ENgAGE WITH A DIVERSE MEMBERSHIP INCLUDING NURSES, HIM/CODING PROFESSIONALS, PHYSICIANS, QUALITY IMPROVEMENT PROFESSIONALS, AND CASE MANAGERS

ABOUT ACDIS

The Association of Clinical Documentation Improvement 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 improvement 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 physician advisors to CDI.

SPONSORING WITH ACDIS MEANS REACHING AN AUDIENCE OF OVER 20,000 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

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EDITORIAL LEADERSHIP

Our editorial team is responsible for researching, writing, and creating new and relevant content for the clinical documentation improvement (CDI) community. The following editorial members have their finger on the pulse of new CDI regulations and can be relied upon to deliver the latest news, educational materials, and training resources to CDI specialists throughout the country.

BRIAN MURPHY, CPC, is the Director of the Association of Clinical Documentation Improvement Specialists (ACDIS), a 6,000-member association headquartered in Middleton, Massachusetts, dedicated to the unique needs of the CDI profession. He oversees management of its award-winning resources, leads association outreach, and develops industry CDI guidance in conjunction with the ACDIS Advisory Board. Murphy also oversees the annual ACDIS Conference, the nation’s first and largest conference dedicated to the unique needs of the CDI specialist that now draws more than 1,900 attendees. Murphy is a former managing editor at HCPro, with experience in developing products and services serving health information management (HIM) professionals. He has extensive knowledge of CDI and HIM, with an emphasis on documentation, coding, Medicare regulations, and the revenue cycle.

REBECCA HENDREN is ACDIS’ associate director of events. She is responsible for the strategic planning of conferences, seminars, and webinars.

MELISSA VARNAVAS is the associate editorial director of ACDIS, responsible for managing its extensive collection of editorial products and online services including the bimonthly CDI Journal, the weekly email newsletter CDI Strategies, industry benchmarking reports, and white papers. A core member of the ACDIS administrative team since 2008, she has also helped more than 40 state and specialty-focused CDI networking groups across the country organize effective educational events.

LINNEA ARCHIBALD is the editor for ACDIS. She is largely responsible for CDI Strategies, the ACDIS Blog, and the CDI Journal. Additionally, Linnea assists in the research and development of CDI products, including books, webinars, and eLearning, and she is responsible for engaging ACDIS members through social media and other mediums.

ADVERTISING/SPONSORSHIP CONTACT:

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

ACDIS SHOW DAILY E-NEWSLETTER: SPECIAL EDITION

Engage attendees and drive booth traffic with information on your products and services before and during the ACDIS conference.

Beginning three weeks prior to the ACDIS Conference, this series of CDI Strategies helps attendees plan their conference experience before the show, and then provides the latest news on-site. Each issue includes coverage of topics, speakers, and other important conference information.

Sponsors of the ACDIS show series receive high visibility leading up to the event, providing readers with pre-event access to information on your products, services, and presence in the exhibit hall.

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### E-NEWSLETTER

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**Specs:** JPG or GIF, no rich media or animation allowed, 40KB file max, URL
ONLINE OPPORTUNITIES

ACDIS.ORG

Our website welcomes over 25,000 unique visitors with over 155,000 page views on a monthly basis. Ad space available on the ACDIS website, including job board page.

LEADERBOARD (728x90)
RATE: $1,500 per month

RECTANGLE (300X250)
RATE: $1,350 per month

BUTTON (120X60)
RATE: $1,100 per month

WELCOME INTERSTITIAL (600X600)
RATE: $4,250 per month

Please contact ads@blr.com for additional ad spec requirements or visit the following link for complete specs: https://docs.google.com/spreadsheets/d/1xEiir6bmWi-bdIBt0_NLs5fQT0JPbMz1iRTT-hPGoE/edit#gid=857368159

Reservations and materials due two weeks prior to run date.

CAREER CENTER

JOB POSTINGS

Post your open positions to reach qualified CDI candidates! For more information, go to jobs.acdis.org.

Additional recruitment opportunities and sponsorships available including direct email campaigns.
acdis.org
ONLINE OPPORTUNITIES

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.

Program includes:
➤ 100% SOV advertising on article page
➤ Monthly contribution of article content to reside on ACDIS.org

Native Content:
1. Posting of your content (up to 750 words plus headline) along with up to two cross-links on ACDIS.org
2. Posting of your content lead-in on home page (approximately 55 words)
3. Inclusion of one visual element supplied by you (headshot, picture, logo)
4. Format of your choice: general topical article, Q&A interview, executive perspective
5. Editorial review for optimization if desired
6. Inclusion of article headline in one CDI Strategies e-newsletter among editorial content per article
7. Deployment of headline with link to article through social media channels
8. Reporting of views and clicks

INVESTMENT:
One Article: $2,900 per
Three Articles: $2,800 per

AN AVERAGE OF 2,000 CDI PROFESSIONALS READ EACH ARTICLE
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.

CONTENT ASSET POSTING PROGRAM

Harness our reach to generate quality sales leads with our Content Asset Posting program.

Benefits:

➤ Posting of assets (whitepapers, case studies, etc.), gated on ACDIS.org for lead generation
➤ 100 downloads guaranteed
➤ Excludes vendors and consultants
➤ Overage contacts available at a discount

RATES: $3,500 for three months

Content creation services available – just ask.

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.

RATES VARY DEPENDING ON THE NUMBER OF LEADS....CALL FOR DETAILS.

Limited monthly slots available. Reservations due 90 days out.
ONLINE & LEAD GENERATION

One Minute Matters

Video is an engaging tool that provides succinct information in an easy to consume format for our busy members. ACDIS presents: “One Minute Matters” Whiteboard Video Program which gives you the opportunity to help educate the ACDIS community on a CDI-related topic in this unique 60 second whiteboard.

This program includes:
➤ Kick off 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 gated video on ACDIS.org site
➤ Promotion of video through dedicated email campaign to members, one per month
➤ Five to ten second pre-roll (ad before whiteboard video begins)
➤ Run of site ad on ACDIS.org for duration of the campaign
➤ Lead generation: registration reports delivered weekly

CALL FOR RATE OPTIONS
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 Improvement Week every September.

WHY IS A WEEK OF NATIONAL RECOGNITION NEEDED?
CDI specialists need a week of recognition for the following reasons:

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

HOW WAS THE NATIONAL RECOGNITION WEEK DEVELOPED?
A work group organized and supported by ACDIS convened over several months to plan and organize the event and develop resources and promotional events.

CDI WEEK SPONSORSHIPS
Only six spots, available on a first-come, first-serve basis

SHOW YOUR SUPPORT AND ENGAGE WITH CDI SPECIALISTS DURING CDI WEEK!

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

CDI WEEK SURVEY RESULTS

EDITORIAL WEBINAR

Includes:

➤ ACDIS Editorial team determines topic & speakers
➤ Sponsor receives leads of registrants and attendees
➤ Logo on webinar slides and 50 word company description

CALL FOR PRICING OPTIONS

acdis.org
ONLINE & LEAD GENERATION

SPONSORSHIP

ACDIS Radio 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

In 2019 and beyond, our shows will cover:

➤ Outpatient/risk-adjusted payment CDI models

➤ Complex clinical conditions (sepsis, functional quadriplegia, etc.)

➤ Remote CDI staffing and management

➤ The role of the physician advisor in CDI

➤ CDI and physician performance metrics

AUDIENCE: CDI specialists, CDI managers, CDI directors, HIM directors, case management directors

ACDIS RADIO EXCLUSIVE BRANDING PACKAGE

➤ Logo on two pre-event dedicated emails for ACDIS Radio 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

ACDIS RADIO LEAD GENERATION PACKAGE

All deliverables of the Branding Package PLUS:

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

CALL FOR RATES
In every edition of the bimonthly publication **CDI Journal**, ACDIS editorial staff connect with experts in the clinical documentation improvement industry. These thought leaders, innovative actors, and everyday extraordinary frontline staff share their experiences within the growing world of CDI.

**In every edition of the Journal we offer:**

- Associate Director’s Note
- Advisory Board 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 5,300 members

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<tr>
<th>MONTH</th>
<th>ISSUE</th>
<th>DEADLINE</th>
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<tbody>
<tr>
<td>January/February</td>
<td>Interdepartmental collaboration/ expansion (outpatient/quality)</td>
<td>December 1, 2018</td>
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<tr>
<td>March/April</td>
<td>Technology</td>
<td>February 1, 2019</td>
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<tr>
<td>May/June</td>
<td>Physician education (with in-Journal survey)</td>
<td>April 1, 2019</td>
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<tr>
<td>July/August</td>
<td>Leadership/career ladders</td>
<td>June 1, 2019</td>
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<tr>
<td>September/October</td>
<td>Denials</td>
<td>August 1, 2019</td>
</tr>
<tr>
<td>November/December</td>
<td>Payment and regulatory advancements</td>
<td>October 1, 2019</td>
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*Content topics may change*

**CALL FOR PRICING OPTIONS**

**Specs:** 8.5” wide by 11” high, Web-optimized PDF, RGB color, all fonts embedded, images downsampling to 150 DPI
Welcome to the 12th Annual ACDIS Conference! As the premier event for clinical documentation improvement professionals, we are pleased to offer you a wide range of opportunities to reach our engaged attendees. We anticipate over 1,800 attendees joining us in 2019!

This one-of-a-kind conference reaches clinical documentation improvement professionals including:

- Clinical Documentation Improvement (CDI) Specialists
- CDI Managers/Directors
- Coding Compliance Directors/Managers
- HIM Directors
- Coding Compliance Specialists
- DRG Coordinators
- Inpatient Coders
- Coding Managers/Supervisors
- Case Management Directors/Managers
- Revenue Cycle Directors
- Physician Advisors to CDI

ADDITIONAL OPPORTUNITIES INCLUDE:

- Focus groups and roundtables
- ACDIS/HealthLeaders CDI Supplement
- Customized pre- and post-event programs
- Custom Focus Groups/Roundtables
EVENTS

OVER 250 ATTENDEES WILL JOIN US THIS YEAR!

DATE AND LOCATION TO BE ANNOUNCED

Showcase your products and services to this engaged group of outpatient CDI professionals!

The ACDIS Outpatient CDI Symposium features two days of education and networking dedicated to clinical documentation improvement (CDI) in the outpatient setting. This one-of-a-kind conference features two concurrent educational tracks of diverse sessions, including how to get started in the ambulatory setting, chart review techniques and nuances, metrics and analytics, staff training, and demonstrating return on investment.

Attendees will look forward to learning about how your products and services can help in outpatient CDI.

CDI LEADERSHIP EXCHANGE

Thirty senior level CDI professionals will join us at this unique event, where all planned activities are designed for high-level networking and consistent dialogue. As a sponsoring organization, you'll be part of the agenda, holding two strategic sessions with seven hand-selected participants each, encouraging discussion on pressing issues.

The agenda allows for continuous interaction:

➤ Welcome dinner and reception
➤ Networking breakfast
➤ ACDIS-moderated breakout sessions on key topics determined in advance in collaboration with attendees
➤ Dinner event with networking reception
➤ Two 90 minute strategic sessions held by your organization. Each session will include seven CDI executives, selected by you.
➤ Two executives from your organization invited to participate in all activities

INVESTMENT: $25,000 net

Number of sponsors is limited, and available on first come, first serve basis.

CUSTOM EVENTS, FOCUS GROUPS AND ROUNDTABLES ALSO AVAILABLE, CONTACT CARRIE DRY FOR DETAILS.
BENCHMARKING SURVEY SPONSORSHIP

Showcase your expertise and build brand awareness on a specific CDI topic with our Benchmarking Survey Sponsorship.

ACDIS BENCHMARKING SURVEYS 2019

<table>
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<tr>
<th>MONTH</th>
<th>TOPIC</th>
<th>DEADLINE</th>
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<tbody>
<tr>
<td>May</td>
<td>Physician education/Physician advisor</td>
<td>February 1</td>
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<tr>
<td>September</td>
<td>CDI Week + CDI Week Industry Survey</td>
<td>June 1</td>
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<tr>
<td>October</td>
<td>2019 CDI Salary Survey</td>
<td>September 1</td>
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*Content topics may change

SPONSORSHIP

➤ One survey question provided by sponsor for inclusion in survey (requires ACDIS approval)
➤ Interview with company thought leader by ACDIS editor on survey results. Approximately three quotes to be included in report
➤ Sponsor logo on front of report
➤ Full page ad included within report
➤ Report gated for lead generation on ACDIS.org
➤ Contact information of those who download provided on a weekly basis for one month

CUSTOM RESEARCH

Garner critical industry data and feedback with a custom survey issued to our ACDIS members. We’ll leverage this data to create a custom white paper, allowing for lead generation.

Utilizing content obtained in custom research, we will create a white paper that will be posted online for lead generation and provided to you for your usage. Included in this program:

➤ A survey on a selected topic will be deployed to our audience (100 minimum responses will be delivered).
➤ Data, along with interviews with selected executives, will be utilized to produce a PDF white paper. A dedicated writer will collaborate with you on content.
➤ A custom research brief will be gated and posted online at acdis.org for lead generation.
➤ Promotion will include online advertising and a dedicated co-branded email campaign.
➤ Content will be gated for guaranteed minimum lead generation

CALL FOR RATES
**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**

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<td>Two banner ads in CDI Strategies e-newsletter</td>
<td>Leaderboard (728x90) advertising in <strong>CDI Strategies</strong></td>
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<td>Two display ads in CDI Journal</td>
<td>Full page ad in digital membership journal published every other month</td>
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<tr>
<td>Content Asset Posting</td>
<td>Posting of asset (whitepaper/case study) gated for lead gen. 100 leads, overage contacts available at discounted rate</td>
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<tr>
<td>Native Advertising</td>
<td>Post your content (up to 750 words) along with 2 cross-links on acdis.org</td>
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<td></td>
<td>Inclusion of article headline in one CDI Strategies e-newsletter among edit content per article</td>
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