

HBMA

HEALTHCARE BUSINESS MANAGEMENT ASSOCIATION

2019

Vendor Media Kit

For Advertising and Sponsorship questions, contact our HBMA sales manager:
Nick Schuette at nschuette@hbma.org or 312-673-4974

Why will you decide to Market with HBMA?

Who do you want to reach in Revenue Cycle Management?

HBMA unlocks purchasing power.

- Every HBMA Revenue Cycle Management (RCM) Company Member represents the needs of the multiple providers and practices they serve.
- Each HBMA Professional Billing Department (PBD) Company Member represents individual practices or hospital systems.
- HBMA members are decision makers in software, compliance, and outsourcing solutions.
- HBMA members are business owners and managers.

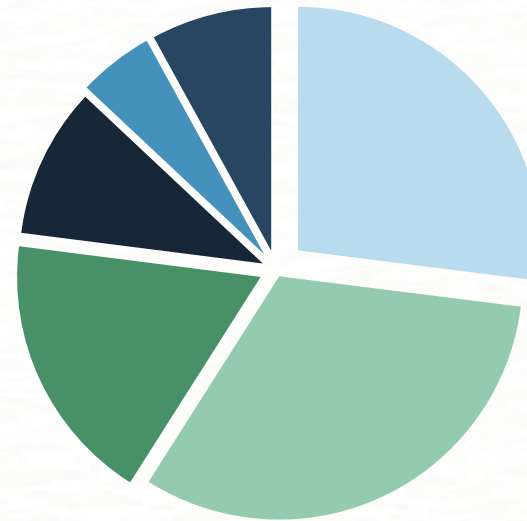
Why choose to Advertise with HBMA Now?

In 2018 the Association achieved:

- The introduction of the HBMA Compliance Accreditation Program,
- Welcoming 40 new RCM and PBD Company Members,
- The addition of 115 new members
- Introducing nearly 50 new members or first time attendees to other members and vendors at the 2018 Healthcare Revenue Cycle Conference.

HBMA Members by Company Size

Large or small, specialized or diverse, our members' clientele is comprised of about 60% hospital based physicians, 30% office-based physicians, and about 10% allied healthcare providers.



- 1 to 5 Employees
- 6 to 15 Employees
- 16 to 30 Employees
- 31 to 60 Employees
- 61 to 90 Employees
- 91+ Employees

About the Healthcare Business Management Association

As a non-profit, member-led trade association, HBMA represents over **43,000 employees at over 400 revenue cycle management firms**. Founded in 1993, HBMA fosters personal development, advocates on the behalf of the medical billing profession, and promotes cooperation through a wide range of business resources, educational events, networking opportunities, certification programs, and enforcement of the Medical Biller's Code of Ethics.

What Are Attendees Looking For?

The healthcare industry is generally slow to adopt new technologies and processes. With your help, our members stay agile in this ever-changing industry.

HBMA members are constantly seeking ways to improve their efficiency, productivity, technical, and operating skills, in an effort to serve and anticipate their clients' needs, and to extend their outreach.

HBMA members represent nearly 80% of claims submitted by third party medical billing companies on behalf of providers.

Reach Your Target Audience Here

HBMA connects your products and/or services in any of the following categories to healthcare business management professionals:

- Anesthesiology
- Cardiology
- Emergency Medicine
- Family Medicine
- General Surgery
- Internal Medicine
- OB-GYN
- Orthopedic Surgery
- Pathology
- Pediatrics
- Radiology

2019 Year Round Supporter Packages

Current Vendor Member Package

- 1 HBMA 2019 10x10 Booth
- 4 Half Page ads in RCM Advisor
- 4 eBlasts to Membership
- 1 HBMA 2019 Bag Insert
- Logo Recognition as year round support at HBMA events, HBMA website, and publications.
- **\$7,995**

First Time Vendor Package

- 2019 HBMA Vendor Membership
- 1 HBMA Introduction Email Blast
- 1 HBMA 2019 10x10 Booth
- 4 Half Page ads in RCM Advisor
- 4 eBlasts to Membership
- 1 HBMA 2019 Bag Insert
- Logo Recognition as year round support at HBMA events, HBMA website, and publications.
- **\$8,995**

Advertise with HBMA

- Advertise in *RCM Advisor* and reach a targeted audience of revenue cycle management professionals and decision makers
- Advertise with an article or banner in HBMA's bi-weekly eNewsletter, *NewsWire*
- Send your business message electronically to members with an email communication
- Advertise with a banner on the HBMA website
- Sponsor an educational webinar
- Create a customized sponsorship with the help of our sales team!

The Journal of the Healthcare Business Management Association, *RCM Advisor*, is HBMA's quarterly journal (published 4x year), and made available in print and online to nearly 1,000 members and contacts. The journal provides current and topical features written by industry leaders, as well as articles on coding, collections, compliance, government affairs and more. The journal is also available to non-member subscribers.



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RCM Advisor Editorial Calendar

Quarter	Content Focus	Reservation Due	Art Due
Q1 2019	Operations	12/10/2018	12/17/2018
Q2 2019	Data Security/Compliance	4/01/2019	4/08/2019
Q3 2019	Pre-Conference/Business Intelligence	7/15/2019	7/22/2019
Q4 2019	Patient Engagement	9/30/2019	10/07/2019

The HBMA Buyer's Guide will feature all HBMA Vendor Members. Renew or join by May 2019 to be included in the guide. www.hbma.org/join

Advertising Pricing and Deadlines

RCM Advisor Advertising

Full page (non bleed).....	8.00" x 10.50".....	\$1,700 per issue
Full page (including 1/8" bleed).....	8.75" x 11.25".....	\$1,800 per issue
½ page.....	7.00" x 4.60".....	\$900 per issue

**Advertisers must be HBMA Members.*

RCM Advisor AD DEADLINES

Issue	Deadline Date
Q1 2019.....	Dec. 10, 2018
Q2 2019.....	Apr. 01, 2019
Q3 2019.....	Jul. 15, 2019
Q4 2019.....	Sep. 30, 2019

NEW DIGITAL ADVERTISING OPPORTUNITIES ARE NOW AVAILABLE

Garner even more attention for your products and services with a variety of digital ad enhancements.

Contact nschuette@hbma.org to learn more.

HBMA Advertising (CONTINUED)

EMAIL BROADCASTS

\$1,000 per use

Send your business message electronically to a captive audience of all HBMA members.

Requirements: Place your ad in the body of an email and send it to HBMA for approval by the HBMA Office and Vendor Affiliate Committee. After approval, date selection for the one-time dissemination to the membership will be placed on the HBMA communications calendar.

GOVERNMENT RELATIONS UPDATE OP-ED

Write a one-page op-ed to be published in our special advocacy focused publication edited by HBMA's government relations committee.

BRANDED WEBINAR

\$3,500 per webinar

Webinars are offered throughout the year to HBMA members. Your company logo will appear on promotional email announcements and on slides during the presentation. Your company name will also be announced during the presentation.

WEBSITE BANNER AD

\$7,500

Your promotional banner ad with company logo will be displayed on the HBMA website for one year.

Requirements: Dimensions: 266 x 133 pixels. File Types: .jpg, .gif, or .png. No flash ads will be accepted. Please provide a link to your site, either the home page or a specific landing page.

WASHINGTON REPORT BANNER

\$750 per issue

The Washington Report is a monthly digital publication from the Director of Government Relations highlighting the various legislative and regulatory changes each month.

HOSTED WEBINAR

\$5,000 per webinar

HBMA will host a webinar with your content and promote to HBMA members. Content has to be educational and approved by HBMA. Names and email addresses of attendee will be provided after.

*****Limit 8 per year*****



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