

BUNDLED PAYMENT UPDATE eNEWSLETTER

Covering the Role of Healthcare Payment Reforms with Special Focus on Bundled Payment Approaches

MEDIA KIT

SAMPLE ISSUE

A sample issue of Bundled Payment Update eNewsletter can be found at:

<http://www.healthcarenewsletters.com/archives/BPUN-20120914.html>

FREQUENCY

The Bundled Payment Update eNewsletter is issued on a monthly basis (and more frequently as the annual Bundled Payment Summit approaches).

BANNER ADS AVAILABLE

There are two banner ads available in each issue:

- The right-hand, vertical banner is 140x600 pixels
- The middle, horizontal banner is 500x60 pixels

Both will click through to a designated web site.

Unless both are purchased by the same entity, one of the two banners will be for the most recent or upcoming National Bundled Payment Summit — <http://www.BundledPaymentSummit.com> – for which the eNewsletter is a media partner. Banners will not be sold to competing interests in the same issue.

SPONSOR MESSAGE

The top line of the eNewsletter will carry the following sponsor message: “This issue is sponsored by” A sponsor event or publication will also be included as the opening news item.

CONTENT

In addition to current new stories and reports culled from the national media, the Bundled Payment Update eNewsletter features a video from the most recent National Bundled Payment Summit and a resource, often a national map displaying bundled payment data. The complete content of all news item entries is freely available on the web, although for some journals requiring paid subscriptions, only the article abstract may be available without charge.



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The sponsor is expected to be responsible for providing a fully formatted file for the banner ad. For smaller organizations without internal graphics capabilities, the Bundled Payment Update eNewsletter staff can create a simple, middle banner based on the organization's logo with a click through to the organizations home page. This offer does not apply to the larger banner.

DISTRIBUTION

The eNewsletter is distributed every month to a highly selective list of individuals specifically interested in ACO, medical home, pay for performance, bundled payment, and health reform issues. Currently, the eNewsletter reaches approximately 20,000 names.

PRICING

The following prices are in effect:

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| • Right-hand banner, single issue | \$ 295 |
| • Middle banner, single issue | \$ 195 |
| • Both banners, single issue | \$ 400 |
| • Right-hand 3 consecutive issues | \$ 750 |
| • Middle banner, 3 consecutive issues | \$ 495 |
| • Both banners, 3 consecutive issues | \$ 1,000 |
| • Right-hand banner, 6 consecutive issues | \$ 1,495 |
| • Middle banner, 6 consecutive issues | \$ 995 |

ADVERTISING CONTACT

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GENERAL INFORMATION

Healthcare eNewsletters
4676 Commercial St. SE #127
Salem, OR 97302-1902
Toll-free: 888-228-5021
Fax: 858-228-1743
E-mail: listmgr@healthcarenewsletters.com

PAYMENT INFORMATION

Payment by check should be made to Health Care Conference Administrators, LLC. The Federal Tax ID: 91-1892021.

American Express, MasterCard and Visa are also accepted. Invoices are available upon request. Standard Advertising Agency commissions are accommodated.