



CONNECT.
EDUCATE.
TRANSFORM.



2021 MEDIA
KIT

LETTER FROM SALES

We have all had to adjust to a new normal this year. But with the challenges, it has also been a chance for us to come together. I've seen colleagues, clients, and partners respond to this new environment with innovation, heart, and generosity.

I am proud to be a part of ACDIS, where our strength is our community. In 2020, we saw over 1500 attendees (combined) at our two new virtual ACDIS Conferences. We also had more than 50 attendees at our various Virtual Leadership Roundtables. As you plan for 2021, know that we have been planning too, with both new and flexible sponsorship options geared toward building a personal connection between our readers and your brand.

HERE IS JUST A LOOK AT NEW PROGRAMS WE LAUNCHED SINCE 2020:

- ACDIS NOW Summits
- Virtual Leadership Roundtables
- Lessons from Leaders
- Leadership Labs
- And more

Please do not hesitate to reach out with any questions or requests. I look forward to all new and continued partnerships with you and your colleagues during this new year.

Best Regards,



Carrie Dry

National Sales Manager, ACDIS
630-235-2745
cdry@hcpro.com

CONTENTS

About ACDIS3

2021 New Opportunities4–6

Online & Lead Generation7–9

Online10–11

Research, Thought Leadership
& Lead Generation.....12

Integrated marketing programs.....13

2021 Events14

ABOUT ACDIS

The Association of Clinical Documentation Integrity Specialists (ACDIS) is the premier association for clinical documentation specialists, 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 have recognized the importance of this new and 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.

Sponsoring with ACDIS means reaching an audience of over

18,000
CDI professionals!

AUDIENCE PROFILE

- **60%** CDI specialists, including nurses
- **25%** Directors and managers of CDI/HIM
- **10%** Physician advisors
- **5%** Other titles currently subscribing to CDI publications/using CDI training

ENGAGE WITH A DIVERSE MEMBERSHIP INCLUDING CDI MANAGERS/DIRECTORS/SPECIALISTS, HIM/CODING PROFESSIONALS, PHYSICIANS ADVISORS, QUALITY PROFESSIONALS, AND CASE MANAGERS

2021 NEW OPPORTUNITIES

LESSONS FROM CDI LEADERS

This monthly video will be the first Monday of the month. Sponsors would select a client (ideally) or SME to be interviewed by an ACDIS Editor for approximately 15 minutes. Sponsor would work with ACDIS on topic and questions.

This is an informal and informational video discussion. This is aired on the ACDIS Facebook page, and then lives on acdis.org so audience needs to register to view.

PACKAGE INCLUDES:

- Sponsor selects client (or SME) to be interviewed
- Branding on one dedicated email blast promoting the video and “Brought to you by” during video
- Lead report from everyone that viewed the video
- After promotions are over, sponsor can have video file for their own use

RATE: \$21,000 for 3x and \$33,500 for 6x

Topic ideas:

Denials Management,
AI, Outpatient, Quality
Measures, etc.

LEADERSHIP LABS

This video roundtable would be an extension of a CDI Leadership Exchange. Leaders/panel would determine the topics. There would only be one sponsor for each of these Zoom calls. This is an excellent opportunity for thought leadership as well as to gain intel from the CDI leaders. There is a maximum of six per year (every other month) and they are moderated by an ACDIS Editor.

SPONSOR WOULD RECEIVE:

- One Sponsor SME can join the panel
- Sponsor is verbally thanked during the discussion

RATE: \$12,000 per video

2021 NEW 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 SERVE BASIS)

RECEIVES:

- Editorial survey where sponsor can provide up to two questions and suggest topics
- Invitation to participate and have input on the topic of one virtual discussion.
- Opportunity to have two people listen in to a discussion
- 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.
 - *Physician Advisor Forum discussion-Leaderboard ad on this page, and ability to provide one question to Physician Advisors in monthly email.*

RATE: \$25,000



2021 NEW OPPORTUNITIES

ACDIS NOW SUMMITS

PROGRAM OVERVIEW:

This event will kick off with a panel discussion of CDI leaders selected by the ACDIS team. Following this session, we will have than two or three sessions that will be sponsored webinars, and concluding with an editorial webinar, which may be sponsored.

SPONSORS WILL RECEIVE:

- Contact information of all event registrants
- Co-branding on event registration page, in event promotion sent to full ACDIS audience and across the event interface.
- List of all questions asked by registrants
- One-hour long webinar presentation with sponsor-provided SME/client

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.

RATE: \$15,000

EXCLUSIVE SPONSOR OF CONCLUDING EDITORIAL SESSION:

ACDIS will select a CDI leader in the field that can speak to each of the topics listed above. Sponsor will receive:

- Contact information for this session registrants
- Co-branding on event registration page
- Verbal thank you with logo on first slide of webinar

RATE: \$15,000

CALENDAR 2021

MONTH	TOPIC
February	"Lessons learned from the COVID-19 pandemic" focusing on updated survey data, bounce-back strategies, long term impacts, etc.
April	"State of the CDI profession" focusing on what the profession looks like today, its strengths, vulnerabilities, how it has evolved and needs to continue to evolve based on changing payment models, technologies, etc.
August	"CDI Innovations" discussing the future of CDI.

ONLINE & LEAD GENERATION

E-BLASTS

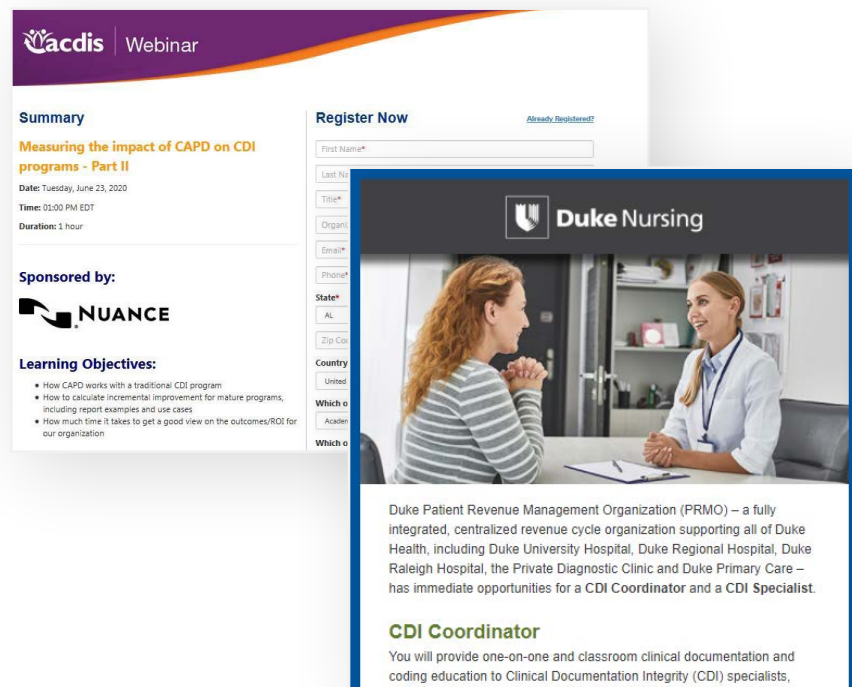
Whether you are promoting a new solution or just looking to maximize your exposure, a sponsored dedicated e-blast is the way to go.

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.

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

WEBINARS

Get your thought leaders in front of a large, dedicated CDI audience through a sponsored webinars. You choose the content and speaker(s) and ACDIS takes care of the marketing and project management. Minimum guarantee is 300 registrants.

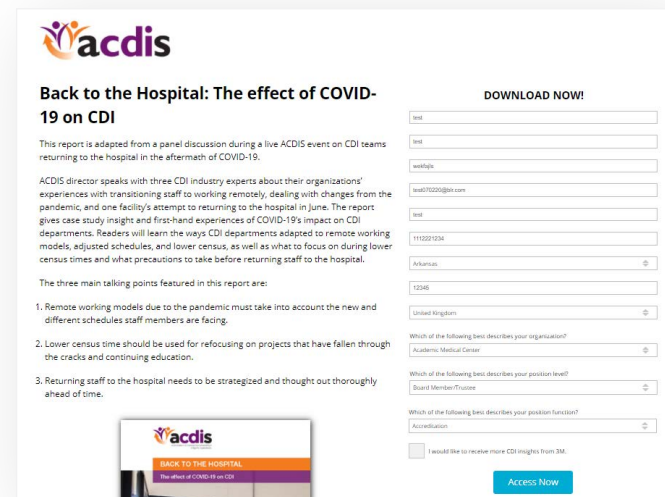
CALL FOR DETAILS

Limited monthly slots available. Reservations due 90 days out.

ONLINE & LEAD GENERATION

CONTENT ASSET POSTING PROGRAM

Our Content Asset Program is the turnkey lead generation tool that promotes your brand and boosts your sales. All you have to do is pick the package that fits your needs and we'll create a unique landing page for you.



SILVER	GOLD	PLATINUM	DIAMOND
25 LEAD LEVEL	50 LEAD LEVEL	100 LEAD LEVEL	UNLIMITED LEADS FOR ONE YEAR (NOT CPL)
<p>\$50 CPL for 25 leads = \$ 1,250</p> <p>One White Paper upload</p> <p>2 exclusions* allowed</p>	<p>\$45 CPL for 50 leads = \$2,250</p> <p>One White Paper upload</p> <p>2 exclusions* allowed</p>	<p>\$35 CPL for 100 leads = \$3,500</p> <p>Max of two White Paper uploads</p> <p>2 exclusions* allowed</p>	<p>\$14,000 Flat Pricing for one year of leads (300 lead minimum)</p> <p>Up to six White Paper uploads</p> <p>2 exclusions* allowed</p>
<p>*an "exclusion" allows you a slightly tailored lead form that excludes leads that may not be a right fit for your sales team. Examples of common exclusions include students, consultants, and/or companies that are too large or small for your needs.</p>			

ONLINE & LEAD GENERATION



The ACDIS Podcast is a biweekly talk show (every other Wednesday, from 11:30 to noon ET) covering the hottest topics in CDI. During each show, host Brian Murphy, ACDIS director, and a co-host chat with industry leaders, ACDIS Advisory Board members, and CDI specialists.

You'll hear about best practices, tips, and the latest ACDIS and CDI news. This lively 30-minute program will keep CDI and HIM professionals entertained and up to date on the pulse of the CDI industry.

EVERY SHOW FEATURES THE FOLLOWING ELEMENTS:

- An interactive **Audience Poll**, with analysis of the results
- **In the News**, a review and analysis of a news item of significance to the broader CDI industry
- **ACDIS Update**, a regular feature delivering the latest updates on what is going on inside the association

THE ACDIS PODCAST EXCLUSIVE BRANDING PACKAGE

- Logo on two pre-event dedicated emails for The ACDIS Podcast broadcast of your choice
- Logo on one post-event "Thank you" email to all registered listeners of that broadcast
- Logo on the presentation slide(s) during the broadcast
- Verbal sponsor acknowledgment by moderator at beginning and end of broadcast

THE ACDIS PODCAST LEAD GENERATION PACKAGE

ALL DELIVERABLES OF THE BRANDING PACKAGE PLUS:

- Full registration file with contact information for the program you sponsor

CALL FOR RATES

SPONSOR A PODCAST SERIES ON A BELOW TOPIC:

- 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

CALL FOR RATES



ONLINE

Clinical Documentation Integrity Week

SEPTEMBER 13–18, 2021

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

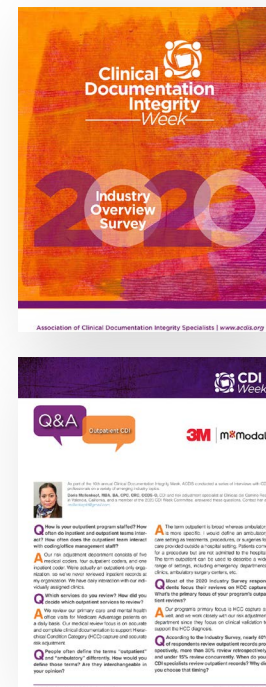
CDI WEEK SPONSORSHIPS

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

SPONSORSHIP INCLUDES:

- Full-page ad in our annual Industry Survey
- Your full-page commentary included in Industry Survey
- 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 two shows in the month of September

RATE: \$6,300 net if ad is supplied;
\$7,300 net if ACDIS writes the narrative



ONLINE



In every edition of the bimonthly publication **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.

EDITIONS OF THE JOURNAL OFTEN INCLUDE THE FOLLOWING, AND MORE:

- Associate Director's Note
- In the News—Breaking information from government regulators and other pressing matters of CDI interest
- Ask ACDIS—Questions from ACDIS members answered by industry experts
- Physician Advisor's Corner—Insights into how physician advisors can address pressing issues
- Clinically Speaking—Advice on tackling difficult clinical conditions
- *Coding Clinic for ICD-10-CM/PCS* recap for CDI (offered quarterly)
- Meet-a-Member—A highlight of one of our more than 6,000 members

2021 EDITORIAL CALENDAR

MONTH	TOPICS	DEADLINE
January/February	Diversity in CDI (backgrounds, race/ethnicity, gender)	December 1, 2020
March/April	Benchmarking, program success, metrics, individual success	February 1, 2021
May/June	Unconventional settings/program expansion: Outpatient, Pediatric, LTC, SNF, etc.	April 1, 2021
July/August	Technologies Issue covering: EHR implementations, NLP/AI, Training physicians to use the EHR, Remote CDI evolution	June 1, 2021
September/October	Education (back to school edition): Physician and staff education	August 1, 2021
November/December	Regulations & denials: IPPS final rule, 2022 rule making, Quality article, Denials Mgmt.	October 1, 2021

**Content topics may change*

CALL FOR PRICING OPTIONS

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

RESEARCH, THOUGHT LEADERSHIP & LEAD GENERATION



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

Various custom packages available 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

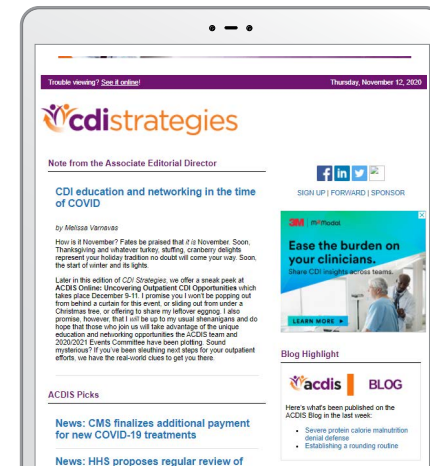
INTEGRATED MARKETING PROGRAMS

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 acdis.org	Two medium rectangle (300x250) ad placements on acdis.org
Two banner ads in CDI Strategies e-newsletter	Leaderboard (728x90) advertising in CDI Strategies
Two display ads in CDI Journal	Full page ad in digital membership journal published every other month
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



2021 VIRTUAL AND IN-PERSON EVENTS OVERVIEW

(tentative and subject to change)

EVENTS CALENDAR 2021

MONTH	EVENT
February	ACDIS Virtual NOW Summit: “Lessons learned from the COVID-19 pandemic”
April	ACDIS Virtual NOW Summit: “State of the CDI profession” Part of Annual Conference package and will include exhibit hall
June	Virtual ACDIS
August	ACDIS Virtual NOW Summit: “CDI Innovations”
September 12–14	Physician Advisor Exchange: Boston, MA
September 14–15	CDI Leadership Exchange: Boston, MA
October 25–28	Annual ACDIS Conference: Dallas, TX
November	Virtual ACDIS





CONTACT US:

CARRIE DRY
630-235-2745
cdry@hcpro.com