



2024

MEDIA KIT

CARRIE DRY

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Our Commitment to You

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 17 years, ACDIS has been the premier association dedicated to CDI. Our audience of CDI leaders and specialists is more engaged than ever. In 2023, 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

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About Us

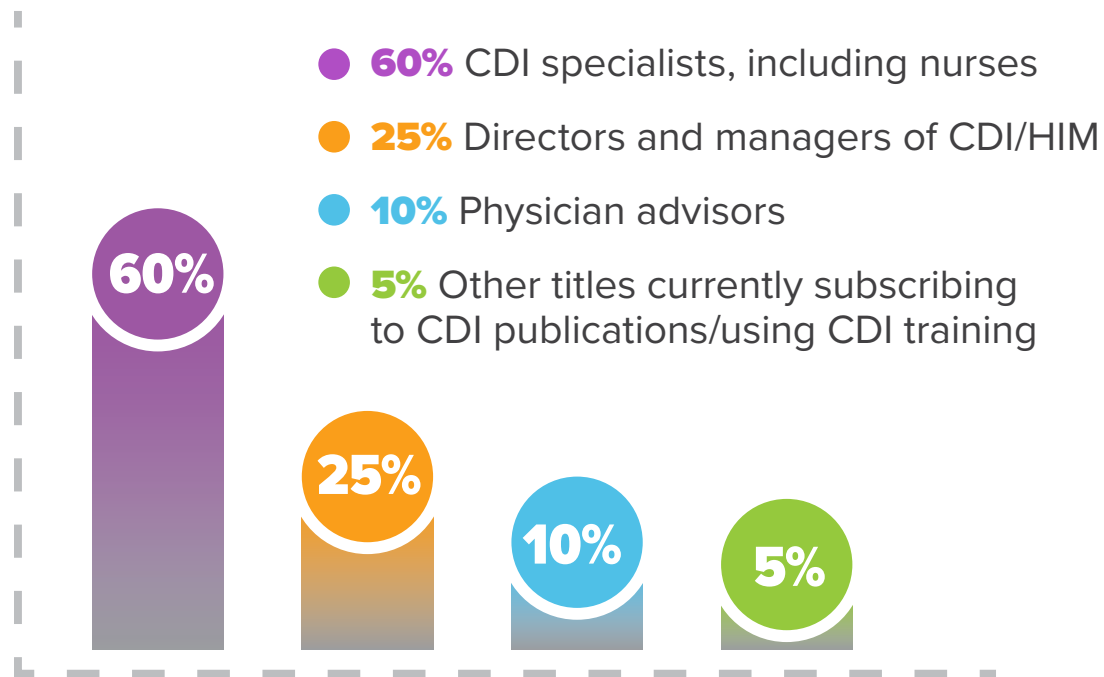
The Association of Clinical Documentation Integrity Specialists (ACDIS) is the premier association for clinical documentation integrity professionals, providing a medium for education, professional growth, program recognition, and networking. With the healthcare industry's ongoing effort to provide higher-quality 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

18,000
CDI professionals!

Data Integrity

Our commitment to data integrity: We prioritize data cleanliness as a crucial part of our operations. Clean and trustworthy data is not only essential for building successful partnerships with you, but also for ensuring the overall effectiveness and efficiency of digital advertising campaigns.

To this end, we have implemented a range of robust initiatives aimed at cleaning and refining our data processes.

- ✓ **Data Validation and Verification:** Through in-form verification processes, we identify and rectify any inaccuracies or inconsistencies in our data sets, ensuring that advertisers can rely on accurate and up-to-date information for their campaigns.
- ✓ **Data Hygiene Practices:** We employ stringent data hygiene practices that includes regular audits and data cleansing exercises to identify and eliminate duplicate, outdated, or irrelevant data.
- ✓ **Quality Assurance Measures:** Our dedicated team of marketers, data analysts, and experts conduct regular quality checks to identify any anomalies or irregularities in the data, promptly resolving any issues that may arise.



- ✓ **Subscriber Engagement:** Our deployment lists are filtered to include only active, engaged readers. While this may result in temporary list size reduction, the result is better deliverability, a stronger sender score, and improved open and click rates. Meanwhile, we work to encourage dormant subscribers through transparent, content-rich reengagement campaigns.
- ✓ **Compliance with Privacy Regulations:** We prioritize the protection of personal data and implement robust security measures to safeguard the information entrusted to us by our users and clients.

Online Advertising and Lead Generation

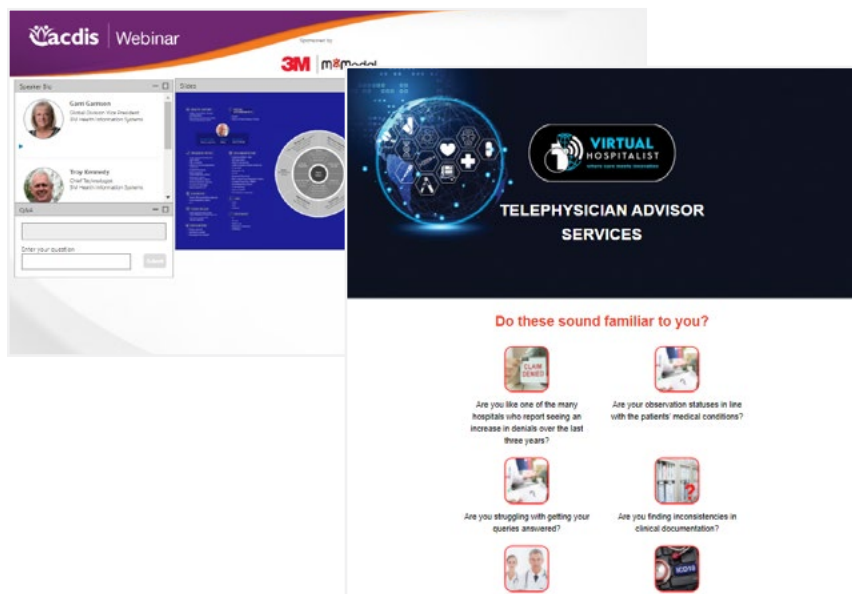
e-Blasts

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

Benefits:

- ✓ 100% SOV advertising on article page
- ✓ Monthly contribution of article content to reside on acdis.org
- ✓ Inclusion of article headline in one CDI Strategies e-newsletter

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

Sponsored 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

RATE: CALL FOR PRICING

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 2024, we are estimating 500 leads, but we are unable to guarantee this number.

RATE: CALL FOR PRICING

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)

RATE: CALL FOR PRICING

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.

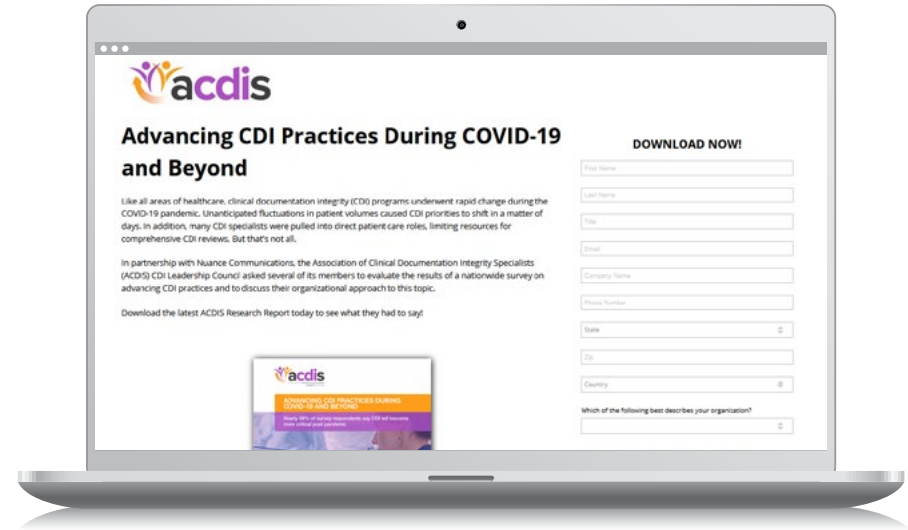
Overview:

- ✓ 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 professionals about emerging trends, innovative projects, and industry best practices.

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

Exclusive sponsorship of Podcast for three dedicated show programs based on single topic.

- ✓ Dedicated social media mentions thanking partner on ACDIS' LinkedIn, Twitter, and Facebook accounts (one mention per platform per program)
- ✓ Branding on two dedicated email reminders to Podcast subscribers
- ✓ Verbal acknowledgement of sponsor by program host during a dedicated 150- to 200-word ad read
- ✓ Leads collected through two-day listener survey period
- ✓ Link to sponsor site in the podcast show notes

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 (cont)

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



CDI Week



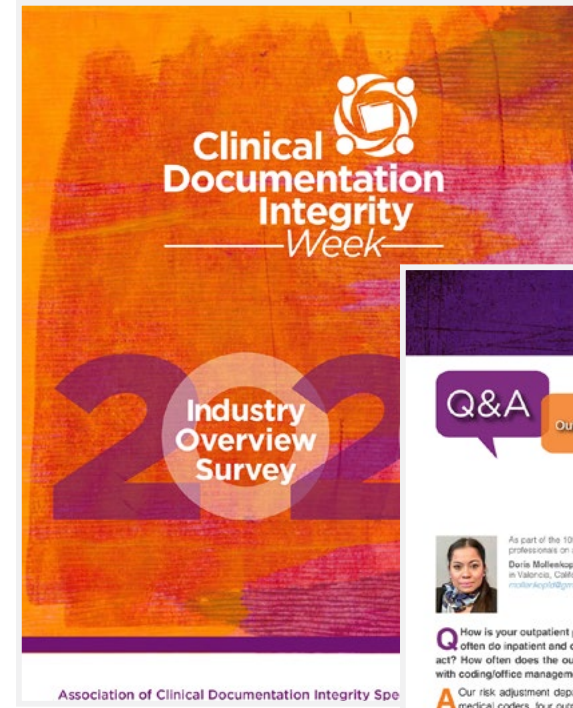
Clinical Documentation Integrity Week

September 16–20, 2024

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



Association of Clinical Documentation Integrity Specialists

Q&A Outpatient CDI

3M | **m*Modal**

Q How is your outpatient program staffed? How often do inpatient and outpatient teams interact? How often does the outpatient team interact with coding/office management staff?

A The term outpatient is broad whereas ambulatory is more specific. I would define an ambulatory care setting as treatments, procedures, or surgeries for care provided outside a hospital setting. Patients come for a procedure but are not admitted to the hospital. The term outpatient can be used to describe a wide range of settings, including emergency departments, clinics, ambulatory surgery centers, etc.

Q Which services do you review? How did you decide which outpatient services to review?

A Our risk adjustment department consists of five medical coders, four outpatient coders, and one inpatient coder. We're actually an outpatient-only organization, so we've never reviewed inpatient records at my organization. We have daily interaction with our individually assigned clinics.

Q Most of the 2020 Industry Survey respondents focus their reviews on HCC capture. What's the primary focus of your program's outpatient reviews?

A We review our primary care and mental health office visits for Medicare Advantage patients on a daily basis. Our medical review focus is on accurate and complete clinical documentation to support Hierarchical Condition Category (HCC) capture and accurate risk adjustment.

Q Our program's primary focus is HCC capture as well, and we work closely with our risk adjustment department, since they focus on clinical validation to support the HCC diagnosis.

Q People often define the terms "outpatient" and "ambulatory" differently. How would you define those terms? Are they interchangeable in your opinion?

A According to the Industry Survey, nearly 40% of respondents review outpatient records prospectively, more than 30% review retrospectively, and under 15% review concurrently. When do your CDI specialists review outpatient records? Why did you choose that timing?

1 | CDI WEEK | Industry Overview Survey 2022 | © 2021 HCPro, a Health Careline brand

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, 2024, 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

Exclusive CDI Week official webinar sponsor

Be the exclusive sponsor of one of our most popular webinars of the year! A panel of experts reviews the Annual CDI Survey results.

September 19, 2024, 1:00–2:30 p.m. eastern

- ✓ One SME from sponsor participates on the panel discussion
- ✓ A verbal thank you to the sponsor on the webinar as well as the logo on at least one slide in the presentation
- ✓ Contact information for a minimum of 600 registrants/attendees
- ✓ No cap, fee waived for lead overage

RATE: \$15,000

First Right of Refusal deadline:
December 15, 2024

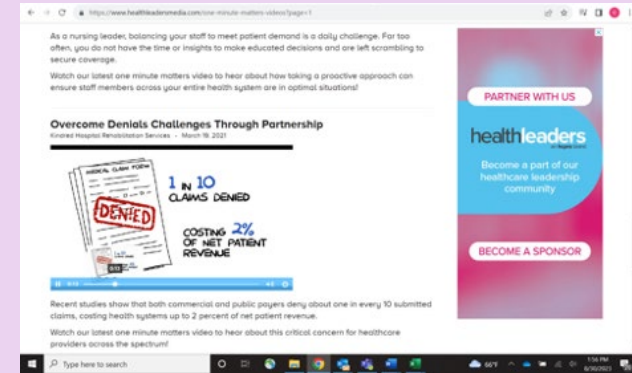
Thought Leadership

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.



Watch This!



2024 Editorial Calendar

MONTH	EDITORIAL TOPICS	DEADLINE
January/February	Professional development	December 1, 2023
March/April	Expansion and outpatient CDI	February 1, 2024
May/June	Collaboration and engagement	April 3, 2024
July/August	Denials	June 1, 2024
September/October	Back to school basics	August 1, 2024
November/December	Quality and risk adjustment	October 2, 2024

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 share their experiences within the growing world of CDI.

Full-page ads are available in each edition of the digital *CDI Journal*.

RATE: CALL FOR PRICING

**Content topics may change*

ACDIS Leadership Council



The ACDIS Leadership Council connects more than 350 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 opportunity 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: \$26,000

New for 2024:

The ACDIS Council members love the opportunity to learn from their peers and share ideas/challenges. In 2023, ACDIS had one official Mastermind committee, and we had 60 leaders apply to be part of this 10-member board. For 2024, we plan on having more Masterminds based on certain topics so that the members can focus on specific areas which are of interest to them. We will allow one exclusive sponsor per Mastermind. Below is the overview of each Mastermind. Additional topics will be considered if there is interest from our leaders.

Available Mastermind topics (on first come, first served basis) include: Outpatient CDI, Utilization Review/Management, Staffing)

Mastermind package includes:

- ✓ Five meetings with 6–8 members: four virtual and one in-person (takes place before or after CDI Leadership Exchange). The in-person meeting is approximately three hours in length and includes breakfast or lunch.
- ✓ Sponsor can have one person (same person) participate in all five meetings, and have a second person attend the in-person meeting and listen in to the four virtual meetings
- ✓ Sponsor can have input on one of the topics for one of the meetings.
- ✓ Panel discussion webinar which takes place during the Mastermind Summit. This will have up to five back-to-back webinars and will be promoted to the entire ACDIS audience. Sponsor would have their same SME as one of the panelists.
- ✓ Sponsor would receive the leads for all the registrants as well as the attendees for their session.

RATE: \$40,425

Physician Advisor Mastermind

This group will have all Physician Advisors as members and will include an editorial survey.

- ✓ Editorial survey where sponsor can provide up to two questions and suggest topics.
- ✓ Five meetings with 6-8 members: four virtual and one in-person (takes place before or after CDI Leadership Exchange). The in-person meeting is approximately three hours in length and includes breakfast or lunch.
- ✓ Sponsor can have one person (same person) participate in all five meetings, and have a second person attend the in-person meeting and listen in to the four virtual meetings
- ✓ Sponsor can have input on one of the topics for one of the meetings.
- ✓ Panel discussion webinar which takes place during the Mastermind Summit which will have back-to-back webinars. This would be promoted to the entire ACDIS audience. Sponsor would have their same SME as one of the panelists.
- ✓ Sponsor would receive the leads for all the registrants as well as the attendees for their session.

RATE: \$42,425

Optional lead gen Mastermind multi-sponsor report

This multi-sponsored supplement would appear in *CDI Journal* (July/August issue) and then would also be promoted via an email blast to ACDIS audience and gated for lead generation. ACDIS would provide an introduction page and each sponsor would receive:

- ✓ Logo on email blast promoting the section
- ✓ Full-page narrative-supplied by sponsor (ideally Five Takeaways/lessons learned from XX Mastermind)
- ✓ Leads of everyone that downloaded this supplement (75 guaranteed)
- ✓ PDF of article with your narrative for your use after ACDIS promotes for one month.

RATE: \$5,000 SUPPLIED OR \$6,500 IF ACDIS WRITES

ACDIS and NAHRI Joint Opportunities to Reach CDI and Revenue Integrity Leaders

NEW...for the first time, ACDIS is partnering with our other HCPro Association, NAHRI (National Association of Healthcare Revenue Integrity). A successful denials management process requires a multidisciplinary team approach. CDI leaders, with their intimate knowledge of clinical and coding guidelines related to documentation, and revenue integrity leaders, with their broad view of reimbursement and regulatory guidelines, represent the perfect pairing for the complex denials problem. In 2024, we will bring together a diverse group of CDI and revenue integrity leaders from the ACDIS and NAHRI Leadership Council ranks to problem-solve and brainstorm solutions to the denials problem facing today's healthcare organizations. These various sponsorships provides thought leadership, branding, business development intel, networking and lead generation opportunities.

Exclusive ACDIS and NAHRI Joint Denials Management Mastermind Sponsorship includes:

- ✓ Five Meetings with 6–8 members: four virtual and one in-person (approximately 3 hours meeting including breakfast or lunch which takes place before or after Denials Management Exchange)
- ✓ Sponsor can have one person (same person) participate in all five meetings, and have a second person attend the in-person meeting and listen in to the four virtual meetings.
- ✓ Sponsor can have input on one of the topics.
- ✓ Panel discussion webinar at conclusion of final meeting. This webinar would be part of our Mastermind Summit and would be promoted to the entire ACDIS audience.
- ✓ Sponsor would have their same SME as one of the panelists.
- ✓ Sponsor would receive the leads for all the registrants as well as the attendees for their session.

RATE FOR MASTERMIND PLUS WEBINAR: \$40,425

denials management
mastermind

brought to you by



nahri acdis exchange

This 1.5 day event will take place September 10–11, 2024 prior to NAHRI's Revenue Integrity Symposium at the Hilton Chicago/Oak Brook Hills Resort & Conference Center in Oak Brook, IL. The first-ever Denials Management Leadership Exchange will bring together a diverse group of CDI and revenue integrity leaders from the ACDIS and NAHRI Leadership Council ranks to problem-solve and brainstorm solutions to the denials problem facing today's healthcare organizations. This is an invitation-only event and will allow for only four sponsors. Spots are available on a first come, first served basis.

Sponsor would receive:

- ✓ One, 90-minute roundtable with five attendees
- ✓ Networking during the 1.5 day event (kick off with an evening Welcome Reception on day one, then full day of sessions and networking opportunities, followed by reception/dinner on day two.
- ✓ Two executives or subject matter experts from each sponsoring company can attend all meals, editorial sessions and networking opportunities.
- ✓ Sponsors receive contact information for everyone in their session and emails for all attendees.
 - First right of refusal for the 2025 event
 - Maximum of four sponsors-minimum ratio will be five attendees to one sponsor

RATE: \$25,000

ACDIS/NAHRI Joint Demo Day 2024:

This will be a unique opportunity for your company to do a demo only to our qualified NAHRI and ACDIS Leadership Council members (Directors/ Manager titles or equivalent). There are no vendors allowed to be part of this membership. To qualify to be on the Council, NAHRI and ACDIS subscribers must complete a lengthy application and be willing to fulfill requirements to show they will be an active participant. We currently have approximately 150 NAHRI Council members and 300 ACDIS Council members, so it will be a very small, but targeted promotion to these Leaders.

- ✓ When: March 7, 2024
- ✓ Duration: 30 minutes
- ✓ Leads: Full contact information for everyone that comes to your session, no lead guarantee since new program
- ✓ Promoted only to approximately 450 Leadership Council members who are Directors, Managers, or Supervisors. We are targeting this audience to ensure the most influential attendees, and best chance to avoid vendors/ competitors listening to your presentation.
- ✓ Maximum 5 sponsors
- ✓ Opportunity to share a demo of your solution, but meant to be educational: what challenges can this solution solve, etc.

RATE: \$6,500

MATERIALS: LOGO AND 150-WORD ABSTRACT THAT INCLUDES: SESSION OVERVIEW, TITLE, SPEAKER INFORMATION, LEARNING OBJECTIVES.

Exclusive ACDIS Audience Demo Day:

This includes the same deliverables as our joint Demo Day with NAHRI, , however, this will only be marketed to the ACDIS audience.

When: July 18, 2024

RATE: \$5,500

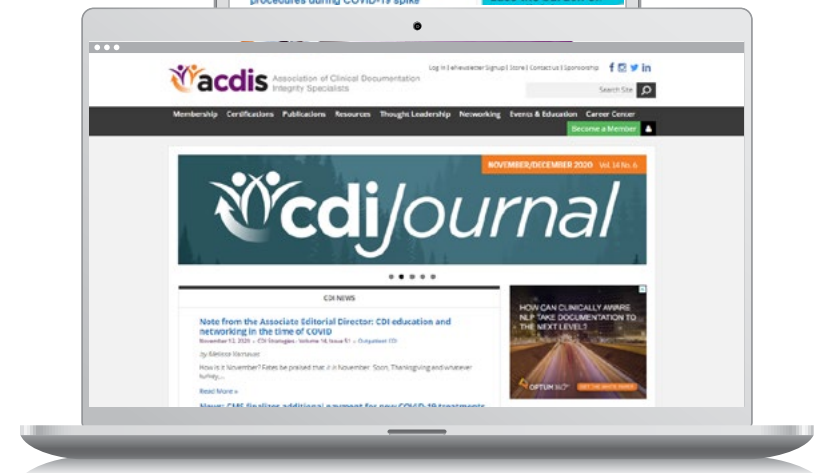
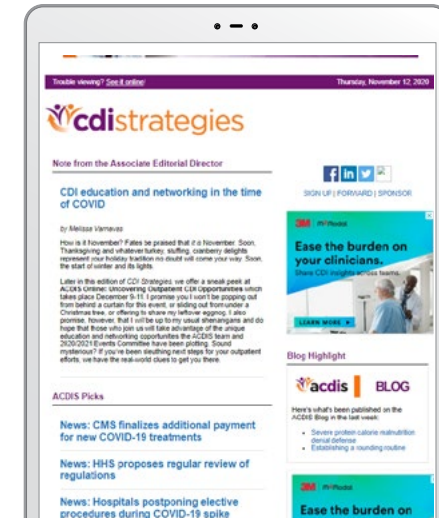
Integrated Marketing Programs

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 acdis.org	Two medium rectangle (300x250) ad placements on acdis.org with 20,000 impressions
Two banner ads in CDI Strategies e-newsletter	Leaderboard (728x90) advertising in CDI Strategies
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



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:
 - 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.
 - Whitepaper, case study, infographic or video supplied by sponsor
 - Whitepaper, case study, infographic or video supplied by sponsor
- ✓ Three native articles supplied by sponsor (optional)
- ✓ ROS banner ad run on 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:
 - 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.
 - Whitepaper, case study, infographic or video supplied by sponsor
 - Whitepaper, case study, infographic or video supplied by sponsor
- ✓ ROS banner ad run on 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 2023 with our events, webinars, digital reports and surveys. We expect this interest to continue to increase in 2024.

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

- ✓ Basic booth at Outpatient CDI Symposium April 7–8, 2024
- ✓ Sponsor of Panel Webinar from OPCI event, taking place in July
- ✓ One Minute Matters video

RATE: \$30,080

Gold Outpatient CDI Package

- ✓ Basic booth at Outpatient CDI Symposium April 7–8, 2024
- ✓ Outpatient CDI SME Content Creation
- ✓ E-book on Outpatient CDI

RATE: \$24,225

Other Outpatient CDI Options to Consider

- ✓ Exhibit at Outpatient CDI Symposium April 7–8, 2024
- ✓ One Minute Matters Video on Outpatient CDI
- ✓ Editorial Podcast on Outpatient CDI
- ✓ Sponsored Podcast on Outpatient CDI
- ✓ Content Asset posting on Outpatient CDI

RATE: CALL FOR PRICING

ACDIS Symposium: Outpatient CDI

APRIL 7–8, 2024

This event will take place the day and a half prior to the national ACDIS Conference. We will only have six-foot tabletops as booths since we realize your main booth will be used for the national ACDIS Conference. Spots are limited, and available on a first come, first served basis.

Exclusive Platinum Sponsorship

- ✓ One six-foot table, 2 chairs, skirted table, wastebasket
- ✓ Logo on signage as Platinum
- ✓ Lanyard sponsorship: logo on all lanyards provided to attendees-note that they will receive new lanyard for Annual Conference.
- ✓ Focus group during lunch on Sunday: Sponsor moderates, ACDIS confirms 8 attendees, coordinates room and lunch
- ✓ Company logo and description (50 words) in program guide
- ✓ Company logo and link on conference website
- ✓ One-time use of attendee list for pre-conference direct mail purposes (does not include phone or email)
- ✓ One push notification in app
- ✓ Lunch sponsor with signage and logo on napkins

- ✓ Two All access passes to Symposium and national ACDIS conference (Reps will have to obtain new badge for main conference onsite)
- ✓ Attendee networking list (name, title, organization)

RATE: \$28,650

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

ACDIS Symposium: Outpatient CDI (cont)

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



2024 Virtual and Live Events

February

ACDIS Virtual Summit: February 13–14, 2024

March

Joint NAHRI and ACDIS Virtual Demo Day: March 7, 2024

April

ACDIS Outpatient CDI Symposium: April 7–8, 2024

Annual ACDIS Conference: April 8–11, 2024

July

ACDIS Demo Day: July 18, 2024

September

CDI Week: September 9–14, 2024

Joint ACDIS and NAHRI Denials Management Leadership Exchange

October

CDI Leadership Exchange

Physician Advisor Exchange

(tentative and subject to change)



Other items that may be of interest to you:

NAHRI National Association
of Healthcare Revenue Integrity

nahri  acdis
exchange



Revenue Integrity
Symposium

 **acdis** | acdis.org

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