutics

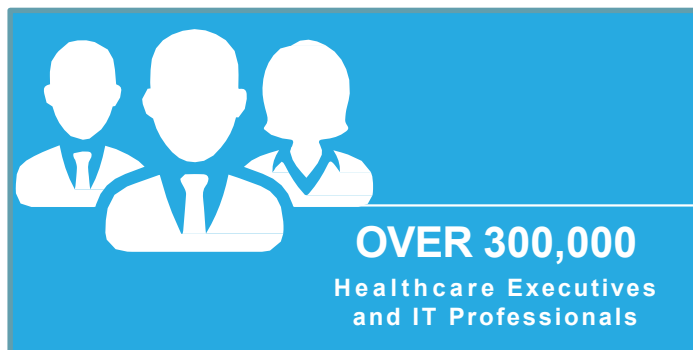
Value-Based Care Summit

October 24-25, 2019 (Boston)

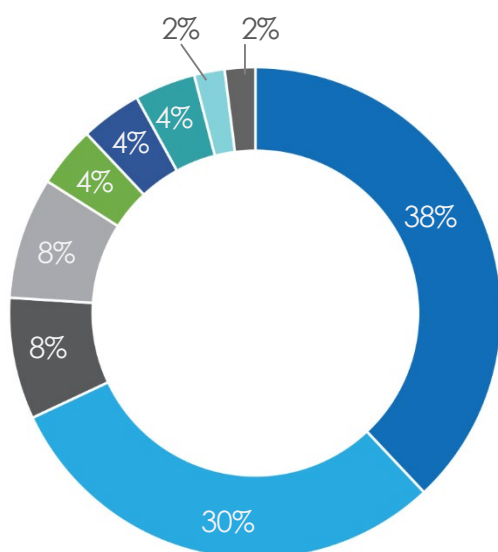
- Value-based care model design, contracting
- Quality measure development, measurement
- Health data governance, analytics, reporting
- Social determinants of health, communities of care

Our Audience

Decision makers in healthcare administration, innovation, policy, and technology visit our network of websites to research solutions to the challenges facing their organizations and to keep up with the latest news and trends in their specific areas of interest.



Types of Organizations

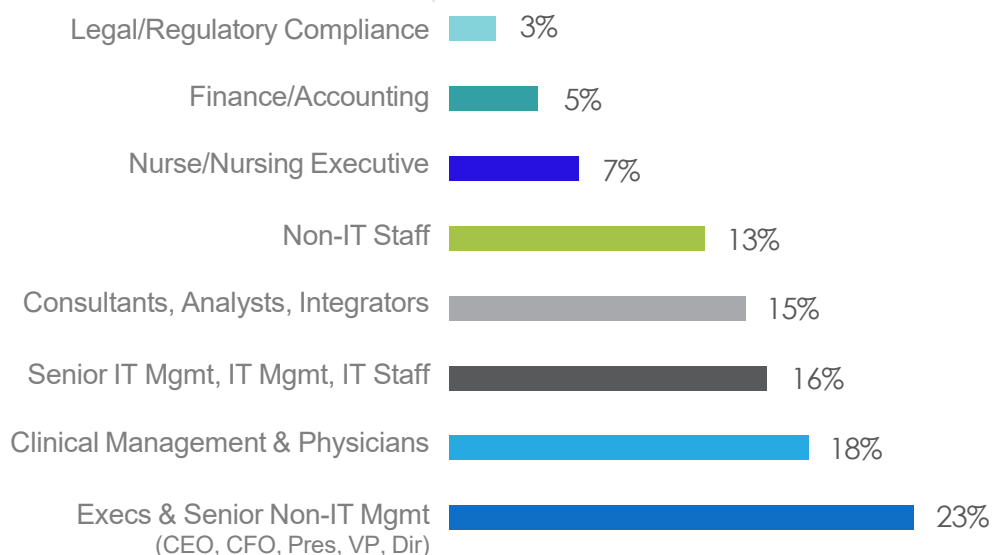


Our audience includes every type of healthcare organization, ranging from large hospitals and health systems to solo physician practices, as well as payers and ACOs.

- Physician Practice/Physician Group
- Hospital/Medical Center/Multi-Hospital System
- Skilled Nursing Facility
- Ancillary Clinical Service Provider
- Outpatient Center
- Federal/State/Municipal Health Agency
- Payer/Insurance Company/Managed Care Organization
- Accountable Care Organization
- Pharma, Biotech, Biomed Company

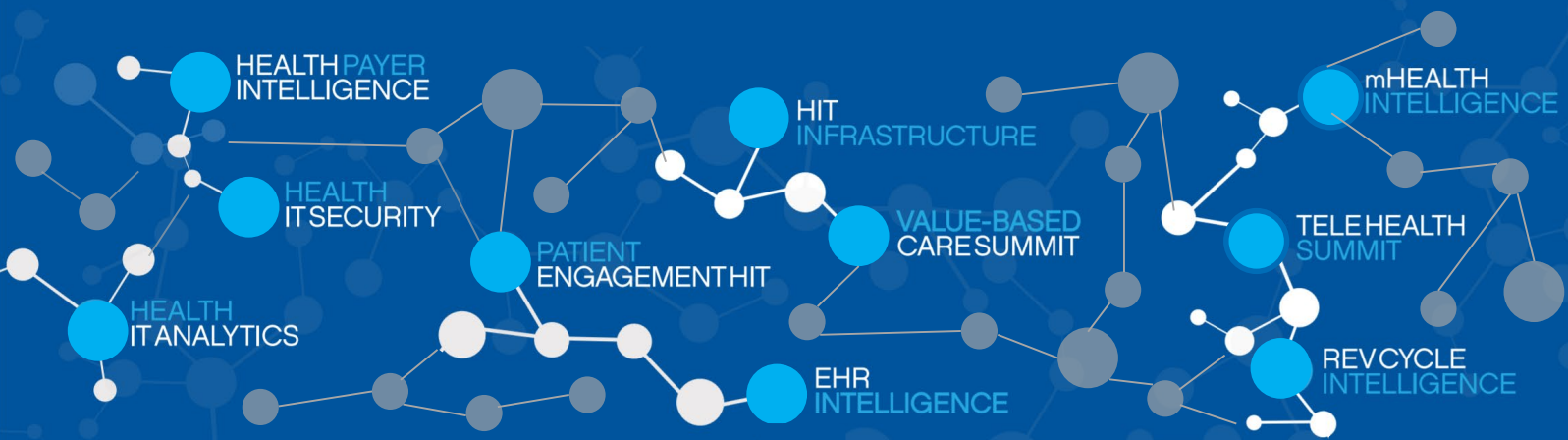
Functional Groups

All functional groups are represented, reflecting the team-buying approach that exists today in most organizations. Each member has a role in researching, validating, budgeting, or implementing healthcare technology and service solutions.



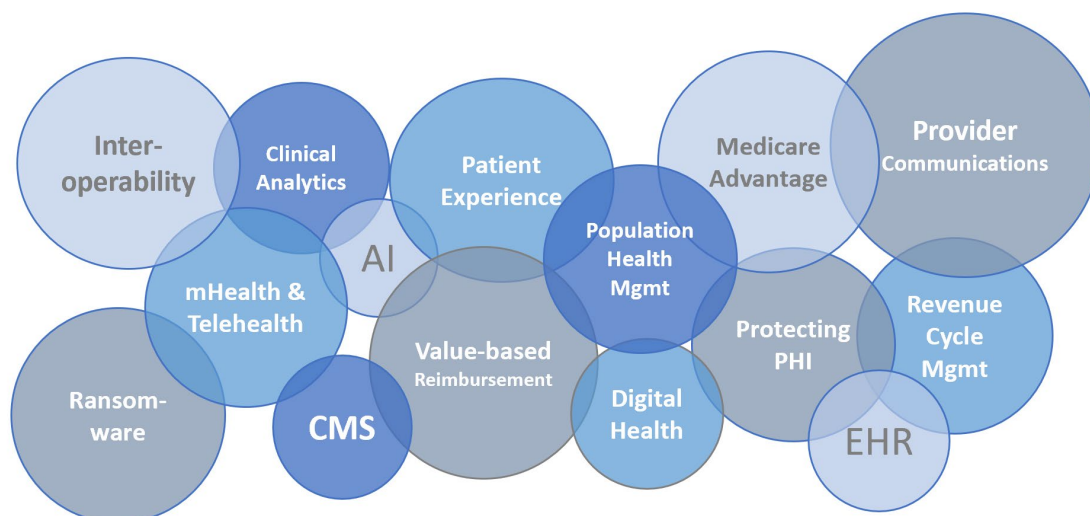
Our Advantage: Topically Inter-Connected Sites

xtelligent HEALTHCARE MEDIA PLATFORM



The Xtelligent Healthcare Media Platform reflects how healthcare executives and IT professionals actually think by making related topics available on multiple sites.

















In reality, most people think laterally, connecting multiple topics using their own logic, driven by job roles, project responsibilities and a general need-to-know. Our editorial approach creates deep reader engagement across multiple sites and events by supporting linear (categorical) and lateral thinking.



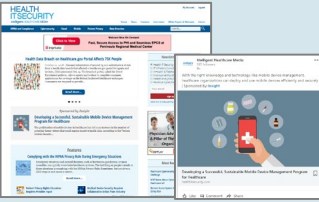















(Xtelligent Healthcare Media, Lytics Data, 2018)

Advertising Media Product Overview (1 of 2)

 <h2>Lead Generation</h2> <p>Deliver qualified leads to your salesforce – leads that meet your criteria and have engaged with relevant content.</p>	 <h2>Thought Leadership</h2> <p>Showcase your brand as a thought leader by sharing your expertise, insights, and experience through long-form content.</p>	 <h2>Brand Awareness</h2> <p>Align your messaging with relevant topics and promote your brand through content and strong visuals.</p>
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Our advanced targeting technology and results-oriented advertising options deliver your content and messaging to the right audience at the right time. Proven solutions help you achieve thought leadership, branding, and lead generation goals.		Lead Generation	Thought Leadership	Brand Awareness
Account-Based Marketing  <p><i>97% of marketers report that ABM delivers higher ROI than their other marketing activities</i></p>	<p>Easily leverage Xtelligent Healthcare Media's content-rich platform to host ABM outreach.</p> <p>Benefit from up-to-the-minute content consumption patterns and advanced marketing technology to deliver your message with precision to the organizations you've identified.</p>			
Content Syndication and Lead Nurturing 	<p>Use professionally developed content to drive and nurture leads. Content includes whitepapers, webcasts, and case studies.</p> <p>All leads are screened to ensure they are from legitimate healthcare organizations. We remove vendors, students, professors, and consultants from lead delivery.</p>			
Webcasts 	<p>Webcasts are one of the best-performing content types. Healthcare executives and IT professionals value webcasts as an efficient way to gather unbiased information.</p> <p>Choose from vendor-driven or editorial webcasts to deliver your message. Leverage add-on summaries to increase distribution.</p>			
Custom White Papers, Reports and Research 	<p>Custom content is an opportunity to use objective content that aligns with your brand messaging to reinforce your value proposition.</p> <p>Options include: audience surveys, industry event coverage, infographics, podcasts, webcast executive summaries, and white papers. <i>Additional custom solutions available.</i></p>			

Advertising Media Product Overview (2 of 2)

Our advanced targeting technology and results-oriented advertising options deliver your content and messaging to the right audience at the right time. Proven solutions help you achieve thought leadership, branding and lead generation goals.		Lead Generation	Thought Leadership	Brand Awareness
Sponsored Article Series 				
<p>Promote your company as a thought leader by contributing a series of three bylined articles for placement on multiple relevant sites. Articles may be written by company staff or our editors.</p> <p>Articles are shareable and will be promoted through social media, in newsletters, and on website home pages.</p>				
eBlasts 				
<p>Enjoy 100% share of voice with direct access to our opt-in email list. Promote products and services and drive traffic to landing pages on your website.</p> <p>Our data-driven segmentation tools let you zero in on prospects that meet your specific criteria. Limited inventory for each audience/site.</p>				
Newsletters 				
<p>Exclusive week-long sponsorships provide reach and frequency to achieve marketing goals. Our site newsletters feature news recaps, in-depth articles, and interviews with industry experts.</p> <p>Advertisements include your logo, a call to action and 50 words of supporting copy. Subscriber counts vary by site.</p>				
Display Advertising 				
<p>Present your message in context. Align your creative with relevant content. Visual reach and frequency supports your branding efforts.</p> <p>Placements include: Welcome Ads, Billboards, Standard IAB units and site take-overs</p>				
Events 				
<p>Our two industry-leading events - the Telehealth Summit and the Value-Based Care Summit - provide intimate, highly engaging environments for attendees to gather information and for vendors to develop and strengthen relationships. Sponsorship packages provide multiple opportunities to accomplish marketing goals.</p>				

What Our Clients are Saying



*Bottom line?
You hit it out of the park!*

It's good to see that we still get a pretty good CPL even though we've been running on HealthITSecurity for a while.

You just beat your own record in CTRs!

We're always pleased with the quality of the leads and swiftness of the programs we run with Xtelligent!"

The program is going well -- conversions are about 40%. One of them turned into a Platinum Account!

Feedback from Sales? These leads are great!

Why do you do so well while others fail?



Ad Specifications

Submitting Creative

Please note: All creative must be received 5-7 days before the campaign begins.



Billboard



Messaging Unit



Half-page



Welcome Ad



Newsletter

Ad Unit	Size	Creative File Size	Rich Media	Maximum File Size	Location
Billboard	970x250	40 KB	Yes	40 KB/ 2MB	Above the fold
Messaging Unit	300x250	40 KB	Yes	40 KB/ 2MB	Above the fold
Half Page	300x600	40 KB	Yes	40 KB/ 2MB	Above the fold
Welcome Ad*	640x480	200 KB	Yes*	200 KB/ 2MB	Screen take over
Newsletter	Logo: 40x100	40 KB	No	50 words of text	Top block

*Welcome ad animation cannot exceed 10 seconds

Links & Contacts

Websites and Events

Click on the logos below to visit the websites.

**EHR
INTELLIGENCE**
xtelligent HEALTHCARE MEDIA

**mHEALTH
INTELLIGENCE**
xtelligent HEALTHCARE MEDIA

**HEALTH
IT ANALYTICS**
xtelligent HEALTHCARE MEDIA

**PATIENT
ENGAGEMENT HIT**
xtelligent HEALTHCARE MEDIA

**HEALTH
IT SECURITY**
xtelligent HEALTHCARE MEDIA

**REVCYCLE
INTELLIGENCE**
xtelligent HEALTHCARE MEDIA

**HEALTH PAYER
INTELLIGENCE**
xtelligent HEALTHCARE MEDIA

**TELEHEALTH
SUMMIT 2019**
xtelligent HEALTHCARE MEDIA

**HIT
INFRASTRUCTURE**
xtelligent HEALTHCARE MEDIA

**VALUE-BASED
CARE SUMMIT**
xtelligent HEALTHCARE MEDIA

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