



# 2023



**acdis**

**MEDIA KIT**

**CARRIE DRY**

REGIONAL MEDIA SALES MANAGER

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# OUR COMMITMENT TO YOU

**“When you need to innovate, you need collaboration.”**

—Marissa Mayer

What the next few years will require, more than anything else, is innovation. As healthcare becomes increasingly digital, we'll see continuing advances in telehealth, AI, data-sharing, and connected devices. Communication between CDI leaders and the departments that work with them has never been more important.

For more than 16 years, ACDIS has been the premier association dedicated to CDI. Our audience of CDI leaders and specialists is more engaged than ever. In 2022, we delivered over 10,000 leads through lead generation programs such as research reports, webinars, and virtual events.

When you choose ACDIS you'll not only gain access to an engaged CDI audience at some of the largest health systems in the country, but you'll forge long-term connections, generate business intelligence, and enter into the types of discussions that can truly reshape the health system of the future.

The expert ACDIS team will be with you every step of the way. Are you ready to take your business forward?



Best Regards,

**CARRIE DRY**

National Sales Manager, ACDIS

630-235-2745

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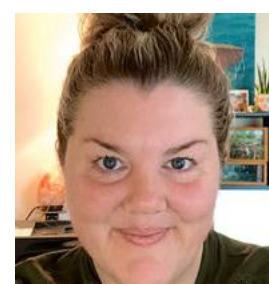
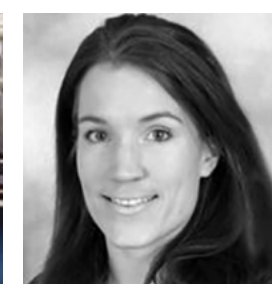
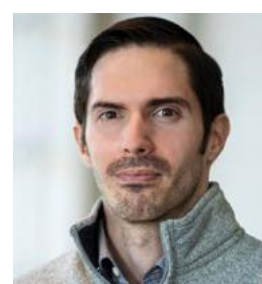




# ABOUT US

The Association of Clinical Documentation Integrity Specialists (ACDIS) is the premier association for clinical documentation integrity, providing a medium for education, professional growth, program recognition, and networking. With the healthcare industry's ongoing effort to provide higher-quality care at lower costs, the role of CDI leadership and CDI professionals in capturing accurate, codable, clinical data within the healthcare record has become increasingly vital to both quality integrity initiatives, compliance, and the revenue cycle.

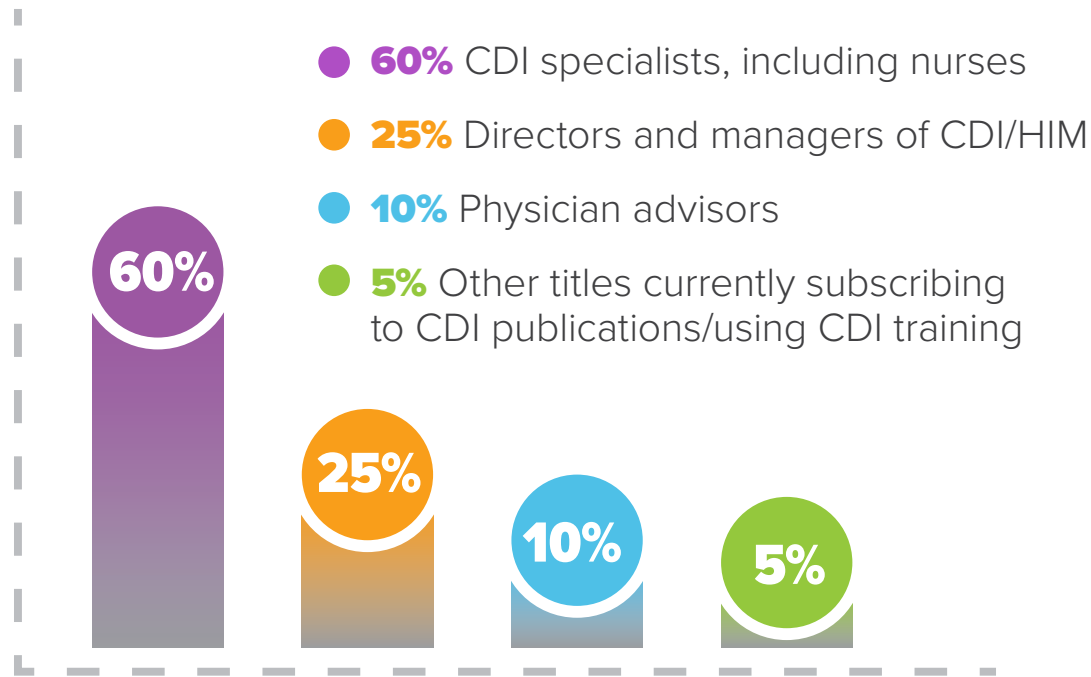
Leaders across healthcare recognize the importance of this growing profession and are increasingly implementing new CDI programs, expanding existing efforts into new settings and service lines, and supporting CDI programs with consulting services and electronic health record system implementation. As the first and only national association dedicated to CDI, ACDIS is the go-to resource and home base for CDI specialists, CDI and HIM managers, and physicians advisors to CDI.



# OUR AUDIENCE

Engage with a diverse membership including CDI managers/directors/specialists, HIM/coding professionals, physician advisors, quality professionals, and case managers

## AUDIENCE PROFILE



Sponsoring with ACDIS means reaching an audience of over

**18,700**  
CDI professionals!

# ONLINE ADVERTISING AND LEAD GENERATION

## E-BLASTS

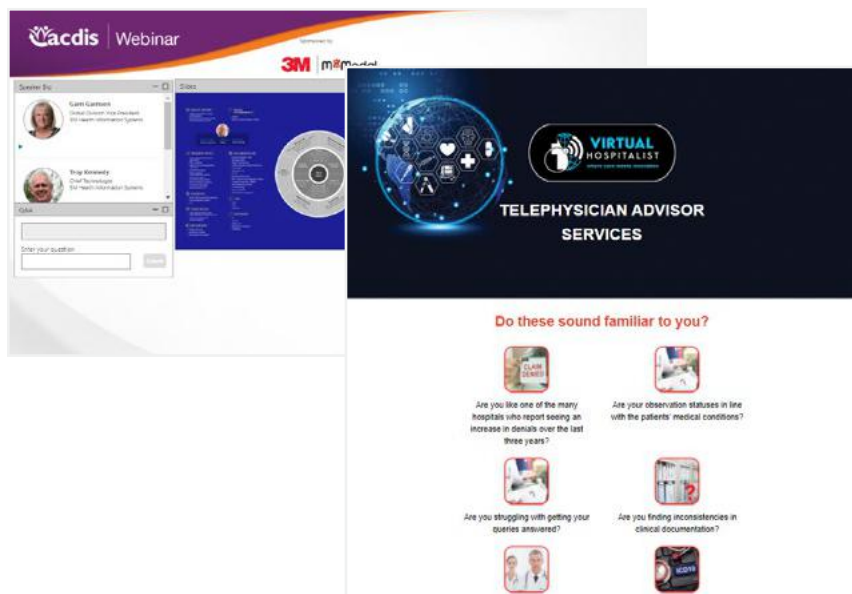
Whether you are promoting a new solution or just looking to maximize your exposure, a sponsored dedicated e-blast is the way to go.

**RATE:** \$395 PER THOUSAND, 5K MINIMUM

**SPECS:** Full HTML—600px–700px width is preferable; Also supply text version

*Reservations due three weeks prior to deployment.*

*Materials due two weeks prior to deployment.*



## NATIVE SPONSORED CONTENT

This program positions your company with ACDIS and aligns your insight with our editorial content, offering readers a seamless way to consume your content.

### Overview:

- Posting of sponsor supplied content (up to 750 words plus headline) along with up to two cross-links within content for 30 days
- Format of your choice: general topical article, Q&A interview, executive perspective
- Editorial review for optimization
- Optional companion advertising on your article page (leaderboard, medium rectangle, for one month)
- Deployment of headline with link to article through e-newsletters
- Reporting of views and clicks once program completes
- Editorial review for optimization

### Benefits:

- 100% SOV advertising on article page
- Monthly contribution of article content to reside on [acdis.org](http://acdis.org)
- Inclusion of article headline in one CDI Strategies e-newsletter

**RATE:** ONE ARTICLE: \$2,900 PER; THREE ARTICLES: \$2,800 PER

# WEBINARS

## SPONSORED WEBINARS

- Kickoff call to review campaign topic, overview, and timeline
- ACDIS to develop marketing plan to garner registrations
- ACDIS to host a tech call prior to the webinar to ensure presenters are comfortable with platform
- ACDIS to moderate if desired
- Sponsor to supply logo for registration page, marketing emails and event day console
- Sponsor can supply up to two additional assets for resources list on webinar console for audience consumption
- 500 leads guarantee (Students, professors, consultants, and vendors will not count towards lead goal)
- Sponsor receives the MP4 file for their use upon completion of webinar

## NEW...SPONSORED WEBINARS WITH DEMO

Same deliverables as sponsored webinar except:

- Webinar will be 45 minutes of sponsor supplied content (including Q&A) and 15 minutes of demo time
- Since this is a new option for 2023, we are estimating 500 leads, but we are unable to guarantee this number.

## EDITORIAL WEBINARS

- Sponsor provides the topic, ACDIS will recruit the presenter(s)
- Kickoff call to go over program deliverables and timelines
- Sponsor to supply logo for registration page, marketing emails, and event day console
- Sponsor can supply up to two additional assets for resources list on webinar console
- ACDIS to develop marketing plan to garner registrations
- 500 lead guarantee (Students, professors, consultants, and vendors will not count towards lead goal)



# WEBINARS (CONT)

## FLOURISHING: APPLYING LESSONS LEARNED FROM THE 2023 ACDIS NATIONAL CONFERENCE

### Program Overview:

This July virtual event will include two panel discussions of CDI leaders selected by the ACDIS team that will further investigate hot topics uncovered at recent ACDIS events.

### Sponsors will receive:

- Contact information of all event registrants
- Co-branding on event registration page
- One-hour long discussion with sponsor-provided Subject Matter Expert (SME)/client
- One sponsor per panel discussion, available on first come, first serve basis

**RATE:** \$15,000

## EXCLUSIVE DIGITAL REPORT OPTION:

One exclusive sponsor for digital report which includes editorial panel discussion plus their logo on cover, and either perspective letter or full-page ad. One report available per panel discussion. Available on a first come, first serve basis.

**RATE:** \$15,000



# CONTENT ASSET POSTING PROGRAM

Our Content Asset Program is the turnkey lead generation tool that promotes your brand and boosts your sales. With the ACDIS Content Syndication program, all we need from you is a pdf of a case study, whitepaper or infographic to promote, a brief 100-word overview abstract, and your company logo and we will handle the rest.

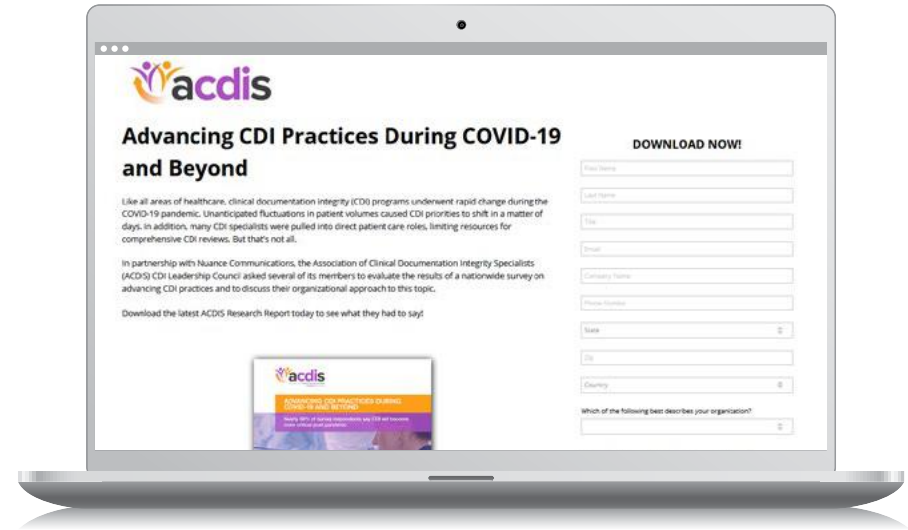
## Overview:

- Posting of sponsor supplied content (white papers, case studies, etc.), gated for lead generation
- ACDIS develops marketing plan to garner downloads
- All program guarantees exclude, vendors, consultants, students, and professors
- Asset posted and promoted for 30-days

**RATE:** \$35 CPL FOR 100 LEADS=\$3500

Rates vary for packages with more than 100 leads.

Custom filters available, additional rates apply.



# THE ACDIS PODCAST

The ACDIS Podcast is a biweekly 30-minute show (publishing every other Wednesday) covering the hottest topics in CDI. During each show, the ACDIS editorial team chats with industry experts, ACDIS Advisory Board members, and CDI specialists about emerging trends, innovative projects, and industry best practice. Each episode offers 0.5 ACDIS CEUs to listeners for 48 hours only and is gated for leads during that time (Wednesday to Friday of the show week).

## EDITORIAL PODCAST

Sponsor receives for three podcasts on the same topic:

- Logo on two promotional emails logo
- Logo on slide during Podcast with company description and logo, and a verbal thank you during the show.
- Sponsor will receive contact information for the registrants of this program.

**RATE:** \$10,000

Topics are available on a first-come, first-served basis and must be approved by ACDIS Editorial to ensure they will resonate with ACDIS audience

## TOPICS

Sponsor a single topic or three-part series. Available on first come first serve basis:

- CDI and Quality (HACs, PSIs, quality measures, etc).
- CDI Management (staffing, staff management, administrative buy-in, metrics reporting, etc.)
- Clinical Series (problematic diagnosis and query opportunities)
- Physician Engagement
- Denials Management
- Outpatient CDI

# THE ACDIS PODCAST

## SPONSORED PODCASTS

Mini episodes with the Sponsor SME or Sponsor's client on off-weeks.

- Questions provided by sponsor, but ACDIS moderates the conversation.
- Sponsor receives the recording to use after ACDIS promotes it
- ACDIS promotions include:
  - 2 CDI Strategies e-newsletter mentions and one e-blast over 30 days

These are 15–20-minute episodes (4 questions supplied by the sponsor)

**RATE:** \$7500 PER EPISODE



We will begin shortly.

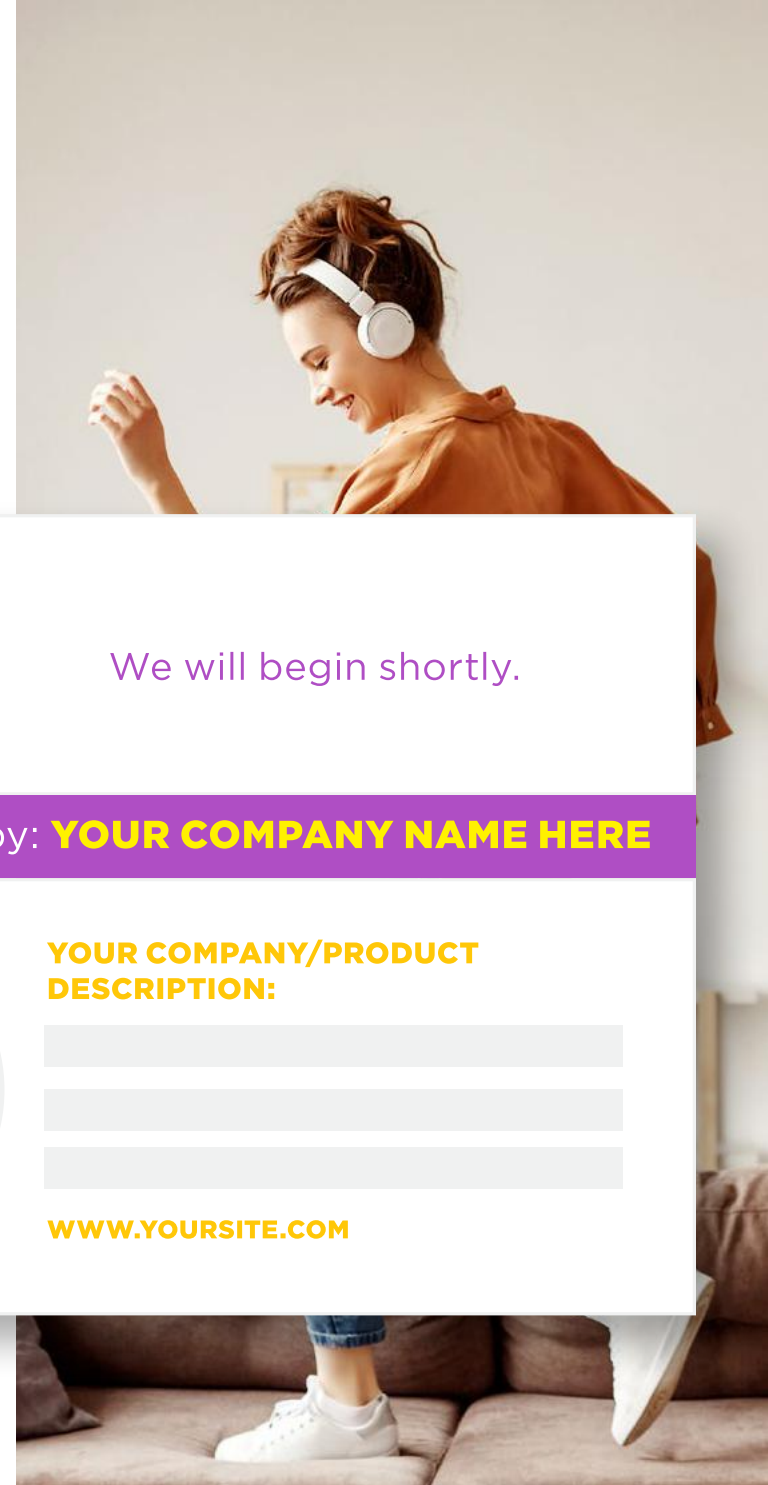
Brought to you by: **YOUR COMPANY NAME HERE**

**YOUR  
COMPANY  
LOGO HERE**

**YOUR COMPANY/PRODUCT  
DESCRIPTION:**

**WWW.YOURSITE.COM**





# CDI WEEK



**SEPTEMBER 18–22, 2023**

ACDIS is the premier healthcare community for clinical documentation specialists, providing a medium for education, professional growth, program recognition, and networking. In addition to year-round activity, ACDIS offers **Clinical Documentation Integrity Week** every September.

## Why is a week of national recognition needed?

- To recognize their unique skills and expertise
- To increase public awareness of the CDI profession
- To positively affect their personal and organizational performance



**SHOW YOUR SUPPORT AND  
ENGAGE WITH CDI PROFESSIONALS  
DURING CDI WEEK!**

# CDI WEEK SPONSORSHIPS

Only five spots, available on a first-come, first-served basis

## PLATINUM SPONSORSHIP

- Full-page ad in our annual Industry Survey
- Your full-page commentary included in the industry Q&A on your sponsored topic
- Exclusive sponsorship of one of five emails deployed that week
- Banner (rotating) on CDI Week page for 12 months
- Run of site 300x250 for the month of September
- Your expert comment included in the Industry Survey

**RATE:** \$6,300 NET IF AD IS SUPPLIED; \$7,300 NET IF ACDIS WRITES THE NARRATIVE

## GOLD SPONSORSHIP

*Available after June 1, 2023, pending availability*

- Full-page ad in our annual Industry Survey
- Exclusive sponsorship of one topic and of one of five emails deployed that week.
- Run of site 300x250 for the month of September

**RATE:** \$4,500

## EXTEND YOUR SPONSORSHIP

Consider adding a sponsored whitepaper to your CDI Week sponsorship for discounted **RATE OF \$3,500** on your same topic.





# THOUGHT LEADERSHIP

**Video is an engaging tool that provides succinct information in an easy-to-consume format for our busy readers.** One Minute Matters is our whiteboard video program that gives you the opportunity to help educate the ACDIS audience on the topic of your choice, all in a unique 60-second format.

## BENEFITS

- Kickoff meeting to discuss topic and content of whiteboard video
- Feedback on sponsor-supplied video script
- Technical development of whiteboard animation and voice-over video with your review and approval
- Posting of video on ACDIS site
- Delivery of video to you for unlimited usage

**RATE:** \$12,000 NET. CUSTOM OPTIONS AVAILABLE.





# SUBJECT MATTER EXPERT CONTENT CREATION

## POSITION YOUR SUBJECT MATTER EXPERT OR EXECUTIVE AS A THOUGHT LEADER

This unique package is designed to share your area of expertise and your expert with our audience. It's a completely turnkey program focused on a subject area of your choosing.

### NATIVE ARTICLE Q+A: 3-PART SERIES

- ACDIS will interview your SME and write up a 3-part series Q+A
- Posting of content along with up to two links
- Companion advertising on your article page (optional)
- Promotion through eNewsletters
- Reporting of views and clicks
- Sponsor will receive content upon completion of the campaign.
- Campaign will run a total of three months (approximately one month per asset).

### BRANDING

- 3x eNewsletter banner

**RATE:** \$11,500 NET



# CDI JOURNAL AND INDUSTRY INSIGHTS SUPPLEMENT



In every edition of the bimonthly digital edition of CDI Journal, ACDIS editorial staff connect with experts in the clinical documentation integrity industry. These thought leaders, innovative actors, and everyday extraordinary frontline staff (Includes Lead Gen) share their experiences within the growing world of CDI.

## CDI TOP TECHNOLOGIES

In the Top Technology supplement, each technology category will be exclusive to one sponsor, with a full-page narrative which can be a case study, whitepaper, Q & A with SME/client, etc. Categories will be available on a first come, first serve basis. These narratives can be supplied or written by ACDIS (for additional fee). In addition to running in the CDI Journal, the standalone report will be gated on [acdis.org](http://acdis.org), and will be sent out to the ACDIS audience to generate leads. Leads will be sent weekly for one month to all sponsors who will share the leads.

**SPECS:** 8.5" wide by 11" high, Web-optimized PDF, RGB color, all fonts embedded, images downsampled to 150 DPI

**RATE:** \$5,000 (SUPPLIED) OR \$6,500 IF WRITTEN BY ACDIS

Categories include (but not limited to):

- Denials Management/Appeals
- Outpatient CDI/HCCS
- Prioritization
- Computer Assisted Physician Documentation
- KPIs
- NLP/AI
- Staffing

# CDI JOURNAL AND INDUSTRY INSIGHTS SUPPLEMENT (CONT)

## INDUSTRY INSIGHTS

This multi-sponsored supplement would appear in three issues of CDI Journal, and then would also be promoted via an email blast to ACDIS audience and gated for lead generation.

### Each sponsor would receive:

- Logos on email blast promoting the section
- Full-page narrative-supplied by sponsor (ideally a case study or whitepaper)
- Leads of everyone that downloaded this supplement
- PDF of article with your narrative for your use after ACDIS promotes for one month.

**RATE:** \$5,000 (SUPPLIED) OR \$6,500 IF WRITTEN BY ACDIS

## 2023 INDUSTRY INSIGHT TOPICS

MONTH	EDITORIAL TOPICS	SPONSORED INDUSTRY INSIGHTS TOPICS	DEADLINE
January/February	Back to basics and query practice		December 1, 2022
March/April	Unconventional settings, expansion into outpatient, and opportunities in CDI	Outpatient CDI & Program Expansion	February 1, 2023
May/June	CDI management tools (including technology)	Top Technologies	April 3, 2023
July/August	Education and engagement		June 1, 2023
September/October	CDI and denials		August 1, 2023
November/December	CDI and quality	Staffing and Professional Development	October 2, 2023

*\*Content topics may change*

Sponsors can also purchase full-page ads in CDI Journal without having the lead generation component of the Industry Insights.

**RATE:** \$3,000 PER ISSUE



# ACDIS LEADERSHIP COUNCIL



The ACDIS Leadership Council connects forward-thinking CDI supervisors, managers, and directors through personalized insight-sharing and networking experiences that forge valuable relationships, advance strategic priorities, and illuminate game-changing trends.

## **Sponsorship opportunities for this audience include packages that combine:**

- Thought leadership
- Research
- Branding
- Lead generation
- Standalone options

We offer Platinum and Gold Exclusive packages in addition to various custom packages that combine research, panel discussions, reports and webinars. One sample is our Custom Council Research option:

## **CUSTOM COUNCIL RESEARCH**

- Development and deployment of one custom survey on a topic of the sponsor's choice to the Council leadership community. The survey can feature up to five multiple choice questions provided by the sponsor and approved by ACDIS leadership.
- Development of a custom digital research report at least four pages including covers that:
  - Is based on at least 100 survey responses.
  - Features quotes from one SME and one client, both identified by the sponsor.
  - Concludes with a sponsor description of up to 250 words.
- Opportunity to review and approve contents of report prior to publication.
- Promotion of report to the full ACDIS audience for 60 days through a branded email campaign that links to the report.
- Development of a registration page to capture contact information of prospects who download report. Provision of leads on a weekly basis, with 150 leads guaranteed.
- Following fulfillment of lead guarantee, sponsor will receive the PDF of the report to use on their site and for their own promotions.

**RATE:** \$24,000

# INTEGRATED MARKETING PROGRAMS

## ACDIS CORPORATE PARTNERSHIP

Our ultimate integrated package! Bringing together the top elements of a yearlong campaign, this partnership keeps you continually in front of our active audience. With an integrated mix of lead generation, thought leadership, research and branding/ awareness, you'll remain top of mind to our highly engaged CDI/HIM professionals.

**RATES: \$6,900**

BENEFIT	DESCRIPTION
Use of ACDIS Corporate partner logo	Per use
Company logo listed on acdis.org as Corporate Sponsor	"We would like to thank our corporate partners"
Two months of banner advertising on <b>acdis.org</b>	Two medium rectangle (300x250) ad placements on <b>acdis.org</b> with 20,000 impressions
Two banner ads in <b>CDI Strategies</b> e-newsletter	Leaderboard (728x90) advertising in <b>CDI Strategies</b>
Content Asset Posting	Posting of asset (whitepaper/case study) gated for lead gen. 100 leads, average contacts available at discounted rate
Five ACDIS Memberships	Five people from your company will receive the benefits of ACDIS membership for 12 months



# PHYSICIAN ADVISOR OPPORTUNITIES

## PHYSICIAN ADVISOR SURVEY AND MASTERMIND SPONSORSHIP

This will be a select group of 8–10 Physician Advisors that would agree to meet for a virtual roundtable discussion three times per year.

### **Exclusive Sponsor (available on first-come, first-served) receives:**

- Editorial survey where sponsor can provide up to two questions and suggest topics
- Sponsor to receive one dedicated SME to participate in three virtual roundtable discussions.
- Sponsor to receive topic input on one Mastermind discussion.
- Sponsor to send two company representatives to attend a portion of the in-person meeting. These representatives can attend the lunch and then the afternoon session (approximately three hours total).
- At the conclusion of one full year of virtual and in-person mastermind meetings, creation of one digital report (4+ pages) that:
  - Provides an overview of key takeaways from the year's discussions
  - Features the sponsor's logo on the cover, a company description of up to 250 words, and a quote from a sponsor SME.
  - Is promoted to the complete ACDIS audience, with the sponsor receiving weekly leads for up to two months.

**RATE:** \$32,000





# ACCOUNT BASED MARKETING

**You provide the account list and we help build a custom program that is designed to fit your goals.**

Get started quickly by providing 3 pieces of your own content that fit our customer roadmap. OR; Let us build a content journey custom to you. Our expert marketing and editorial team will create and design some or all of these three assets unique to your brand. You get to keep these pieces of content for your own marketing after the conclusion of the campaign.

## **SPONSOR RECEIVES:**

### **PLATINUM OPTION**

- Two marketing emails to Target Account List for each piece of content, that ACDIS will host and gate on site:
  1. eBook that ACDIS will create on general topic of Sponsor's choice. Sponsor will be provided the completed eBook for continued unlimited usage post campaign. eBook includes up to three articles ACDIS has written on specific topic, sponsor logo on cover, and company description at the end of the eBook.
  2. Whitepaper, Case Study, Infographic or Video supplied by Sponsor
  3. Whitepaper, Case Study, Infographic or Video supplied by Sponsor
- Three native articles supplied by sponsor (optional)
- ROS banner ad run on [acdis.org](http://acdis.org) for three months

**RATE:** \$46,500

### **GOLD OPTION:**

- One marketing email to Target Account List for each piece of content, that ACDIS will host and gate on site:
  1. eBook that ACDIS will create on general topic of Sponsor's choice. Sponsor will be provided the completed eBook for continued unlimited usage post campaign. eBook includes up to three articles ACDIS has written on specific topic, sponsor logo on cover, and company description at the end of the eBook.
  2. Whitepaper, Case Study, Infographic or Video supplied by Sponsor
  3. Whitepaper, Case Study, Infographic or Video supplied by Sponsor
- ROS banner ad run on [acdis.org](http://acdis.org) for three months

**RATE:** \$25,200

# OUTPATIENT CDI OPPORTUNITIES

Outpatient CDI. The term “outpatient” means different things to different people. For nearly a decade, however, CDI professionals have been digging into this idea, delving into reimbursement, coding, and documentation rules governing healthcare outside the hospital walls. Digging into what it means, truly, to expand documentation integrity efforts to a wide variety of outpatient settings. Although it may have different meanings, we do know that this topic is on the top of minds of our ACDIS audience, as is indicated by their growing interest in this topic in 2022 with our events, webinars, digital reports and surveys. We expect this interest to continue to increase in 2023.

**Make sure the ACDIS community understands what Outpatient CDI solutions your company offers by promoting your company in one of the packages offered below:**

## **PLATINUM OUTPATIENT CDI PACKAGE:**

- Outpatient CDI Industry Insights Report (Full-page (supplied by sponsor)
- Sponsor of Panel Webinar from OPCI event, taking place in July
- One Minute Matters video

**RATE:** \$30,080

## **GOLD OUTPATIENT CDI PACKAGE:**

- Outpatient CDI Industry Insights Report (Full-page-supplied by sponsor)
- Outpatient CDI SME Content Creation
- E-book on Outpatient CDI

**RATE:** \$24,225

## **OTHER OUTPATIENT CDI MEDIA OPTIONS TO CONSIDER:**

- Outpatient CDI Industry Insights Report (supplied by sponsor)
- One Minute Matters Video on Outpatient CDI
- Editorial Podcast on Outpatient CDI
- Sponsored Podcast on Outpatient CDI
- Content Asset posting on Outpatient CDI

**CALL FOR PRICING**

# ACDIS SYMPOSIUM: OUTPATIENT CDI

**MAY 7–8, 2023**

This event will take place the day and a half prior to the Annual ACDIS Conference in the same hotel. We will only have six-foot tabletops as booths since we realize your main booth will be used for the Annual ACDIS Conference. This event will allow for traditional trade show conversations at your designated tabletop, but also will include two lunches at onsite restaurant for you to have two reps dine with attendees. Spots are limited, and available on a first come, first served basis.

## **PLATINUM SPONSORSHIP: SOLD**

## **EXCLUSIVE GOLD SPONSORSHIP:**

- One six-foot table, 2 chairs, skirted table, wastebasket
- Logo on signage as Gold
- Totebag sponsorship: logo on all lanyards provided to attendees-note that they will receive new totebags for Annual Conference.
- Focus group during Breakfast on Monday, May 8, 2023: Sponsor moderates, ACDIS confirms 8 attendees, coordinates room and hot breakfast
- Company logo and description (50 words) in program guide
- Company logo and link on conference website with designation of sponsorship level
- One push notification in app
- Break sponsor with signage and logo on napkins
- Two full conference passes
- Attendee networking list (name, title, organization)

**RATE:** \$19,750

## **SILVER SPONSOR OF OUTPATIENT CDI SYMPOSIUM (4 AVAILABLE)**

- One six-foot table, 2 chairs, skirted table, wastebasket
- Logo on signage as Silver sponsor
- Company logo and description (50 words) in program guide
- Company logo and link on conference website with designation of sponsorship level
- Break sponsor with signage and logo on napkins
- One full conference pass
- One exhibit hall only pass
- Attendee networking list (name, title, organization)

**RATE:** \$7500

## **BASIC BOOTH FOR OUTPATIENT CDI SYMPOSIUM:**

- One six-foot table, 2 chairs, skirted table, wastebasket
- Company listed on conference website and program guide
- Attendee networking list
- One Exhibit only pass

**RATE:** \$2500 IF EXHIBITING AT ANNUAL CONFERENCE;  
\$3000 IF ONLY SYMPOSIUM

# VIRTUAL AND LIVE EVENTS

## 2023 EVENTS CALENDAR

MONTH	EVENT
February	ACDIS Virtual Summit: February 27–28, 2023. This event will include three sponsored sessions plus a virtual exhibit hall.
May	ACDIS Symposium: Outpatient CDI: May 7–8, 2023, Hyatt Regency Chicago <hr/> Annual ACDIS Conference: May 8–11, 2023, Hyatt Regency Chicago
July	"Flourishing: Applying lessons learned from the 2023 ACDIS National Conference" This will include two webinar panel discussions with one sponsor for each Panel.
October	CDI Leadership Exchange: October 22–23, 2023, The Wigwam Resort, Phoenix, AZ <hr/> Physician Advisor Exchange: October 23–24, 2023, The Wigwam Resort, Phoenix, AZ

*(tentative and subject to change)*





## OTHER ITEMS THAT MAY BE OF INTEREST TO YOU:

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**NAHRI** National Association  
of Healthcare Revenue Integrity



Revenue Integrity  
Leadership Exchange



Revenue Integrity  
Symposium



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