



acdis
MEDIA KIT
2022



CONNECT. EDUCATE. TRANSFORM.

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“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 15 years, ACDIS has been the premier association dedicated to CDI. Our audience of CDI leaders and specialists is more engaged than ever. We delivered over 10,000 leads through lead generation programs such as research reports, webinars, and virtual events. We returned back to live events with our CDI Leadership/Physician Advisor Exchange program, and the national ACDIS conference.

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

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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

18,700

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 advisor, quality professionals, and case managers

2022 NEW WEBINAR OPPORTUNITY

LISTENING IN: LESSONS LEARNED

PROGRAM OVERVIEW:

This virtual event will include two panel discussions of CDI leaders selected by the ACDIS team that will provide highlights from a session/sessions held 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 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

CALENDAR 2022

MONTH	EVENT
June	Listening In: Lessons learned from the Annual ACDIS Conference
October	Listening In: Lessons learned from the CDI Leadership Exchange
November	Listening In: Lessons learned from the Physician Advisor Exchange
January	Listening In: Lessons learned from the Outpatient CDI Virtual Conference

**RATE: \$15,000 PER PANEL DISCUSSION
OR \$40,000 FOR ALL THREE MONTHS**

ONLINE & LEAD GENERATION

E-BLASTS

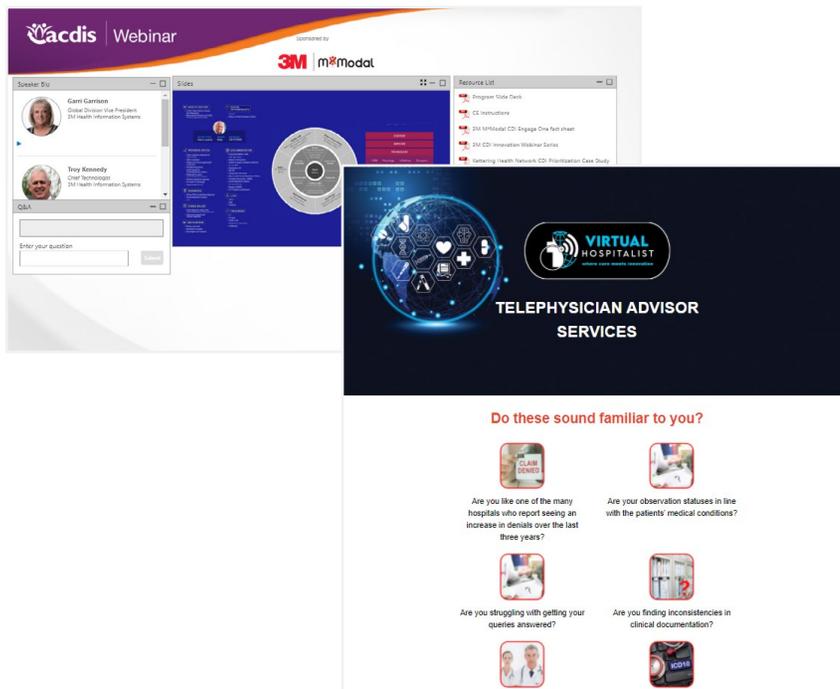
Whether you are promoting a new solution or just looking to maximize your exposure, a sponsored e-blast dedicated to CDI is the way to go.

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.

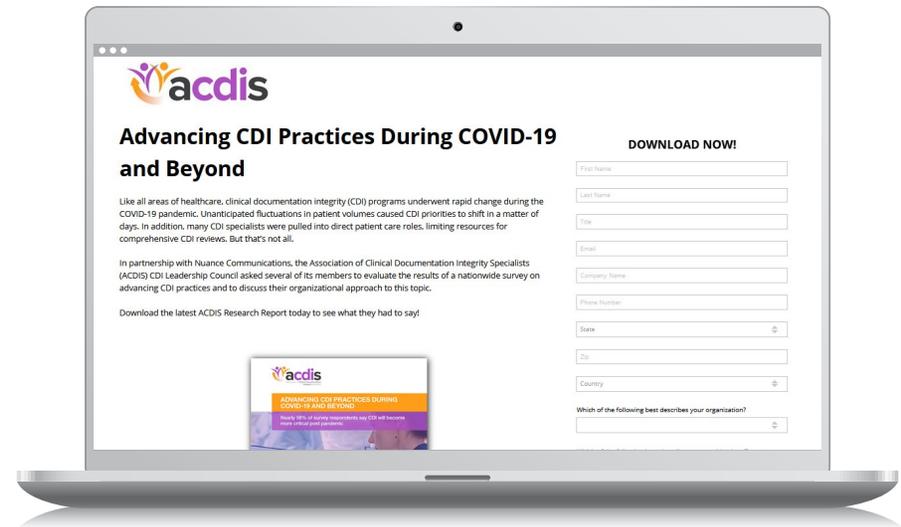
CALL FOR DETAILS

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.



100 LEAD LEVEL

\$35 CPL for 100 leads = \$3,500

Max of two White Paper uploads

2 exclusions* allowed

300 LEAD LEVEL

\$25 CPL for 300 leads = \$7,500

Max of two White Paper uploads

2 exclusions* allowed

UNLIMITED LEADS FOR ONE YEAR (NOT CPL)

\$14,000 Flat Pricing for one year of leads (300 lead minimum)

Up to six White Paper uploads

2 exclusions* allowed

*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.

PODCAST

THE ACDIS PODCAST

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.

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



We will begin shortly.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris quis metus ut sem egestas consequat. Fusce convallis nibh vitae blandit varius. Sed sapien nunc, vulputate nec feugiat ut, malesuada ut turpis.

For more information, please visit:
WWW.YOURSITE.COM.

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.
- Minimum of 300 leads for the duration of the program

RATE: \$10,000

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

- Topics to consider are listed below. Other topics will be considered with Director approval.

NEW 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)

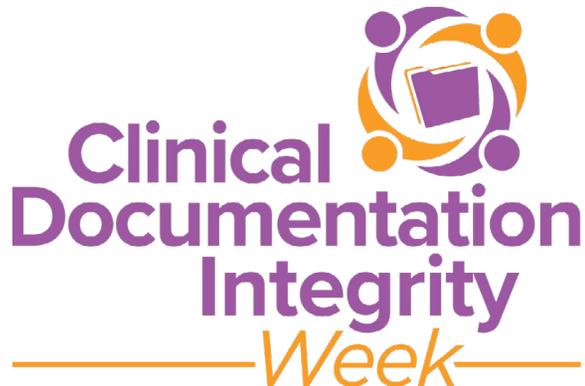
RATE: \$7500 PER EPISODE

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

CDI WEEK



SEPTEMBER 12-16, 2022

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-serve basis

PLATINUM 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**

NEW FOR 2022!

GOLD SPONSORSHIP INCLUDES:

Available after June 1, 2022, 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: \$4500

EXTEND YOUR SPONSORSHIP

Consider adding a sponsored podcast to your CDI Week sponsorship for discounted **RATE OF \$5000** on your same topic.



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 share their experiences within the growing world of CDI.

INDUSTRY INSIGHTS NEW FOR 2022!

This multi-sponsored supplement would appear in each issue 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: \$5000 (SUPPLIED) OR \$6500 IF WRITTEN BY ACDIS

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

2022 INDUSTRY INSIGHT TOPICS

MONTH	TOPICS	DEADLINE
January/February	Back to Basics (for both staff and leaders) <i>Sponsor insight topic:</i> CDI management & leadership	December 1, 2021
March/April	Winter (Educational) games <i>Sponsor insight topic:</i> Physician engagement & education	February 1, 2022
May/June	Diversity in CDI (specifically focused with gender equality) <i>Sponsor insight topic:</i> Top Technologies/ CDI innovations	April 1, 2022
July/August	Clinical and coding <i>Sponsor insight topic:</i> Denials management & appeals	June 1, 2022
September/October	Unconventional settings and program expansion <i>Sponsor insight topic:</i> Outpatient CDI & program expansion	August 1, 2022
November/December	Opportunities in CDI (different roles, careers, etc.) <i>Sponsor insight topic:</i> Staffing & professional development	October 1, 2022

**Content topics may change*

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, 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.

RATE: \$5000 (SUPPLIED) OR \$6500 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

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

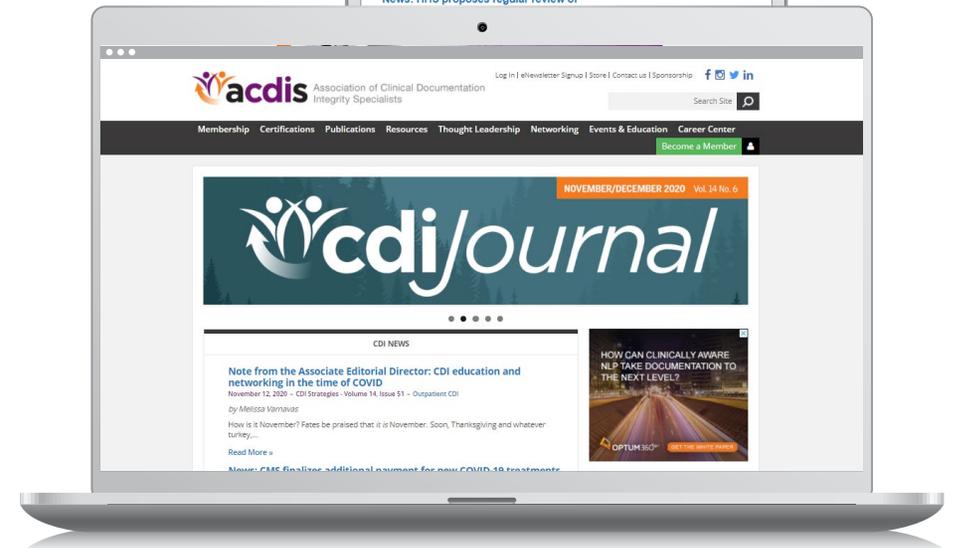
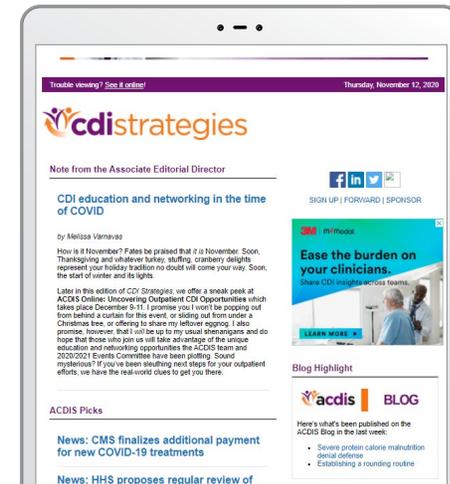
INTEGRATED MARKETING PROGRAMS

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 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



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 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



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 for three months

PLEASE CALL FOR RATES

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 for three months

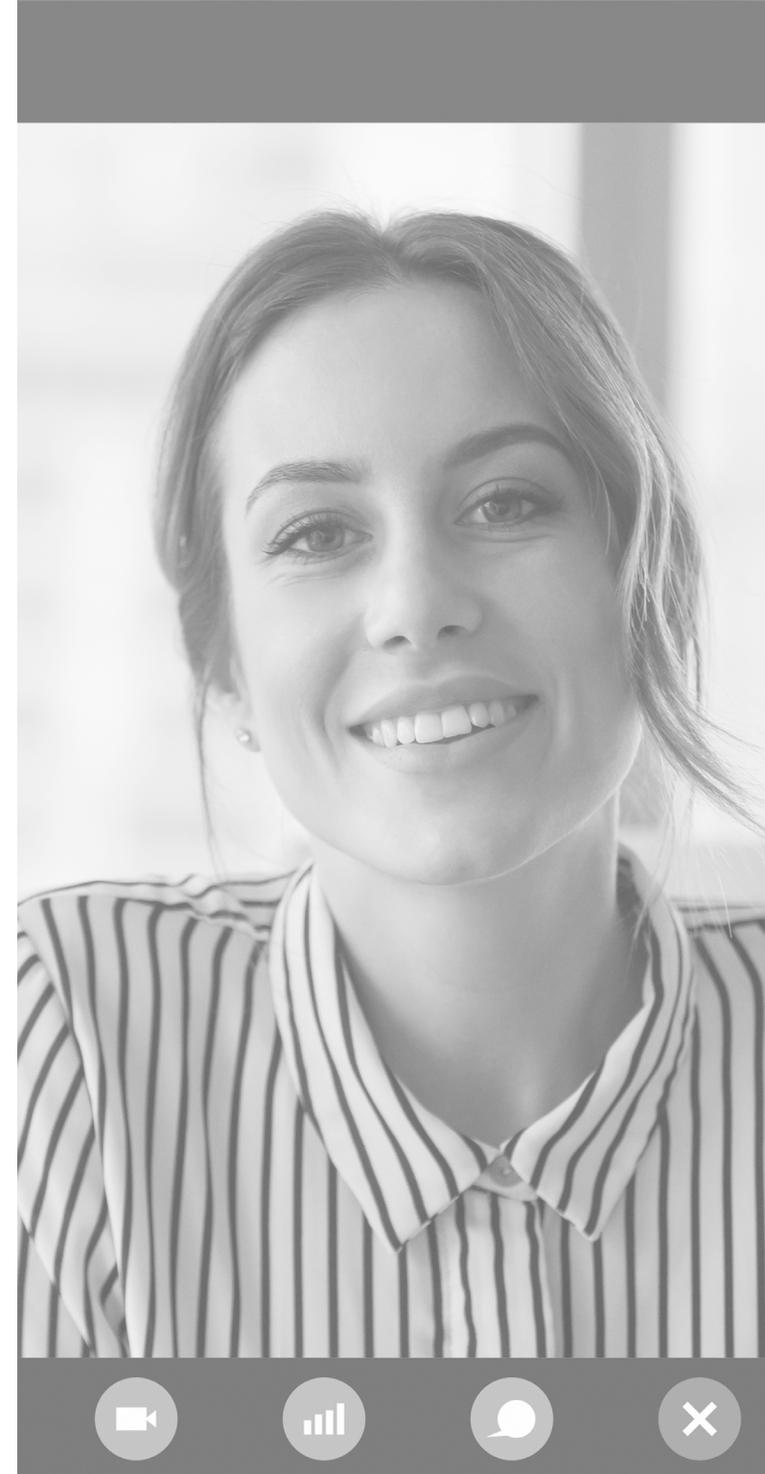
PLEASE CALL FOR RATES

2022 EVENT CALENDAR

(tentative and subject to change)

EVENTS CALENDAR 2022

MONTH	EVENT
February	ACDIS Virtual Summit: February 16–17, 2022. This event will include three sponsored sessions plus a virtual exhibit hall.
May	Annual ACDIS Conference: May 2–5, 2022, Gaylord Palms, Orlando, FL
June	Listening In: Lessons Learned from Annual ACDIS
August	CDI Leadership Exchange, August 28–29, 2022, Omni Barton Creek Resort & Spa Physician Advisor Exchange: August 29–30, 2022, Omni Barton Creek Resort & Spa
October	Listening In: Lessons Learned from CDI Leadership Exchange
December	Outpatient CDI Virtual Conference



CONTACT US

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