

2027 MEDIA KIT

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Our Commitment to You

For nearly two decades, ACDIS has proudly stood at the forefront of the clinical documentation integrity (CDI) field, empowering professionals to lead with clarity, precision, and purpose. Today, our community is more energized than ever—driving change, sharing insights, and shaping the future of healthcare.

As the industry undergoes a digital transformation, innovations in telehealth, artificial intelligence, data-sharing, and connected technologies are redefining how care is delivered and documented. In this rapidly evolving landscape, collaboration between CDI leaders and their partners is more essential than ever.

With ACDIS, you're not just reaching a highly engaged audience, you're entering a dynamic space where meaningful connections are forged, strategic conversations thrive, and transformative ideas take root.

Together, we're building the healthcare system of tomorrow.

Best regards,



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About Us

The Association of Clinical Documentation Integrity Specialists (ACDIS) is the premier association for CDI 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, electronic health record system implementation, and CDI-specific technology and artificial intelligence solutions. 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 leaders, and physicians advisors to CDI.

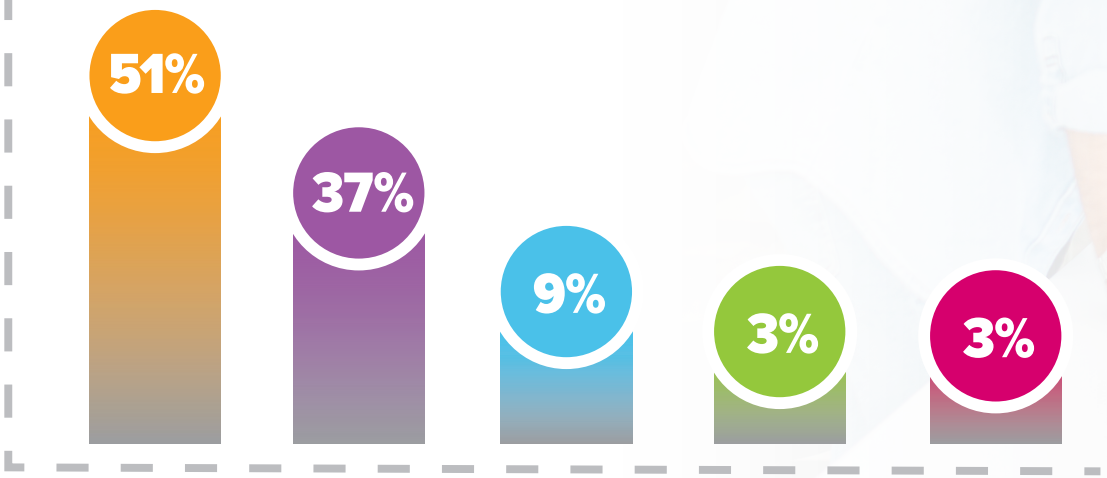
HCPro and its associated brands, including ACDIS, became part of the American Health Information Management Association (AHIMA) enterprise family in October 2023.

Our Audience

Engage with a diverse group of CDI professionals in all levels of the CDI workspace.

Audience Profile

- **51%** CDI managers/directors/supervisors or equivalent titles
- **37%** CDI specialists and other staff-level titles
- **3%** hospital executives with multi-department oversight
- **3%** physician advisors/champions
- **9%** Other titles, including HIM and revenue integrity professionals.





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2027: ACDIS CDI Scholarship Exclusive Sponsor

Sponsorship includes:

- ✓ We will announce the contest on a dedicated scholarship page on acdis.org which will thank the sponsor and include company logo and 50-word description.
- ✓ Five announcements in *CDI Strategies* during September through November timeframe, which will thank sponsor with logo.
- ✓ Minimum of 10 social media promotions (Facebook, Instagram, LinkedIn) between September and November; each will thank sponsor.
- ✓ Logo and link included in announcing winner in January 2028 with dedicated email and on acdis.org.
- ✓ 2028 ACDIS webinar in February promoting the conference will also announce the scholarship winner and thank the sponsor. Sponsor will receive the leads of the registrants/attendees.
- ✓ $1,500 of the sponsorship rate will go toward the winner for travel expenses for the annual conference.

RATE FOR SPONSORSHIP: $18,500



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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

Joint ACDIS & NAHRI Demo Discussion

This is 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 500 ACDIS Council members, so it will be a very small, but targeted promotion to these leaders.

- ✓ When: Exclusive sponsor second Wednesday of each month (except May and September). Spots are available on a first come, first served basis.
- ✓ Duration: 30 minutes
- ✓ Leads: Full contact information for everyone that comes to your session
- ✓ Opportunity to share an educational demo of your solution: What challenges can this solution solve, etc.

RATE: $7,700

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Research

ACDIS Salary Survey Digital Report-NEW

Each year, ACDIS conducts a salary survey of our audience. For 2027, we would like to create an editorial report with one exclusive sponsor to share the results of these surveys.

- ✓ When: November
- ✓ What: Sponsor provides two custom questions approved by ACDIS to be included in the survey. ACDIS writes a report based on the salary survey results.
- ✓ Sponsor has one SME provide two-three quotes about the survey results.
- ✓ Sponsor logo is included on the cover of the report.
- ✓ Leads: Contact information sent weekly until 75 leads are sent.

RATE: $17,500

Buzz Survey

This opportunity allows you to gain intel from the ACDIS audience to help with your business development goals. This package includes:

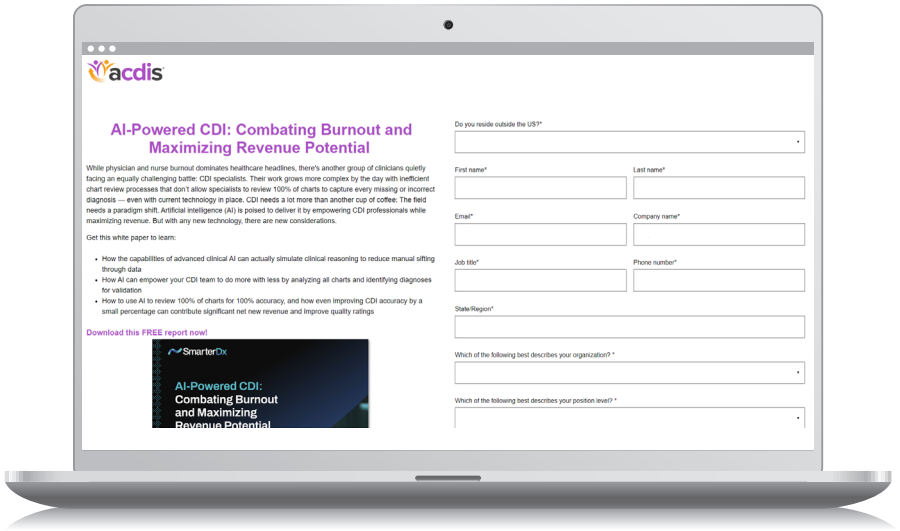
- ✓ Sponsor provides five multiple-choice questions which are sent to entire ACDIS audience
- ✓ Data is based on 100 minimum responses
- ✓ ACDIS will review questions for optimization
- ✓ Results provided to sponsor in aggregate in PowerPoint for own usage
- ✓ One cross tab included at no additional cost

RATE: $12,500

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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, white paper, 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: FOR 85 LEADS=$4000

Custom filters available, additional rates apply.

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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 CEU to listeners for the first four days and is gated for leads during that time (Wednesday to Sunday of the show week). On average, each episode CEU survey receives roughly 1,000 responses and each episode is listened to more than 2,500 times.

Podcast Series Sponsorship

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

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

RATE: $10,500

Topics

Sponsor a single topic or three-part series. Available on first-come, first-served 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**
- ✓ **Pediatric CDI**

Topics are available on a first-come, first-served basis.

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The ACDIS Podcast, cont.

Podcast Sponsorship

Exclusive sponsor of one podcast which includes:

- ✓ Dedicated social media mention thanking sponsor on ACDIS' LinkedIn, Instagram and Facebook accounts (one mention per platform)
- ✓ Option to have one sponsor SME instead of ACDIS industry expert. Discussion must be on educational topic approved by ACDIS team.
- ✓ Verbal acknowledgement of sponsor by program host during a dedicated 150-200 word ad read
- ✓ Leads collected through four-day listener survey period
- ✓ Link to sponsor site in the podcast show notes
- ✓ Receive a maximum of 200 leads

RATE: $5,000

Highlight your SME with this new thought leadership opportunity!



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CDI Week

acdis®

CDI WEEK

September 13-17, 2027

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!

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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
- ✓ New for 2027...each Platinum sponsor will be part of a special multi-sponsor podcast promoting CDI Week. Sponsors receive:
  - Leads from this podcast
  - Moderator will verbally thank the sponsors
  - Logo on promotions

RATE: $7,500 NET IF AD IS SUPPLIED; $9,500 NET IF ACDIS WRITES THE NARRATIVE

CDI Week Webinar Exclusive Sponsor

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

The webinar will take place September 16, 2027

- ✓ 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: $18, 375

First Right of Refusal deadline: October 15, 2027

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cdijournal

2027 Editorial Calendar		
MONTH	EDITORIAL TOPICS	DEADLINE
January/February	Query Practices and Provider Education	December 1, 2026
March/April	Clinical & coding	February 1, 2027
May/June	The Future of CDI	April 1, 2027
July/August	Professional Development and Program Success	June 1, 2027
September/October	Denials Prevention and Appeals	August 1, 2027
November/December	Quality and Risk Adjustment	October 1, 2027

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

New for 2027: Be the exclusive supporter of one *CDI Journal* and receive social media mentions LinkedIn, Facebook, and Instagram: "Thanks for supporting the xx issue of *CDI Journal!*" The sponsor will also be thanked in the actual *CDI Journal*. One sponsor per edition.

RATE: $1,500

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

RATE: CALL FOR PRICING

**Content topics may change*

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acdis

ACDIS Leadership Council



The ACDIS Leadership Council connects approximately 500 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.

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.

✓ One 45-minute Council call with discussion of survey findings, with the opportunity for the sponsor to designate one SME to participate as a panelist during the relevant portion of the meeting.

✓ Development of one digital research report based on survey findings and related Council discussion, and quote from one sponsor SME.

✓ Broadcast of a webinar led by sponsor-provided speakers (ideally one client and one SME from the sponsoring organization), as well as a moderator.

✓ Use of ACDIS Leadership Council Gold Sponsor logo on marketing material.

✓ Promotion on the ACDIS Leadership Council online home for 6 months with a medium rectangle ad and hyperlinked listing as the Gold Sponsor.

RATE: $44,100

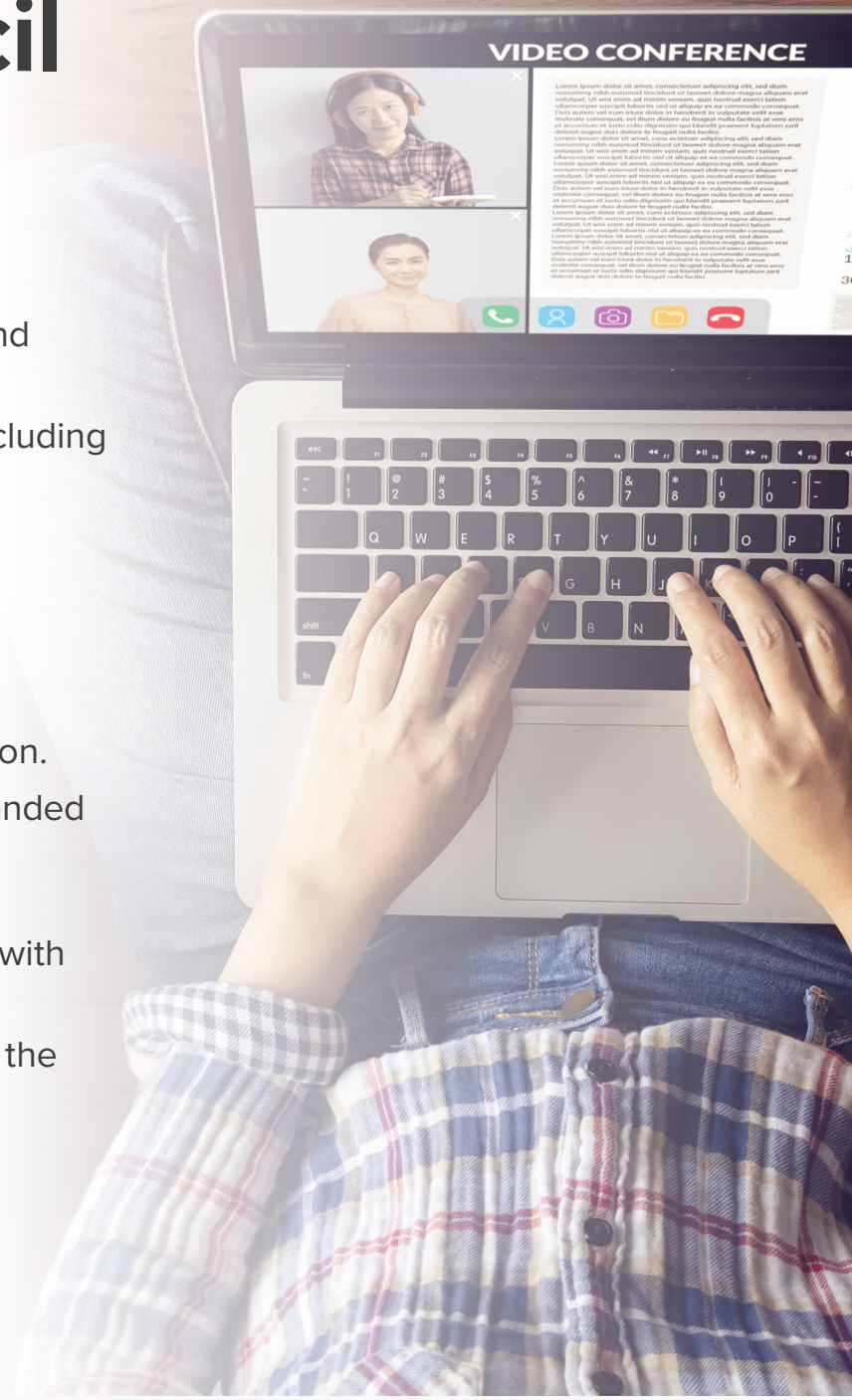
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ACDIS Leadership Council

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 30 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 100 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



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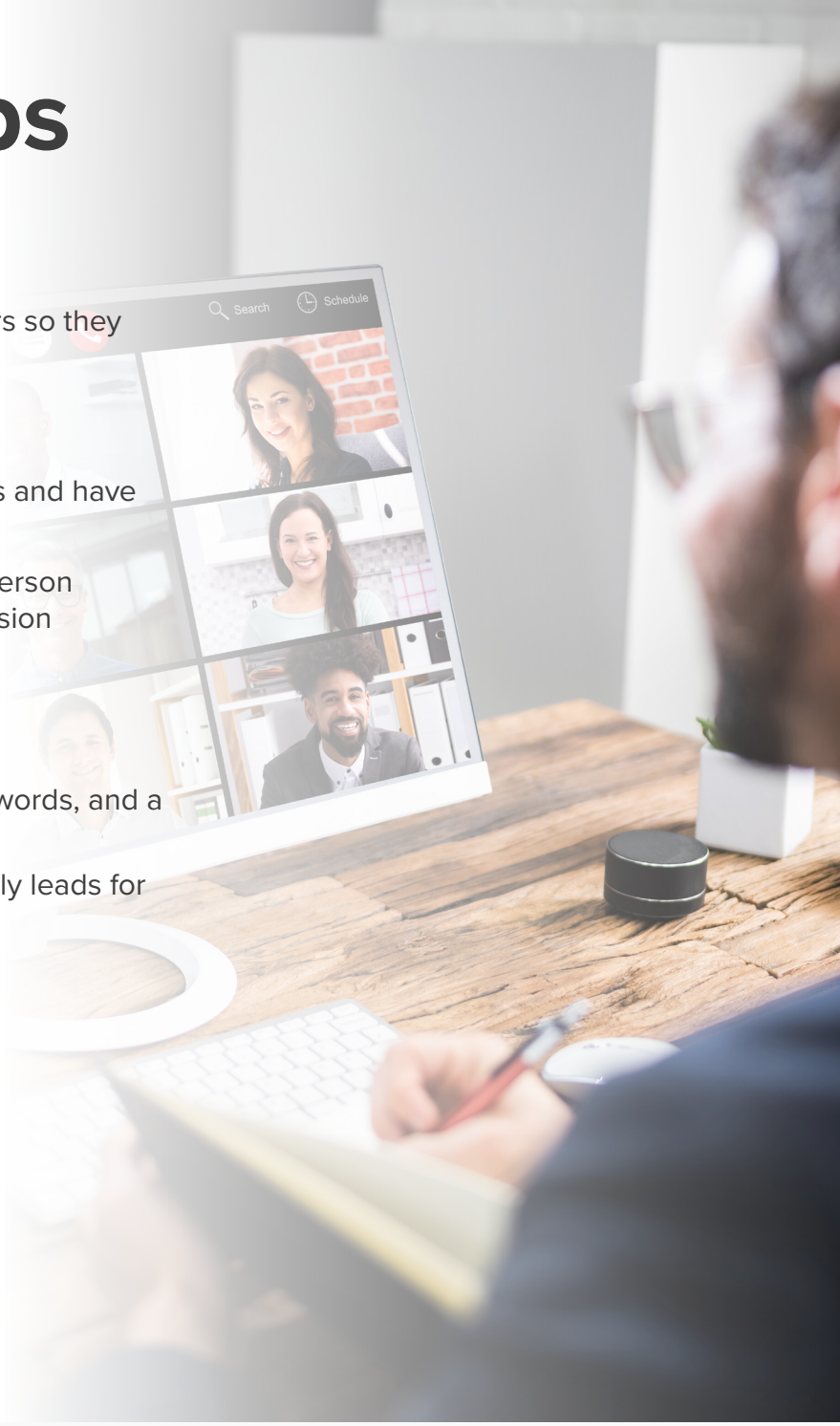
Mastermind Sponsorships

The ACDIS Council members love the opportunity to learn from their peers and share ideas/challenges. We continue to see high demand from our Council members who want to be a Mastermind member. In 2027, we will offer three different level of limited Mastermind opportunities to our sponsors so they can learn from these members and share their knowledge. These options include:

Exclusive Platinum Mastermind Sponsor:

- ✓ One dedicated sponsor SME will participate in four virtual roundtable discussions and have topic input on one of these discussions.
- ✓ Opportunity to send two company representatives to attend a portion of the in-person meeting. These representatives can attend the lunch and then the afternoon session (approximately three hours total).
- ✓ At the conclusion of the virtual meetings, ACDIS will create a digital report that::
  - Provides an overview of key takeaways from the virtual discussions,
  - Features the Partner's logo on the cover, a company description of up to 250 words, and a quote from a Partner SME.
  - Is promoted to the complete ACDIS audience, with the Partner receiving weekly leads for up to one month.
- ✓ Two virtual reunions
- ✓ One rep from the sponsor attends each reunion and is part of the discussion.
- ✓ Sponsor logo on the email invitations.
- ✓ Verbal acknowledgement thanking the sponsor during the event.

RATE: $45,000



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Mastermind Sponsorships

Gold Mastermind package:

- ✓ 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 at the end of the term. This 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.

RATE: $43,000

Physician Advisor Mastermind:

This group will have all physician advisors as members

- ✓ Five meetings with 6-8 members: four virtual and one in-person (takes place before or after Physician Advisor 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 at the end of the term. 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: $43,000

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Virtual Focus Group

Opportunity to gain some intel from CDI leaders without having to recruit attendees or pay travel expenses. This 60-minute discussion allows you to receive feedback on your products/solutions, learn about existing challenges CDI leaders are facing or receive answers to your CDI questions to help you develop new CDI solutions.

Sponsor receives:

- ✓ Virtual 60-minute meeting with 5-7 CDI leaders (manager/director or equivalent that we recruit)
- ✓ We coordinate the meeting and technical hosting
- ✓ Sponsor chooses topic and provides questions
- ✓ ACDIS provides moderator

RATE: $9,900

Note: no contact information or leads are provided with this option



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

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. The Denials Management Mastermind group brings 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:

denials management
mastermind

brought to you by

nahri acdis

- ✓ Five meetings with 6–8 members: four virtual and one in-person (approximately 3-hour 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: $47,000

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Denials Management Exchange

HOSTED BY ACDIS AND NAHRI • APRIL 6-8, 2027 • THE BROWN HOTEL LOUISVILLE, KY

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. The third annual Denials Management 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.

Being one of a few sponsors at this event allows your company to hear first-hand how hospitals are addressing challenges and understand how your solutions and services can help them meet their goals. Senior-level revenue integrity and CDI professionals including managers, supervisors, and directors will join us at this unique event, where all planned activities are designed for high-level networking and consistent dialogue. You'll walk away with deeper relationships and contacts for future engagement.



DENIALS MANAGEMENT EXCHANGE SPONSORSHIP INCLUDES:

- ✓ Ability to observe rounds of editorially moderated roundtable breakout sessions on key topics determined in advance by attendees
- ✓ Networking opportunities during: receptions, breakfast, lunch, and dinner
- ✓ One 90-minute exclusive strategic session with a total of five pre-selected revenue integrity and CDI leaders
- ✓ Two all access passes to Denials Management Exchange and Revenue Integrity Symposium
- ✓ Attendee list provided in advance of event
- ✓ Contact information for the attendees in your session

RATE: $28,500

Spots are limited and available on a first come, first served basis.

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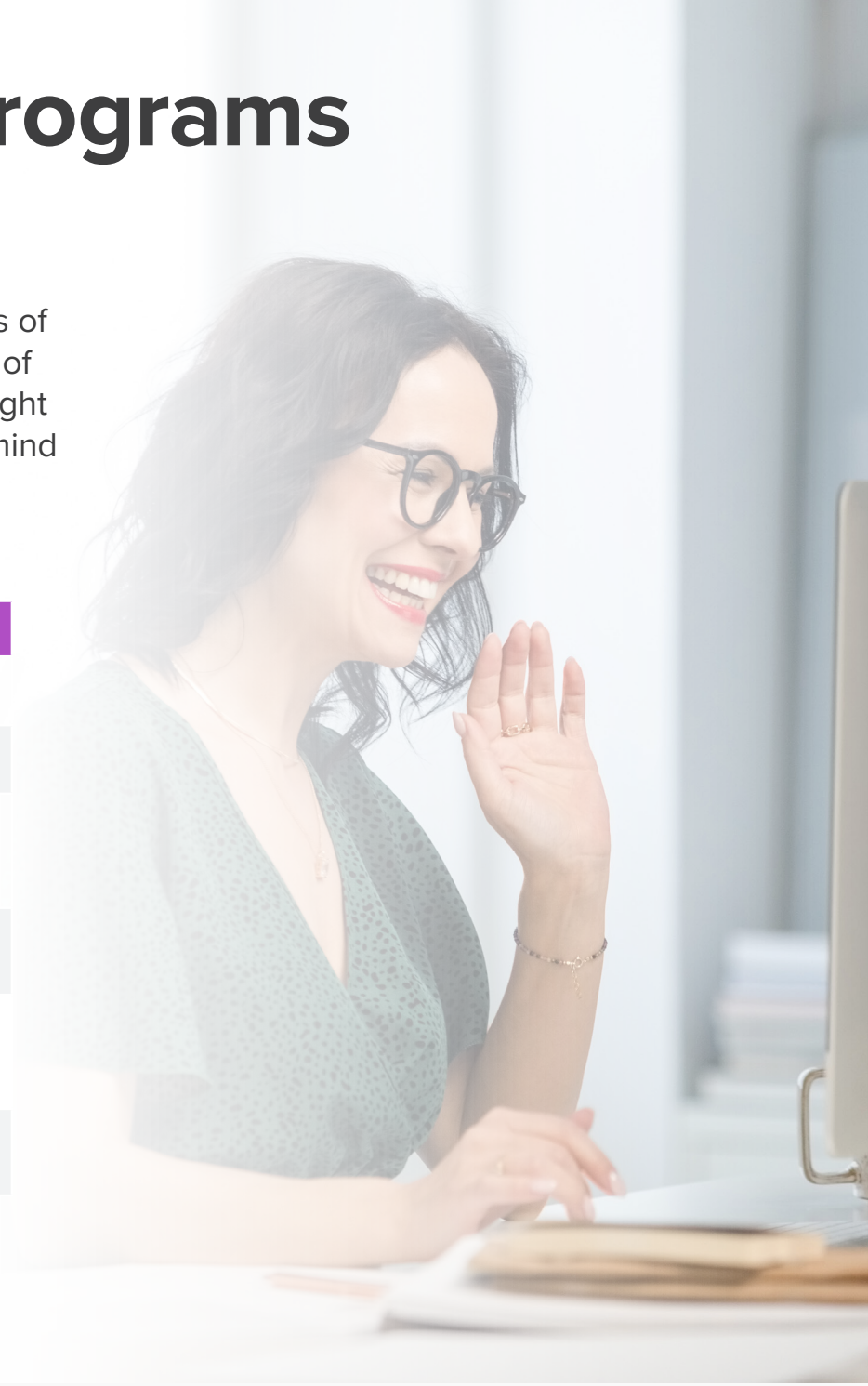
Integrated Marketing Programs

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: $8,000

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 (white paper/case study) gated for lead gen. 75 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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2027 Virtual and Live Events

February

ACDIS Virtual Summit: February 24-25, 20276

April

Joint ACDIS and NAHRI Denials Management Exchange:
April 6-8, 2027, Louisville, KY

May

ACDIS Symposium: Outpatient CDI and Physician Advisor Forum:
May 15-16, 2027, Caesars Forum, Las Vegas

National ACDIS Conference: May 16-19, 2027 (Exhibit Hall closes May 18th), Caesars Forum, Las Vegas

September

CDI Week: September 13-17, 2027

October

CDI Leadership Exchange: October 24-26, 2027, Nashville, TN

Physician Advisor Exchange: October 25-27, 2027, Nashville, TN



(tentative and subject to change)

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