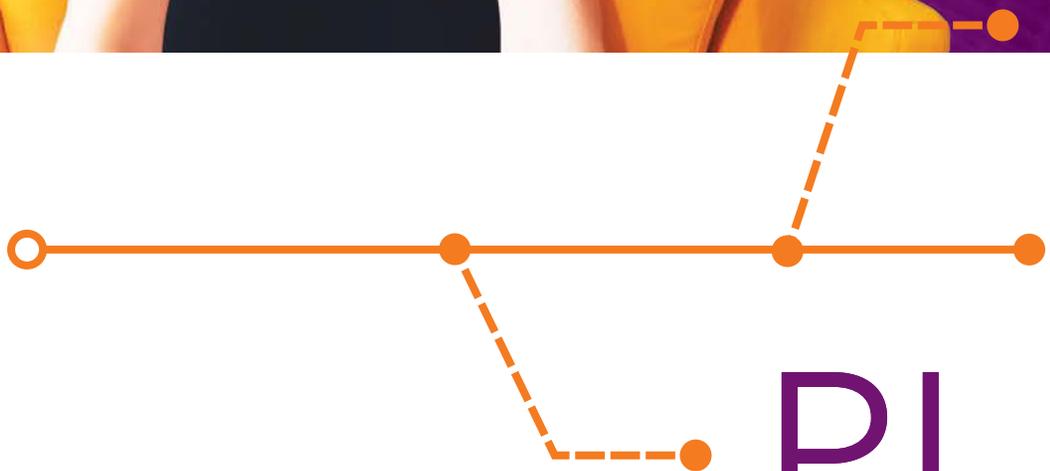




2020

MEDIA

PLANNER



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 physician advisors to CDI.

Sponsoring with ACDIS means reaching an audience of over

15,000 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

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)
\$50 CPL for 25 leads = \$ 1,250	\$45 CPL for 50 leads = \$2,250	\$35 CPL for 100 leads = \$3,500	\$14,000 Flat Pricing for one year of leads (300 lead minimum)
One White Paper upload	One White Paper upload	Max of two White Paper uploads	Up to six White Paper uploads
2 exclusions* allowed	2 exclusions* allowed	2 exclusions* allowed	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.

ONLINE



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

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

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

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

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



NEW FOR 2020, 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



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.

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



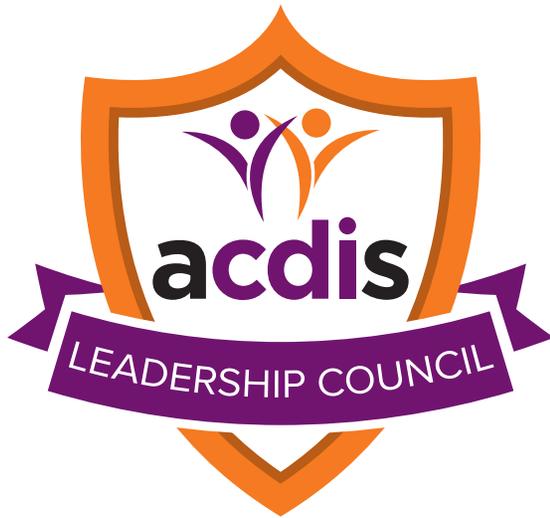
CDI JOURNAL EDITORIAL CALENDAR 2020		
MONTH	ISSUE	DEADLINE
January/February	Expansion opportunities (settings)	December 1, 2019
March/April	Queries (with in-journal survey)	February 1, 2020
May/June	Program evaluation/maturation	April 1, 2020
July/August	CDI/physician education	June 1, 2020
September/October	Leadership skills/career opportunities	August 1, 2020
November/December	Denials & clinical validation	October 1, 2020

**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 will connect 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

EXCLUSIVE GOLD SPONSORSHIP

- ✔ 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 one digital research report featuring quotes from one SME and one client, both identified by the sponsor.
- ✔ Broadcast of a webinar led by sponsor-provided speakers (ideally one client and one SME from the sponsoring organization), as well as an ACDIS-selected moderator.
- ✔ Use of ACDIS Leadership Council Gold Sponsor logo on marketing material.
- ✔ Exclusive take-over ads in three e-newsletters.
- ✔ Promotion on the ACDIS Leadership Council online home for 12 months with a Medium rectangle ad and hyperlinked listing as the Gold Sponsor.

RATE: \$42,000

RESEARCH, THOUGHT LEADERSHIP & LEAD GENERATION

EXCLUSIVE MASTERMIND SPONSORSHIP

In 2020, the ACDIS Leadership Council will introduce its first mastermind group. This tightknit circle of up to eight CDI leaders will commit to advancing concrete business goals and helping their peers do the same by sharing challenges, advice, and accountability in meetings facilitated by an ACDIS leader.

There will be one sponsorship opportunity to get in front of these most dedicated leaders. The sponsor will have the chance to dive deep into this elite group's biggest challenges and priorities to help develop their company's solutions, marketing, and sales process.

SPONSOR RECEIVES:

- ✔ Invitation to participate and have input on the topic of one virtual discussion.
- ✔ Opportunity to send two company representatives to attend a portion of the in-person meeting.
- ✔ At the conclusion of one full year of virtual and inperson mastermind meetings, creation of one digital report (4+ pages) that:
 - Provides an overview of key takeaways from the year's



discussions, as well as pictures from the onsite meeting.

- 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.
- ✔ Rectangle ad on the Council online home for three months

RATE: \$35,000

RESEARCH, THOUGHT LEADERSHIP & LEAD GENERATION

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, overage contacts available at discounted rate
Five ACDIS Memberships	Five people from your company will receive the benefits of ACDIS membership for 12 months



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