

## What others say about the value of HFMA Sponsorships

*"Emdeon has benefited greatly from becoming a Diamond sponsor with HFMA. The ability to reach 35,000 HFMA members through thought leadership and innovative activities as part of our sponsorship is why we choose to partner with HFMA year after year."*

**Ashley Sonn**

**Marketing Manager II**

**Emdeon Institutional Services**

*"We are extremely satisfied with HFMA's level of service, personal attention, and commitment to ensuring that our investments in HFMA sponsorship opportunities are aligned with our specific business objectives and supportive of the educational needs of finance professionals across the healthcare industry."*

**Kate Kervin**

**VP, Marketing and Communications**

**Siemens Health Services**

"It exceeded every expectation we had. As a new participant, the value of the onsite help from the HFMA team can't recommend be overstated. I would highly encourage any vendor with a strong education focus to consider it, and we can't wait until next year!" – **Benchmark Revenue Management**

## Why Sponsor HFMA

- The benefits of sponsorship are significant. Organizations enhance their brand equity and their position as a thought leader in the healthcare industry while gaining key networking opportunities. By aligning with the trusted HFMA brand - recognized for value, quality and innovation-sponsors deepen their relationship with loyal HFMA members.
- 60% of our membership find Sponsorships valuable in making them aware of companies products or services.
- 49% of our membership found Sponsorships valuable in making product purchasing decisions
- Senior financial executive HFMA members control 90%+ of an organization's purchases for business-related products and services, including IT and consulting.
- 7 out of 10 hospital and health system senior financial executives belong to HFMA.

### **HFMA members get it...**

- Sponsors help make HFMA's conferences and events first-class educational and networking experiences.
- HFMA's sponsors support the Association's ability to provide access to a wealth of resources and information that can enrich a healthcare financial leader's knowledge and mastery of the challenges that face the industry. Our members understand without the support of our sponsors they would not be able to attend events at reasonable costs to them.
- 71% of our membership feel Sponsorship increase the value of an event

## HFMA Sponsorship Opportunities

### **Networking**

- Executive Event: March 12-14, 2010 Orlando, FL (page 4) – **SOLD OUT FOR 2010**
- Annual National Institute: June 2010, Nashville, TN (pages 5 & 6)
- Fall Revenue Cycle Strategies Conference: Location and Date 2010 TBD (pg 7)
- HFMA Executive Hospital On-site Briefings: Mutually agreed upon date and location (pg 8 & 9)
- Revenue Cycle Key Performance Indicators (pg 12 & 13)

### **Thought Leadership Activities**

- Leadership Training Conference: April 18-20 2010 (page 10 & 11) – **SOLD OUT FOR 2010**
- Published Educational Reports (page 15)
- Published Roundtables (page 16)
- 60-Second Strategist (page 17)
- Skybox Roundtables (page 18)
- HFMA Social Networking and Forums (page 19)
- HFMA Webinar (pages 20 & 21)
- Leadership Magazine (pages 24 thru 28)

### **Branding Activities**

- HFMA's Top 40 Under 40 (pages 22 & 23)

## HFMA Networking Sponsorship Opportunities

### **EXECUTIVE EVENT CONFERENCE - SOLD OUT FOR 2010**

#### **Share ideas and network with SFEs in healthcare**

HFMA's Executive Event is designed exclusively for Senior Financial Executives (SFEs) and attracts 200 industry leaders. As key decision-makers in their organizations, attendees view the Executive Event as the forum for networking and sharing ideas. This event is limited to a select few corporate sponsors and presents the ideal opportunity to interact with a highly-targeted senior audience.

**Date and Location:** Orlando FL March 12-14, 2010

**Sponsorship Fee:** \$15,000

**2009 Demographics:** Mid-Level 24.9%/ Executive 66.9%/ Staff Specialists 5.9%/ Other 2.4%

#### **Sponsorship Benefits Include:**

- Three full-conference registrations to all education sessions
- 10 x 10 space for exhibiting with 6-foot draped table top provided
- Recognition on signage in registration area
- Pre/post-conference attendee mailing lists
- Logo on the HFMA Executive Summit website
- Use of HFMA logo to promote your sponsorship
- Sponsor listing in HFMA's Annual Report
- Sponsor recognition in HFMA e-mail to registered providers

## HFMA Networking Sponsorship Opportunities

### ANNUAL NATIONAL INSTITUTE

#### Build visibility and enhance your network with ANI

ANI, HFMA's national conference and premier event, attracted more than 1,800 healthcare finance executives from across the nation in 2009. This year's event will include more than 70 educational sessions on a variety of healthcare topics including financial management; patient financial services/revenue cycle; payment/reimbursement/managed care; and compliance/legislative.

65.7% of attendees were providers

46.6% of the providers were executive level VP or above

20.7% of providers were CFO or Controllers

**Date and Location:** June 20 – 23 2010, Nashville, TN

#### Sponsorship Level: \$20,000-\$40,000

- Songwriter Experience for 40.....\$32,500
- ANI Highlight Video.....\$30,000
- Pocket Guide .....\$25,000 **PENDING**
- General Sessions..... \$20,000 ea.
  - Sunday Ian Morrison
  - Wednesday Pat Summitt
- E-Media Social Networking.....\$20,000
- Kick-Off Opening Session (Ian Morrison) \$20,000
- Coffee Station near registration.....\$25,000 **PENDING**

#### Sponsorship Level: \$15,000-\$18,000

- Welcome Reception (Delta Island).....\$15,000 each  
(*co-sponsorship*)
- Water Bottles or Hospitality stations in education rooms  
(logo on pens, cups & mints.....\$ 22,000 **SOLD**)
- Volunteer Shirts (S/M/T/W)..... \$15,000
- Course Coordinator Staff polo Shirt.....\$15,000

## HFMA Networking Sponsorship Opportunities

### ANNUAL NATIONAL INSTITUTE, CONTINUED

#### Sponsorship Level: \$10,000-\$12,500

- Health Challenge (Pedometers).....\$12,500
- Pole Banners on Delta Island M/T/W..\$10,000 **PENDING**
- Relaxation Station.....\$10,000
- Ticket Book.....\$10,000
- Program Guide in attendee Bag.....\$10,000
- Häagen-Dazs Ice Cream Store.....\$10,000

#### Sponsorship Level: Under \$10,000

- Monday Exhibit Hall Lunch and Reception.....\$10,000  
(1 dedicated station max 3)
- Tuesday Exhibit Hall Lunch and Reception.....\$10,000  
(1 dedicated station max 3)
- Mini General Session Monday or Wednesday..\$10,000
- Hand Sanitizer in Attendee bag with logo.....\$8,500
- Pens in Attendee Bag.....\$7,500

#### Sponsorship Benefits Include (\$5,000 and Over):

- Recognition on signage in registration area
- Logo and/or recognition:
  - In program book
  - On HFMA website
- Pre/post-conference attendee mailing lists
- Sponsor recognition in HFMA e-mail to registered providers
- One Full program registrations per \$5,000 committed (approximately \$1,000 value)
- Use of HFMA sponsor logo to promote your sponsorship
- Sponsor listing in HFMA's Annual Report
- Preferred onsite booth selection for ANI 2011
- Additional benefits based on sponsorship asset

## HFMA Networking Sponsorship Opportunities

### FALL REVENUE CYCLE STRATEGIES CONFERENCE

#### A unique opportunity to showcase your revenue cycle solutions

One of the largest revenue cycle peer-to-peer educational conferences in the nation, HFMA's 2010 Revenue Cycle Conference will focus on the best and most innovative process improvements in healthcare revenue cycle finance. During HFMA's two-day conference, senior executives with direct responsibility across the spectrum of the revenue cycle learn how to manage more effectively by using the latest technology, leadership skills, tools, and case studies. By sponsoring the Fall Revenue Cycle Strategies Conference, sponsors will not only gain insight and visibility into key issues, but interact with leaders as they participate in active decision making and solutions identification. Given the full range of topics addressed within the revenue cycle topic, sponsors find their desired niche audience represented in the 150 revenue cycle executives attending the conference.

**Date and Location:** Fall 2010 TBD

**Sponsorship Fee:** \$15,000

**2008 Demographics:** Mid-Level 46.2%/ Executive 40.7%/ Staff Specialists 8.4%/ Other 4.7%

#### Sponsorship Benefits Include:

- Recognition on signage in registration area
- 10 x 10 space for exhibiting with 6-foot draped table top provided
- Logo and/or recognition on the HFMA website
- Pre/post-conference attendee mailing lists
- Sponsor listing in HFMA's Annual Report
- Sponsor recognition in HFMA e-mail to registered providers

## HFMA Networking & Thought Leadership Sponsorship Opportunities

### HFMA EXECUTIVE HOSPITAL ON-SITE BRIEFINGS

#### Description

The Hospital on-site Briefings are one-day, invitation-only programs intended to provide invited senior financial executives with a heightened awareness of emerging issues and the chance to explore the strategic opportunities and operational demands embedded in the issues presented. It is anticipated that 20-40 executives will participate in each briefing. The programs will be held in a provider facility selected by the Sponsor with final approval provided by HFMA.

Each briefing will begin with an executive level summary focusing on the substantive strategic implications of the topic. This strategic framing of the issue will establish the context for an extensive case study of a provider facility that is addressing the selected issue. The case study provides the foundations necessary for participating executives to identify next steps and develop plans for their respective organizations. Following the case study, the program will provide a facilitated discussion aimed at identifying opportunities, organizational demands and best practices. The briefing will conclude with a tour of the hosting provider facility.

**Sponsorship Fee:** \$25,000

#### Program Objectives

The Hospital Briefings are intended to:

- Examine the strategic implications and operational demands of select emerging issues/hot topics
- Provide invited hospital executives with the insight needed to identify new opportunities for their organizations
- Specify the organizational demands and “next steps” needed to succeed

## HFMA Networking & Thought Leadership Sponsorship Opportunities ▪

### HFMA EXECUTIVE ON-SITE BRIEFINGS, Cont.

#### Responsibilities

*HFMA will be responsible for:*

- Developing the topic content and issues to be covered in the Program
- Developing and executing the executive level summary presentation, including securing speaker
- Developing and executing the closing facilitated discussion
- Overseeing the case study content and presentation
- Final approval for all content presented in the Program
- Marketing the event
- Conducting registration at the event
- Fees associated with speaker, marketing and registration

*Sponsor will be responsible for:*

- Providing input to HFMA on the topic content and issues to be covered, including input on the learning objectives and case study
- Identifying the provider that will present the case study and host the tour and making appropriate arrangements
- Securing meeting space and related logistics
- Managing the event tour and related logistics
- All fees associated with meeting room, tour, food and beverage

#### Sample Agenda

Morning

9:30a.m. – 10:30a.m. HFMA Executive Introduction

10:30a.m. – 10:45a.m. Break

10:45a.m. – 12:45p.m. Provider Case Study and Workshop on the Issue

Afternoon

12:45p.m. – 1:45p.m. Lunch

2:00p.m. – 3:30p.m. HFMA Facilitated Discussion: Opportunities/Demands and Best Practices

3:45p.m. – 4:00p.m. Debrief of Day: Participants - Lessons Learned, Next Steps

4:00p.m. – 5:00p.m. Facility Tour

Optional

5:00p.m. – 6:30pm Sponsor Reception (all costs covered by Sponsor)

## HFMA Thought Leadership Sponsorship Opportunities

### **LEADERSHIP TRAINING CONFERENCE – SOLD OUT FOR 2010**

**The Leadership Training Conference provides a unique opportunity to demonstrate thought leadership in healthcare finance**

Each year, HFMA chapter leaders from 69 nationwide chapters, across 11 regions gather at the Leadership Training Conference (LTC) to prepare and plan for a new year. As an LTC sponsor, you have the opportunity to present your capabilities as an educational speaker to the entire chapter Program Chair community. Through this *once annual* opportunity, LTC sponsors position themselves as thought Leaders and advocates of HFMA national while supporting the local and regional HFMA community. To assist program chairs in building their educational platform for their coming year in office and to help educate the marketplace on key issues and best practice solutions, LTC sponsors provide a 10-minute overview on speaker resources and company competencies. Additionally, LTC sponsors offer their time and talent free-of-charge by participating in HFMA regional and chapter events. Speaker outlines, biographies and background information are also created by the sponsors to help inform program chairs and to provide key takeaways and conversation starters.

**Date and Location:** April 18-20 Grand Resort, Phoenix AZ 2010

**Sponsorship Fee:** \$10,000

**Demographics:** Mid-Level 40.8%/ Executive 46.2%/ Staff Specialists 10.2%/ Other 2.8%

## HFMA Thought Leadership Sponsorship Opportunities ■

### **LEADERSHIP TRAINING CONFERENCE (cont.) – SOLD OUT FOR 2010**

#### **Sponsorship Benefits Include:**

- Sponsor presentation at conference luncheon (may present company profile and thought leadership topics, as well as speaker bios and experiences)
- 10 x 10 space for exhibiting with 6-foot draped table top provided
- Three conference invitations
- Inclusion in HFMA's ongoing promotion of available speaker and program resources at local and regional events
- Sponsor recognition in HFMA's *Notes from National*, a monthly newsletter exclusively for chapter leaders
- Recognition on [hfma.org](http://hfma.org) (LTC page) with sponsor logo and link to website
- Pre/post-conference attendee mailing list
- Sponsor listing in HFMA's Annual Report

#### **“LTC is a Great Sponsorship Opportunity”**

“It exceeded every expectation we had. Nearly every HFMA region has expressed an interest in working with your education group and we’ve already secured speaking engagements with a third of the HFMA chapters. As a new participant, the value of the onsite help from the HFMA team can’t recommend be overstated. I would highly encourage any vendor with a strong education focus to consider it, and we can’t wait until next year!” – **Benchmark Revenue Management, LTC Sponsor 2009**

## HFMA Thought Leadership Sponsorship Opportunities ■

### Revenue Cycle Key Performance Indicators (KPI's)

Organizational leaders are focusing on revenue cycle outcomes and more importantly the impact of the revenue cycle to the financial health of the organizations. There is more emphasis on the actual data and a desire to understand what is behind the numbers. In addition to relying on data to track trends, identify areas of improvement opportunities, establish internal better practice, providers desire the ability to evaluate standardized peer to peer information. Unfortunately, true revenue cycle performance peer to peer comparison does not exist in the health care industry.

HFMA is committed to taking the initial step by publishing accepted definitions. Our first set of standardized KPI's will be published on line in December, 2009. HFMA is now communicating our research and stance with the healthcare industry to gain wide-spread acceptance of these KPI definitions as standards via a printed version of the KPI's in the January issue of *hfm* and a live presentation at the HFMA Virtual Conference in January. The next iteration of KPI's is scheduled to be developed and vetted. This presents a unique opportunity for the right sponsor to be on the leading edge of a program and also increase your brand presence in the industry and be positioned as an industry leader alongside HFMA.

**Taskforce Members organizations and titles available upon request**

## HFMA Thought Leadership Sponsorship Opportunities ■

### Revenue Cycle Key Performance Indicators (KPI's)

#### Sponsorship

Four to six sponsors will be engaged at \$25,000 per sponsor. Each sponsor will have a single seat at two meetings (1st Quarter and 2nd Quarter 2010). The meetings will be located in a hotel/resort setting and/or may be conducted virtually. The meeting goals will 1) Identify Phase II KPI's 2) Develop each KPI definition through a vetting process

#### Process

HFMA will establish a Task Force consisting of a single Senior Financial Executive and/or Senior Revenue Cycle leader from 15-20 different providers. The provider group will be diverse, with representation from large systems and smaller community facilities.

- Each sponsor can provide one non-sales representative as a thought leader at each meeting.
- KPI definitions will be vetted through two meetings.
- The Task Force will make recommendations to the HFMA Board for final approval.
- Sponsor agrees to adopt the final KPI definitions as a standard measurement for their applications within two years of the published position paper.
- A final position paper will be developed and shared with the HFMA membership through *hfm* magazine and online with sponsor recognition.

#### Sponsorship Benefits Include

- Sponsor will have a seat at the table for each of the two meetings to gain an appreciation of the challenges the providers are facing and to provide industry input.
- Sponsor may submit 1-2 provider contacts for consideration on the Task Force.
- Sponsor will gain an early insight into which KPIs are essential and how they will be defined.
- Sponsor will receive logo recognition in the position paper that is developed and distributed.
- Sponsor will be associated with a set of standards that will be used moving forward.
- Full attendee list of all participants in task force.

## *hfm* Magazine Readership

*hfm*'s healthcare CFO readers view the magazine as a trusted resource that they read, retain, refer to and recommend. In fact, according to recent studies and statistics (noted below), the typical healthcare CFO reader of *hfm*:

- Rated *hfm* #1 in overall quality (1)
- Saves copies (90%) of *hfm* for future reference — extending the brand positioning power of your educational report or roundtable (2)
- Prefers *hfm* over any other industry publication (1) - 62% prefer *hfm* compared to 30% for *Modern Healthcare* and diminishing percentages for other similar industry-related publications
- Voted *hfm* as their publication of choice out of 10 key industry publications (1)

1 According to PERQ/HCI 2007 statistics.

2 According to 2007 Readex, Inc. *Reader Preference Study*

*hfm* numbers speak volumes with a readership that remains strong year-to-year

- Spends 56 minutes reading or looking through each issue—that's more time spent reading *hfm* than any other industry publication(1)
- 98% paid subscriptions (2)
- From 29,000 (2003) to 34,000 (2007) total audit average qualified circulation within a five calendar year analysis (2)
- 99.4% of *hfm* readers maintain their subscriptions for more than one year (2)

1 According to 2007 Readex, Inc. *Reader Preference Study*

2 BPA Worldwide, BPA Business Publication Circulation Statement – December 2007

## HFMA Thought Leadership Sponsorship Opportunities ■

### PUBLISHED EDUCATIONAL REPORTS

#### **Address issues and hot topics while promoting your organization**

Each year HFMA members provide feedback on their urgent priorities and look to HFMA for direction on addressing those priorities. Published Educational Reports illustrate the depth and breadth of HFMA's influence. However, without sponsors as guides and patrons, this type of publication would not be possible. Sponsor representatives, along with industry leaders, are the subject matter experts on a chosen topic. Projects are coordinated by HFMA's editorial staff, and may include a mix of primary and secondary research. HFMA will also work with sponsors on marketing and distribution options. **Sponsorship Fee: \$38,500**

#### **Sponsorship Benefits Include:**

- Collaboration with HFMA on topic outline
- Interviews with company representatives as subject matter experts
- Mention of collaborative effort on front page of Published Educational Report in hfm (distribution: 35,000)
- Logo and sponsorship recognition on back page of published report
- Company profile on back page of published report
- Logo and link on HFMA website accompanying the web positioning of the sponsored report
- Four-color reprints and PDF for use by sponsor's sales and marketing teams (quantity:1,500)
- HFMA distribution of Published Educational Report at National events where HFMA exhibits
- Feature *HFMA Wants You To Know* and newsletter article sent to over 117,000 subscribers
- Optional - Register to download with HFMA to provide sponsor contact information including email and phone numbers

## HFMA Thought Leadership Sponsorship Opportunities ■

### hfm PUBLISHED ROUNDTABLES

#### **Raise awareness and address critical issues in healthcare finance while enhancing your brand**

*hfm* Published Roundtables, affiliated with HFMA's flagship journal *hfm*, provide a focused forum for senior financial executives to address the many strategic and tactical challenges they face. With recognition of the sponsor, *hfm* Magazine publishes key takeaways from the roundtable once per issue, and sponsors receive a four-page published document. Roundtable sponsors assist HFMA by providing feedback and direction on the topics and details to encourage open and thought-provoking discussion.

**Sponsorship Fee:** \$18,500

#### **Sponsorship Benefits Include:**

- PDF of the final document for electronic distribution by sponsor after published month
- One place at the roundtable for company representative
- Input on senior financial executives being considered for participation
- Sponsorship recognition on first page of published roundtable (distribution: 35,000)
- Company description on last page of published roundtable
- Titles/Bios of participants (if provided)
- Logo and link on HFMA website accompanying web positioning of roundtable
- 250 reprints of published roundtable (additional reprints available at cost)
- Four-page document published in *hfm* (distribution: 35,000)
- Optional - Register to download with HFMA to provide sponsor contact information including email and phone numbers

## HFMA Thought Leadership Sponsorship Opportunities ■

### 60-Second Strategist

**Provide our members strategies on critical issues in healthcare finance while enhancing your brand**

*60-Second Strategist*, published in HFMA's flagship journal *hfm* or *Leadership*, provide a tool for senior financial executives to learn about how they can deal with many strategic and tactical challenges they face. The content from these documents is used in *hfm* or *Leadership* to keep the larger membership abreast of strategies they should consider implementing. With recognition of the sponsor, *hfm* or *Leadership* Magazine publishes key strategies once per issue, and sponsors receive a barn door published document. Sponsors assist HFMA by providing feedback and direction on the topics.

**Sponsorship Fee:** \$25,000

#### **Sponsorship Benefits Include:**

- PDF of the final document for electronic distribution by sponsor after published month
- One quote in the roundtable for company representative
- Collaboration with HFMA on topic outline
- Interviews with company representatives as subject matter experts
- Sponsorship recognition on first page of published document (dist.: 35,000 or 75,000)
- Company description on last page of published document
- Logo and link on HFMA website accompanying web positioning of roundtable
- 250 reprints of published roundtable (additional reprints available at cost)
- Document Published in *hfm* or *Leadership* (dist: 35,000 or 75,000)
- Optional - Register to download with HFMA to provide sponsor contact information including email and phone numbers

## HFMA Thought Leadership & Networking Sponsorship Opportunities

### SKYBOX ROUNDTABLES —EXCLUSIVE SENIOR FINANCIAL EXECUTIVES

#### Sponsors bringing senior financial executives together

HFMA's Skybox Roundtables create an enjoyable platform for senior financial executives to gain perspective on key issues in healthcare finance. Participants have the opportunity to meet with their peers to share market insights. Sponsors and HFMA co-host exclusive meetings for executives in private skyboxes at sporting, theater or cultural events. Prior to the start of each event, HFMA facilitates a roundtable discussion on key issues and themes identified in earlier conversations with the sponsor. Participants and sponsors then enjoy the event in a relaxed atmosphere.

**Sponsorship Fee:** \$30,000

#### **Sponsorship Benefits Include:**

- Three sponsor representatives attend skybox with one place at the roundtable for company representative
- Selection of location and Suggestion and review of questions
- Suggestion of participants
- Sponsorship recognition on first page of published roundtable
- Company description on last page of published roundtable
- Titles/Bios of participants (if provided)
- Logo and link on HFMA website accompanying web positioning of roundtable
- Hard copies of roundtable discussion available at an additional cost
- One-page (front and back) document published in *hfm* (distribution: 35,000)
- Sponsor is responsible for skybox rental, tickets and F&B

## HFMA Thought Leadership Sponsorship Opportunities

### HFMA Social Networking/Forums

HFMA Forums, members-only special interest groups, focus on the topics and issues of **CFOs** as well as **managed care, Medicare payment, corporate compliance** and **revenue cycle professionals**. The CFO Forum maintains specific content areas dedicated to RAC and Electronic Health Records. The Compliance Forum also maintains a specific content area dedicated to RAC. As a co-sponsor of the HFMA Social Networking/Forums, you have the ability to showcase your thought leadership on pressing healthcare finance topics.

**Co-Sponsorship Annual Sponsorship Fee:** \$10,000

#### **Social Networking Benefits;**

- One monthly tweet from HFMA twitter feed – over 800 followers
- One monthly Facebook Status Update – Over 100 followers
- One monthly Featured Discussion on LinkedIn Forum Group pages – over 4500 followers
- All Sponsored Webcasts will also be posted as Events on Facebook and LinkedIn and entered as news items on LinkedIn and status updates on Facebook
- Recognition via our sponsorship Tab on Facebook – logo, hyperlink, links to material on Forums websites
- Ability to upload one video to Facebook page (complete with notification via Facebook status update and Twitter)
- Sponsor listing in HFMA's Annual Report

#### **Forums Benefits Include:**

- Logo recognition on the landing page of all Forums. Those logos will hyperlink to a sponsor page on the sponsor's website.
- Logo recognition on all Forums e-newsletters. Those logos will hyperlink to a sponsor page on the sponsor's website.
- Logo recognition at ANI
- The ability to provide quarterly content in the form of an article, tool, or interview. That content will appear on the Forum landing page and in the Forum e-newsletter.
- Forum access to participate on Forum message boards and on Forum list serves.
- Twice each year, Contractor will receive subscriber mailing lists of each of the Forums, which will include the Forum subscriber's names, company names and postal mailing addresses and other demographics.

## HFMA Thought Leadership Sponsorship Opportunities

### Sponsored HFMA Educational Webinar

#### Demonstrate Your Companies Thought Leadership

As an HFMA Webinar sponsor, you have the ability to showcase your thought leadership on pressing healthcare finance topics which host between 75-200 executives per session. Sponsor representatives, along with providers, are the subject matter experts on a topic chosen by the sponsor in collaboration with HFMA staff. Content must be purely educational in nature (this is not a sales webinar). With recognition of the sponsor, the presentation will be promoted to all 35,000 HFMA members as a FREE Webinar for members to register.

**Sponsorship Fee:** \$10,000

#### Sponsorship Benefits Include:

- Pre/Post attendee list (name, title, organization, email, and mailing address) for one time use.
- Right to ask one question during registration and one polling question during the webinar, approved by HFMA.
- Logo recognition as sponsor in HFMA marketing of the webinar
- Sponsor will have the right to provide a link to a corporate description sheet or whitepaper to be included on the marketing web page . Sponsor will have the right to link from sponsor web site to HFMA registration page
- Sponsor webinar will be available thru HFMA website for 12 months or as long as information is current.
- Sponsor will receive logo recognition in the webinar area of the HFMA website with link to sponsor web site while marketing the upcoming webinar.
- Webinar will be purely educational in nature
- Webinar will be free to hfma members. Non-Members will be charged a fee. Sponsor has the right to cover the cost of additional non-HFMA members
- HFMA will provide CPE credits to attendees. Number of CPE's will depend on length of webinar per NASBA guidelines

## HFMA Thought Leadership Sponsorship Opportunities

### HFMA Webinars - Branding

#### Branding

As an HFMA Webinar sponsor, you have the ability to increase your brand awareness while sponsoring a webinar on pressing healthcare finance topics which host between 75-200 executives per session. Recognition as the sponsor will be provided during the presentation and will be promoted to all 35,000 HFMA members as a FREE Webinar for members to register.

**Sponsorship Fee:** \$7,500

#### Sponsorship Benefits Include:

- Pre/Post attendee list (name, title, organization, email, and mailing address) for one time use.
- Right to ask 1 qualifying question during registration, approved by HFMA.
- Logo recognition as sponsor in HFMA marketing and on registration web site
- (Sponsor will have the right to provide a corporate description or whitepaper on the registration page. Sponsor will have the right to link from sponsor web site to HFMA registration page
- Optional sponsor added question to the end of program survey, approved by HFMA.
- Webinar will be free to hfma members
- Sponsor will receive logo recognition on hfma website.
- HFMA will provide 2 CPE credits to attendees

## HFMA Branding Sponsorship Opportunities

### HFMA'S TOP 40 UNDER 40

HFMA's Top 40 Under 40 will recognize the healthcare business accomplishments of early careerists in provider organizations, highlight the characteristics that bring success to younger executives, and motivate continued career development efforts in healthcare finance and business. Sponsor recognition is an important part of this program, as described in the Sponsor Benefits section in the next slide.

#### Overview

Industry experts will establish criteria of excellence for finance and business professionals under the age of 40 who are employed by healthcare provider organizations. Criteria will focus on the nominees' roles in helping their organizations meet strategic goals. HFMA will seek nominations (including self-nominations) through its magazine, e-newsletters, and website. Nominations, which will be submitted online, will describe how the nominee fulfills the criteria. A group of healthcare executives will review the nominees and select 40 for recognition.

#### The recognition will occur through:

- A presentation during a General Session at HFMA's 2010 annual conference in June.
- The Top 40 will receive a crystal award.
- A special section in the August issue of hfm magazine.
- This magazine goes to 35,000 HFMA members and subscribers. The section will include photos and descriptions of the Top 40 Under 40, along with insights into their key success factors. Additional copies of this section will be available.
- An announcement in a June issue of HFMA Wants You To Know. This electronic publication goes to 117,000 HFMA members and others interested in healthcare finance and business.
- An announcement in a June issue of HFMA's Weekly News. This electronic industry news publication goes to 30,000 HFMA members.

## HFMA Branding Sponsorship Opportunities

### HFMA'S TOP 40 UNDER 40 CONTINUED...

#### Sponsor Benefits

- Throughout the nomination and recognition process, the sponsor of HFMA's Top 40 Under 40 will be recognized by the healthcare field for its support of the project and for its own thought leadership. The sponsor will receive:
- Recognition in the call for nominations: name and logo in hfm magazine; name, logo, and hotlink in HFMA Wants You To Know newsletter; name in HFMA's Weekly News; name, logo, and hotlink on HFMA's web site.
- Name and logo on the Top 40 Under 40 award (along with HFMA's name and logo).
- Name and logo recognition and the opportunity to make brief remarks at the live presentation
- at a general session at HFMA's annual conference.
- Name and logo recognition in the special awards recognition section of hfm magazine, and an opportunity to supply content for a portion of this section related to characteristics or examples of young executive leadership.
- Recognition in other vehicles through which the award will be announced; name, logo, and hotlink in HFMA Wants You To Know newsletter; name in HFMA's Weekly News; name, logo, and hotlink on HFMA's web site.
- Mailing list of all nominees (nominees will have an opportunity to opt out).

#### Sponsorship Commitment

- HFMA plans for the Top 40 Under 40 to be an annual event, with the expectation that interest will build significantly over the first three years and have a long life thereafter. To ensure the program has the maximum consistency and growth during its first years, HFMA would like to establish a three-year sponsorship arrangement. HFMA seeks a sponsorship of \$50,000 per year for this three-year program.

## Leadership Magazine

### *Leadership* mission

Overcoming healthcare challenges requires **collaboration** among all hospital and health system leaders: administrative, clinical and operational. Fostering that collaboration is the purpose of this special report will be published in April and October 2009.

*Leadership* captures the **ideas and innovations** of an even broader collection of healthcare stakeholders, including employers, policymakers and consumers.

## Leadership Magazine - continued

*Leadership* is a groundbreaking magazine that provides in-depth case stories and practical strategies to help healthcare leaders stay ahead of the macrotrends and business challenges facing the entire healthcare community.

- *Leadership* has a circulation of 75,000 critical decision-makers, reaching across all levels of the C-suite and clinical/operational leadership.
- Launched in February 2008, the first issue of *Leadership* showcased the innovative ways leaders from different business and healthcare segments provide superb and cost-effective patient care within their organizations.
- Purpose - To drive the transformation required for business success in a reform environment
- Key issues: achieving lower cost, higher quality, and market success through physician integration, use of real-time information, and coordination of care across settings. Focuses on successful practices of leading organizations of all sizes and types. Examples: Geisinger Health System, Cleveland Clinic, Spectrum Health, UCLA Medical Center, Sherman Hospital, Dartmouth-Hitchcock Medical Center, and many more.
- Reader response to the first issue was overwhelmingly positive:
  - 89% expressed an interest in reading more issues indicates strong interest in the publication
  - 75% read all or at least some articles in the magazine
  - 72% passed it along

## Leadership - continued

### Components

- **Print publication** - features case examples of business and care transformation. Distributed in April and October
- **Special reports** - sponsor-supported 8-page reports that can appear in the print publication or online.
- **Audiowebcasts** - sponsor-supported audiowebcasts. Led by sponsor subject-matter experts; can be linked to or separate from sponsored special report.
- **Web site** - features case examples, analysis, and how-to information from print publication, special reports, and web-only material.
- **E-newsletter** - monthly source of new case examples; drives readers to web site for articles and reports and promotes audio webcasts.
- **Business of Caring newsletter** - Quarterly email and online newsletter highlighting interaction between business and care providers, with emphasis on nursing

### Sponsorship Opportunities

- **Special reports** - Sponsors work with HFMA to identify key topics related to business transformation. HFMA staff creates report under Leadership brand. Report is online and excerpted in e-newsletter; can be in print publication; can tie to audio webcast.
- **Audio webcast**- Sponsor and HFMA staff collaborate to identify key topics and expert sources. Sponsor and other expert sources conduct the session, usually 90 minutes.

### Potential Topics for Sponsored Reports and Audio Webcasts

#### ***Creating the burning platform for change***

The first step to transformative change is a transformative vision and strategic plan/approach.

#### ***Piloting aligned incentives for hospitals and physicians (for most cost-effective care)***

Consider it a given that most healthcare providers want to “do the right thing” and provide appropriate, high-quality, and cost-effective care to patients. But the current payment system tends to “disincentivize” hospitals, physicians, and other providers from working together to enhance preventive care, manage chronic diseases, reduce readmissions, and improve efficiencies.

#### ***Getting real-time performance information to guide leadership decisions***

How can healthcare leaders get the type of real-time (or close to real-time) information they need to monitor their organization’s performance (ie, quality, costs, satisfaction, financial), benchmark their performance against others, and be able to make nimble decisions/changes to improve performance.

## Leadership Magazine - continued

### *Leadership Audience*

CEO	15,000
CFO	13,000
CIO	4,000
CMO	5,000
Nursing Executive	5,000
COO and Other Executive	5,000
Materials Management Executive	4,500
Nurse/Clinical Department Leader	11,000
Human Resources/Training Leader	8,000
Board Chairman	2,000
Other	2,500
<b>TOTAL</b>	<b>75,000</b>

BPA audited and SK&A

## HFMA Sponsorship Levels

### ANNUAL SPONSORSHIP LEVELS

#### **Customized programs to enhance your brand**

Increase your company's exposure to HFMA members—executives leading the way in healthcare finance—by developing a customized and integrated marketing plan with HFMA. Identify sponsorship opportunities that are best aligned with your business goals and objectives to receive visibility and networking opportunity within the HFMA community. Be positioned as a trusted advisor and thought leader. Together we'll develop an annual program to meet and exceed your goals for next year. Of course we are always open to new ideas and welcome your thoughts!

#### **HFMA Sponsorship Levels:**

Diamond.....	\$150,000 and above
Platinum.....	\$85,000–\$149,999
Gold.....	\$55,000–\$84,999
Silver.....	\$25,000–\$54,999

#### **Level Sponsorship Benefits May Include:**

- Multiple time use of HFMA mailing list
- Preferential booth locations
- National memberships for executive team of sponsoring company
- Special recognition on HFMA website

# SPONSORSHIP OPPORTUNITIES

Connecting You to Healthcare Financial Executives

For information on sponsorship opportunities, please contact:

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