

HCI HEALTHCARE
INFORMATICS



IHT² INSTITUTE FOR HEALTH
TECHNOLOGY TRANSFORMATION

Resource for Information and Knowledge

thought leadership
NEW TECHNOLOGIES
research & analysis
INDUSTRY INSIGHTS
EMERGING TECHNOLOGIES
business optimization
HEALTHCARE
cutting-edge strategies
NETWORKING
BREAKING NEWS
shared experiences
best practices
EDUCATION

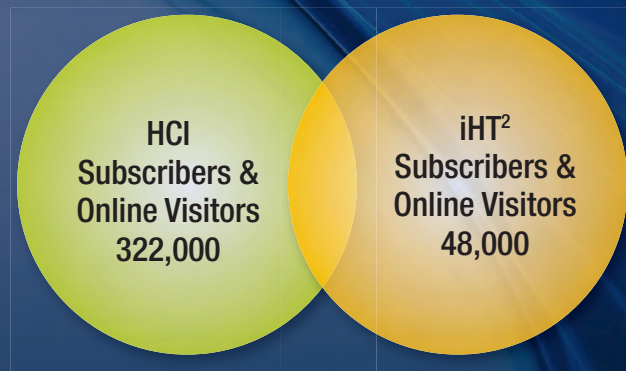
2015

HCI + iHT² MEDIA KIT

Healthcare Informatics and the *Institute for Health Technology Transformation* bring together the industry's leading thought leaders, executive-level healthcare professionals, and solutions providers in a highly engaging environment that fosters knowledge exchange and peer networking, around the year and around the country.

Our mission is to provide access, information, and resources about technology applications, solutions and devices that improve clinical outcomes, cost efficiency, quality of care, as well as patient safety and satisfaction.

Reach 370,000+ decision makers, influencers, and innovators engaged with our print, digital, and event products*



***Healthcare Informatics and the
Institute for Health Technology Transformation***
increase:



Together, they create unparalleled reach, expertise, and resources to provide you with the solutions you need to drive customer engagement.

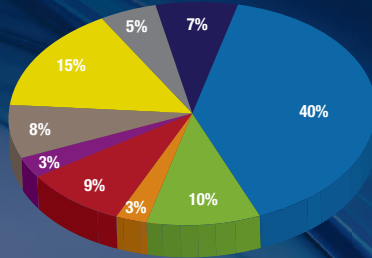
*Source: Publishers Own Unified Audience Database, August 2014 (Total Reach Numbers include unique website page visitors, subscribers to print, digital edition, weekly enewsletter, content updates enewsletters, webinar attendees, whitepaper registrants, event attendees, and pass-along)

2015

ABOUT HCI + iHT²

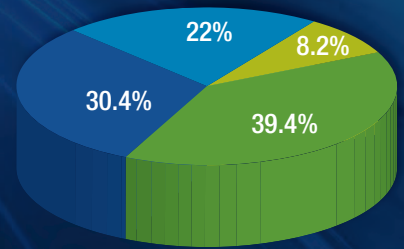
iHT² Audience Breakdown by Industry**

- 40% Hospital, Multi-Hospital System, Integrated Delivery System
- 10% State & Federal Government
- 3% Ambulatory Care Facility
- 9% Home Health Care
- 3% Payer, Insurer, Managed Care
- 8% Healthcare Consulting Services
- 15% Healthcare Vendor
- 5% Financial Services
- 7% Technology



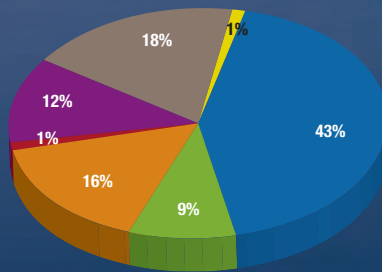
HCI Circulation Breakdown by Job Title:***

- 39.4% - 21,267 - Information Management
- 30.4% - 16,394 - Clinical Management
- 22% - 11,880 - General and Financial Management
- 8.2% - 4,464 - Other Titled and Non-Titled Personnel Allied to the Field



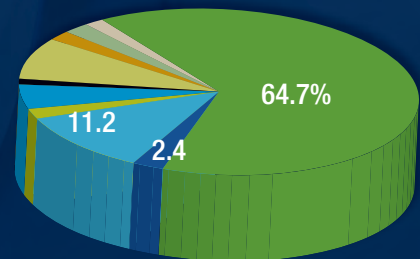
iHT² Audience Breakdown by Job Title**

- 43% CEO, CIO, CTO, CMIO
- 9% President
- 16% Vice President
- 1% Director IT/IS
- 12% VP/Director Marketing
- 18% Manager
- 1% Investor/Private Equity/Venture
















HCI Circulation Breakdown by Business***

- 64.7% Hospital/Integrated Systems
- 2.4% Managed Care
- 11.2% Medical Clinic/Group Practice
- 1.9% Physician Organization
- 4.6% LTC/Sub Acute
- 1.1% Independent Pharmacy
- 8.3% Healthcare Consulting Services
- 2% Vendor/Value Added
- 2.2% Government/Education/Military
- 1.6% Other



**Source: iHT² Audience Database, 2014

***Source: BPA Statement, December 2013

 <p>iHT² Health IT Summit San Diego, California January 20-21, 2015</p>	 <p>iHT² Health IT Summit Vancouver, BC, Canada September 17-18, 2015</p>
 <p>iHT² Health IT Summit Miami, Florida February 10-11, 2015</p>	 <p>iHT² Health IT Summit New York City, New York September 29-30, 2015</p>
 <p>iHT² Health IT Summit San Francisco, California March 3-4, 2015</p>	 <p>iHT² Health IT Summit Chicago, Illinois October 6-7, 2015</p>
 <p>iHT² Health IT Summit Boston, Massachusetts May 19-20, 2015</p>	 <p>iHT² Health IT Summit Beverly Hills, California November 3-4, 2015</p>
 <p>iHT² Health IT Summit Washington, D.C. June 16-17, 2015</p>	 <p>iHT² Health IT Summit Atlanta, Georgia December 2-3, 2015</p>
 <p>iHT² Health IT Summit Denver, Colorado July 21-22, 2015</p>	 <p>iHT² Health IT Summit Houston, Texas December 8-9, 2015</p>
 <p>iHT² Health IT Summit Seattle, Washington August 18-19, 2015</p>	

Each year, the *Institute for Health Technology Transformation* (iHT²) hosts a series of events & programs which promote improvements in the quality, safety, and efficiency of healthcare through information and information technology. iHT² events are designed to support multi-stakeholder organizations who are navigating through health IT issues, policies and strategies in an attempt to improve care. iHT² events include a variety of guest speakers and keynotes representing many diverse sectors within health care. Speakers provide expert advice, practical recommendations and reactions related to the most pressing issues.

iHT² works with many of the most progressive hospitals and health care organizations across the US. Our research partners, program faculty, and thought leaders include organizations representing:

- **94% of the Best Hospitals 2011-2012: The Honor Roll - US News and World Report**
- **90% of the Baldrige Award Winners for Healthcare**
- **88% of the Hospitals from the 2011 Most Wired List**

Healthcare Informatics serves as the leading source of information to more than 53,000 forward-thinking professionals involved in the planning, development, and implementation of important technological trends that define tomorrow's healthcare. Pioneering concepts are presented and exchanged, as important strategic and information technology issues face organizations such as hospitals, medical groups, and integrated health systems are addressed. Members of the *Healthcare Informatics* community share a focus on healthcare IT leadership, vision, and strategy—driving change forward by shaping innovations that point the way to the future of healthcare.

Healthcare Informatics delivers authoritative and timely content through multiple channels to engage and shape the industry. In addition to its print and online publications, *Healthcare Informatics* offers a full spectrum of marketing solutions ranging from lead gen programs, custom media to lead gen and digital opportunities.

SIGNATURE ISSUES—Digital, Print, and Face-to-Face Reach

IT Innovator Awards

For over a decade, *Healthcare Informatics* has honored those at the forefront of healthcare IT innovation with its IT Innovator Awards issue. In the past five years, *Healthcare Informatics* has expanded this issue into an awards event to further recognize exceptional achievement in advancing and directing the course of the industry.

Top Tech Trends:

For nearly a decade and a half, *Healthcare Informatics* has examined the most important policy and industry trends in healthcare, and has explained to its readers the strategic and operational implications of those trends for healthcare IT leaders and executives.

HCI 100

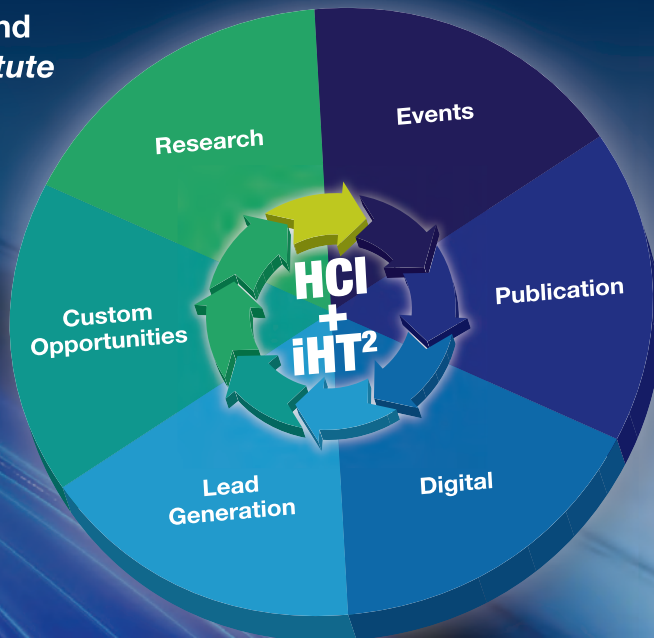
For more than twenty years, *Healthcare Informatics* has ranked the top 100 vendors with the highest revenues derived from healthcare IT products and services, providing our readers with a unique information resource and financial overview of vendors active in the healthcare IT market.

Buyers Guide:

The Buyers Guide provides our readers with the information they need to make informed purchasing decisions for HIT products and services. Our year-long Buyers Guide is the most comprehensive AZ purchasing reference guide in the industry.



Full Marketing Solution Provider: Enhance your brand recognition with *Healthcare Informatics & The Institute for Health Technology Transformation's* marketing solutions. Our unparalleled reach, expertise and resources provide you with the solutions you need to drive market engagement, build brand awareness, and generate leads. We offer a wide range of brand building, lead generating, lead nurturing, content marketing, and thought leadership developing opportunities.



EVENTS

- Health IT Summits
- Industry Events
- Custom Events
- Webinars

PUBLICATION

- Print Advertising
- Specialty Advertising

DIGITAL

- Buyers Guide
- Content Channel Sponsorship
- Digital Edition
- eBooks
- Rich Media
- Run-of-Site Banners
- Vertical eNewsletter
- Webinars
- Weekly eNewsletter

LEAD GENERATION

- Custom Events
- eBooks
- Lead Nurturing Program
- Webinars
- White Papers/Asset Hosting

CUSTOM OPPORTUNITIES

- Custom Events
- Advertorial/Article Content
- Blog Posts
- Content Creation
- Custom Brand Integration
- Custom eNewsletter
- Custom Videos
- Online Research
- Special Supplement
- White Papers Excerpt
- Webinars

RESEARCH

- Focus Groups
- Online Research
- Research Groups

2015 HCI + iHT² MARKETING SOLUTIONS

To discuss the HCI + IHT² partnership or our marketing solutions, please contact:

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