



2025 MEDIA KIT

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Table of Contents

| | | | |
|--|-------|--|----|
| Our Commitment to You..... | 3 | ACDIS and NAHRI Joint Opportunities to Reach CDI and Revenue Integrity Leaders | 18 |
| Our Audience | 4 | Denials Management Leadership Exchange | 19 |
| Online Advertising and Lead Generation | 5 | Integrated Marketing Programs..... | 20 |
| Sponsored Webinars..... | 6 | Account Based Marketing..... | 21 |
| Editorial Webinars | 7 | ACDIS Symposium: Outpatient CDI and Physician Advisor Forum..... | 22 |
| Content Asset Posting Program..... | 8 | 2025 Virtual and Live Events | 24 |
| The ACDIS Podcast | 9–10 | | |
| CDI Week..... | 11 | | |
| CDI Week Sponsorships..... | 12 | | |
| CDI Journal | 13 | | |
| ACDIS Leadership Council..... | 14 | | |
| Mastermind Sponsorships | 15–17 | | |

Our Commitment to You

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 17 years, ACDIS has been the premier association dedicated to CDI. Our audience of CDI leaders and specialists is more engaged than ever. In 2024, we had the largest number of Leadership Council members and applications for Leadership Mastermind committees, over 3300 registrants for our CDI Week webinar and we averaged over 850 listeners for the ACDIS podcasts.

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 Us

The Association of Clinical Documentation Integrity Specialists (ACDIS) is the premier association for clinical documentation integrity 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 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.

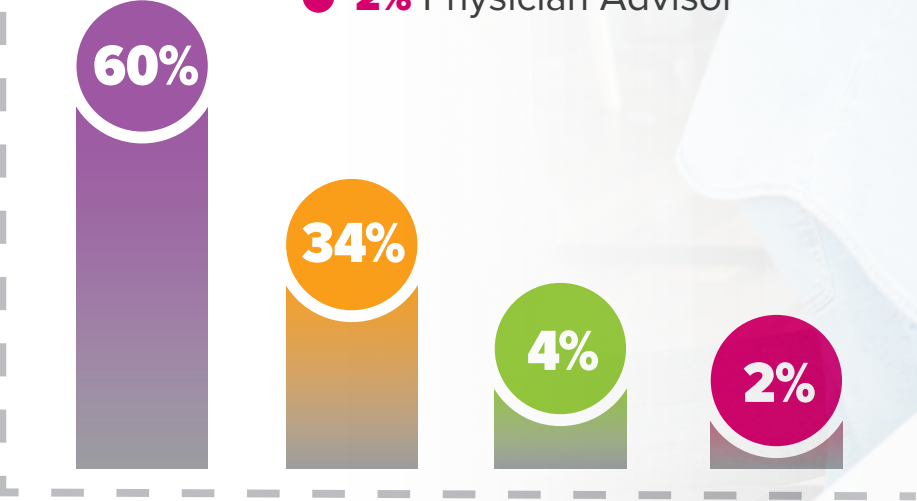
HCPRO and its associated brands, including the Association of Clinical Documentation Integrity Specialists, became part of the American Health Information Management Association (AHIMA) enterprise family in October 2023.

Our Audience

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

Audience Profile

- **60%** CDI/RN
- **33%** Director/Manager
- **4%** C-Suite/VP
- **2%** Physician Advisor



Online Advertising and Lead Generation

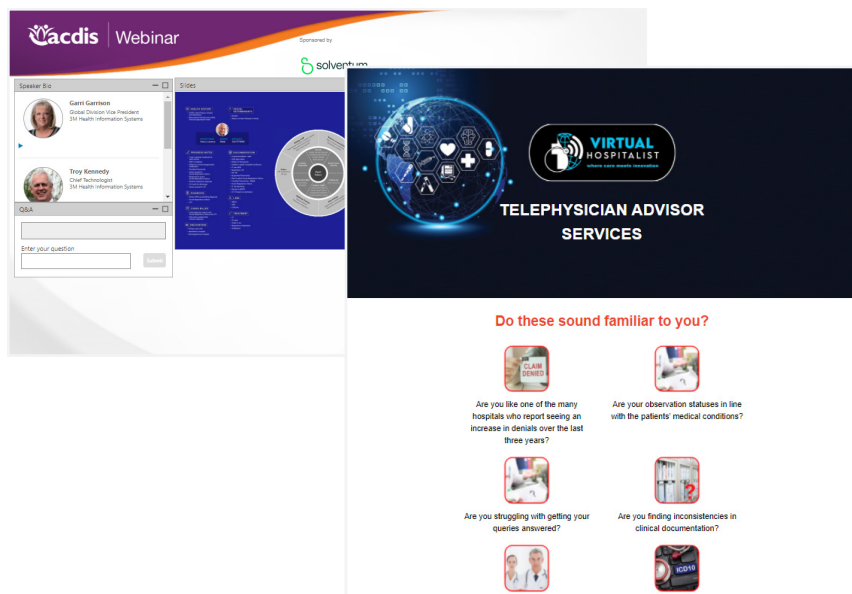
e-Blasts

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.

Overview:

- ✓ Posting of sponsor supplied content (up to 750 words plus headline) along with up to two cross-links within content for 30 days
- ✓ Format of your choice: general topical article, Q&A interview, executive perspective
- ✓ Editorial review for optimization
- ✓ Optional companion advertising on your article page (leaderboard, medium rectangle, for one month)
- ✓ Deployment of headline with link to article through e-newsletters
- ✓ Reporting of views and clicks once program completes

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

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

New for 2025:
Sponsor one
webinar and reach
both AHIMA and
ACDIS audiences.

RATE: CALL FOR PRICING

Joint ACDIS & NAHRI Demo Discussion

This will be 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 390 ACDIS Council members, so it will be a very small, but targeted promotion to these Leaders.

- ✓ When: Exclusive sponsor 3rd Thursday of each month (except 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, no lead guarantee since new program
- ✓ Opportunity to share an educational demo of your solution: What challenges can this solution solve, etc.

RATE: \$6,700

Editorial Webinars

ACDIS Salary Survey Webinar-NEW

Each year ACDIS conducts a salary survey of our audience. For 2025, we would like to conduct an editorial panel discussion webinar with one exclusive sponsor to share the results of these surveys.

- ✓ When: March (tentative for ACDIS)
- ✓ What: ACDIS recruit panelists, determine questions, markets the event and coordinates the technical hosting.
- ✓ Sponsor has one SME on the panel and marketing is branded with sponsor logo.
- ✓ Duration: 60 minutes
- ✓ Leads: Contact information for registrants and attendees

RATE: \$17,500

ACDIS National Conference preview webinar

The last few years ACDIS has hosted a webinar to promote our National ACDIS Conference. We provide an overview of the various tracks, speaker highlights and recommendations for things to do/see in the host city. For 2025, we will allow one exclusive sponsor.

- ✓ When: February 2025 (tentative)
- ✓ What: ACDIS recruit panelists, determine questions, markets the event and coordinates the technical hosting.
- ✓ Benefits: Sponsor receives a 150-200 word ad mention which can promote your booth and the Sponsor name and logo included in the marketing. Plus, Sponsor receives the contact information for the registrants and attendees.
- ✓ Duration: 60 minutes

RATE: \$12,500

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, whitepaper, or infographic to promote, a brief 100-word overview abstract, and your company logo and we will handle the rest.

Overview:

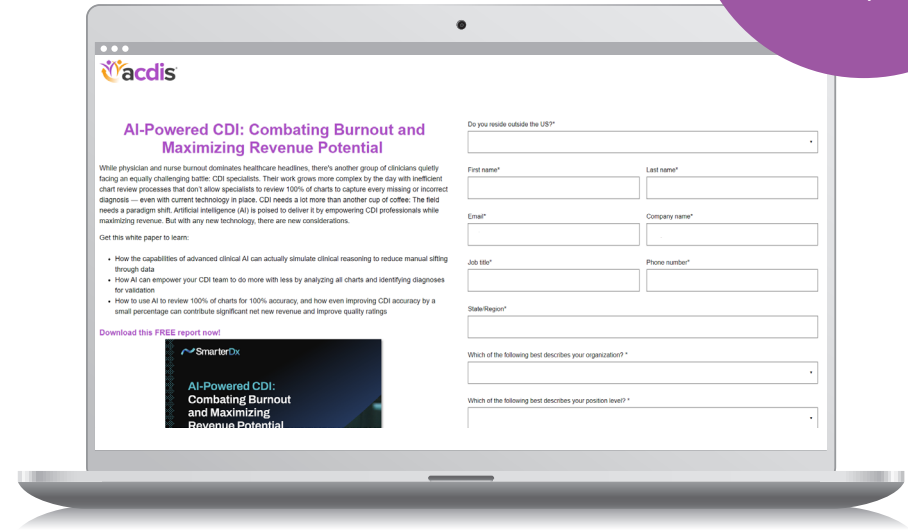
- ✓ Posting of sponsor supplied content (white papers, case studies, etc.), gated for lead generation
- ✓ ACDIS develops marketing plan to garner downloads
- ✓ All program guarantees exclude vendors, consultants, students, and professors
- ✓ Asset posted and promoted for 30-days

RATE: \$35 CPL FOR 100 LEADS=\$3500

Rates vary for packages with more than 100 leads.

Custom filters available, additional rates apply.

Use your piece of content to generate leads from both ACDIS and AHIMA audiences. Call for pricing.



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 CEUs to listeners for 48 hours only and is gated for leads during that time (Wednesday to Friday of the show week). On average,

each episode CEU survey receives roughly 850 responses and each episode is listened to more than 1,000 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, Twitter, and Facebook accounts (one mention per platform per program)
- ✓ Branding on two dedicated email reminders to Podcast subscribers
- ✓ Verbal acknowledgement of sponsor by program host during a dedicated 150- to 200-word ad read
- ✓ Leads collected through two-day listener survey period
- ✓ Link to sponsor site in the podcast show notes

RATE: \$10,000

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.

The ACDIS Podcast (cont)

Podcast Sponsorship

Exclusive sponsor of one podcast which includes:

- ✓ Dedicated social media mention thanking sponsor on ACDIS' LinkedIn, X and Facebook accounts (one mention per platform)
- ✓ Branding on one email reminder to Podcast subscribers
- ✓ Verbal acknowledgement of sponsor by program host during a dedicated 150-200 word ad read
- ✓ Leads collected through two-day listener survey period
- ✓ Link to sponsor site in the podcast show notes
- ✓ Receive a maximum of 200 leads

RATE: \$4000



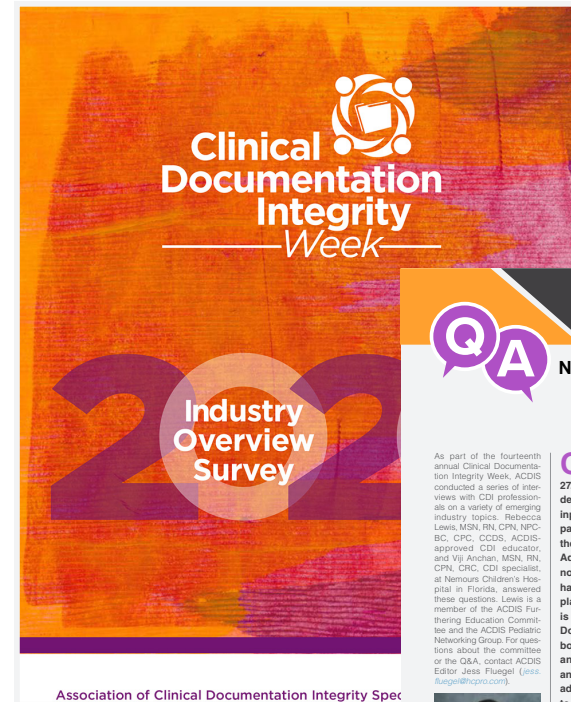
CDI Week



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



Association of Clinical Documentation Integrity Specialists

Q : According to the 2024 CDI Week Industry Survey results, 27.05% of respondents either have a dedicated outpatient program or have inpatient CDI also reviewing some outpatient records, which is practically the same as 2023's results (26.82%). Additionally, 16.75% of respondents noted that while they do not currently have an outpatient CDI program, they plan to expand into outpatient. How is your outpatient program staffed? Do the same CDI specialists review both inpatient and outpatient records, and if not, how often do inpatient and outpatient teams interact? What advice do you have for those looking to expand into outpatient CDI?

A : Seven years ago, our organization launched an outpatient CDI program that covers both inpatient and outpatient services. Each team member is assigned to one or two inpatient teams and three to four outpatient sites. Here is some advice for those interested in expanding to outpatient services:

- Understand your goals for the expansion
- Be aware of the differences between inpatient and outpatient documentation requirements and coding rules
- Provide specific training to the staff on outpatient procedures

Q : Among those who currently review outpatient records, the most popular focus area was HCC capture (48.11%), followed by 19.46% who said risk adjustment generally and 15.68% who said evaluation and management (E/M) coding. Why do you think these focuses work well for outpatient programs? Which services does your outpatient program review or not review? How did your program decide which outpatient services to review, and what advice do you have for CDI programs needing to choose their focus?

A : We primarily focus on Health and Human Services Hierarchical Condition Categories (HHS-HCC) due to the nature of our organization, which is pediatric. When we initially started the outpatient program, our CDI team concentrated on cleaning up the problem list. This approach allowed us to build rapport with the providers as we offered our assistance in cleaning up and maintaining an updated problem list. We

large volume of patients seen in outpatient sites

- Engage the providers, as their collaboration is essential for the success of the outpatient program; and educate them
- Foster collaboration between the CDI staff and the providers

1 | CDI WEEK | Industry Q&A | 2024 © 2024 HCPro

Show your support and engage with CDI professionals during CDI Week!



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

RATE: \$6,300 NET IF AD IS SUPPLIED; \$7,300 NET IF ACDIS WRITES THE NARRATIVE

Gold Sponsorship

Available after June 1, 2024, 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: \$4,500

2025 Editorial Calendar

| MONTH | EDITORIAL TOPICS | DEADLINE |
|-------------------|---|------------------|
| January/February | Your Career in CDI | December 1, 2024 |
| March/April | Measuring Success | February 1, 2025 |
| May/June | Innovation: Expansion, Technology, and Workflow | April 1, 2025 |
| July/August | Education | June 1, 2025 |
| September/October | Global Perspectives on CDI: How CDI Impacts All Areas of Healthcare | August 1, 2025 |
| November/December | Quality and Health Equity | October 1, 2025 |

In every edition of the bimonthly digital *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.

New for 2025: Be the Exclusive Supporter of one *CDI Journal* and receive social media mentions on: X, LinkedIn, and Facebook "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: \$1500

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

RATE: CALL FOR PRICING

**Content topics may change*

ACDIS Leadership Council



The ACDIS Leadership Council connects more than 350 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 opportunity 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 175 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: \$26,000

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. New for 2025, 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 includes:

-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 one full year of virtual and in-person mastermind meetings, creation of two digital reports (4+ pages) that:
 - ✓ Provides an overview of key takeaways from the year's discussions, as well as pictures from the onsite meeting.
 - ✓ 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 two months.
- ✓ Run of site rectangle ad on [acdis.org](https://www.acdis.org) for three months
- ✓ Two Virtual Reunions
- ✓ One rep from sponsor attends each reunion and be part of the discussion
- ✓ Sponsor Logo and company description on the email invitations.
- ✓ Verbal acknowledgement thanking the sponsor during the event.

RATE: \$47,500

Mastermind Sponsorships

Gold Mastermind package includes:

- ✓ 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: \$40,425

Physician Advisor Mastermind

This group will have all Physician Advisors as members and will include an editorial survey.

- ✓ Editorial survey where sponsor can provide up to two questions.
- ✓ 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 during the Mastermind Summit which will have back-to-back webinars. 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: \$42,425

Optional lead gen Mastermind multi-sponsor report

This multi-sponsored supplement would appear in *CDI Journal* (July/August issue) and then would also be promoted via an email blast to ACDIS audience and gated for lead generation. ACDIS would provide an introduction page and each sponsor would receive:

- ✓ Logo on email blast promoting the section
- ✓ Full-page narrative-supplied by sponsor (ideally Five Takeaways/lessons learned from XX Mastermind)
- ✓ Leads of everyone that downloaded this supplement (75 guaranteed)
- ✓ PDF of article with your narrative for your use after ACDIS promotes for one month.

RATE: \$5,000 SUPPLIED OR \$6,500 IF ACDIS WRITES

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: \$9900

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



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. 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:

- ✓ Five meetings with 6–8 members: four virtual and one in-person (approximately 3 hours 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: \$42,000

denials management mastermind

brought to you by





Denials Management Exchange

HOSTED BY ACDIS AND NAHRI • SEPTEMBER 23-24, 2025

WESTIN WESTMINSTER HOTEL • WESTMINSTER, COLORADO

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 first-ever 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 four 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: \$25,000

Only four spots available on a first come, first served basis.



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 with 20,000 impressions |
| Two banner ads in CDI Strategies e-newsletter | Leaderboard (728x90) advertising in CDI Strategies |
| 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 |

NEW for 2025: An opportunity to expand your reach to more HIM professionals and coders with our new Joint ACDIS and AHIMA Corporate Partnership which includes:

- ✓ Five AHIMA and ACDIS Memberships
- ✓ Use of ACDIS and AHIMA Corporate Partner logo
- ✓ Company logo listed in the AHIMA and ACDIS Conference Program Guides as Corporate Partner
- ✓ Company logo and 35-word (max) company description listed on acdis.org and ahima.org websites as sponsor
- ✓ Two months banner advertising on acdis.org
- ✓ Two banner ads in ACDIS e-newsletter
- ✓ One White paper posting (supplied) Promoted for one month to AHIMA and ACDIS with leads sent weekly until 150 leads are sent

RATE: \$13,500



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:
 - 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.
 - Whitepaper, case study, infographic or video supplied by sponsor
 - 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

RATE: 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:
 - 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.
 - Whitepaper, case study, infographic or video supplied by sponsor
 - Whitepaper, case study, infographic or video supplied by sponsor
- ✓ ROS banner ad run on acdis.org for three months

RATE: CALL FOR RATES

ACDIS Symposium: Outpatient CDI AND Physician Advisor Forum

SATURDAY, MAY 3 - SUNDAY, MAY 4, 2025

New for 2025: ACDIS is combining our two popular pre-conference events in one exhibit hall! Exhibitors will have the benefit to network with physician advisors, physician leaders and CDI leadership who are tasked with developing new Outpatient CDI programs or solving challenges in existing programs. Both groups of attendees will share breaks and meals in the same exhibit hall.

The ACDIS Symposium: Outpatient CDI and the ACDIS Physician Advisor Forum both take place the day and a half preceding the National ACDIS Conference in the same hotel/convention center. The exhibit hall will have six-foot tabletops as exhibit spaces so your team can set up your main booth at the National Conference. Spots are limited, and available on a first-come, first-served basis.

Platinum-Exclusive Sponsorship

- ✓ One six-foot table, 2 chairs and skirted table
- ✓ Logo on signage at registration as Platinum
- ✓ Lanyard sponsorship: logo on EITHER Physician Advisor OR Outpatient CDI attendee lanyards provided to attendees at registration. Note that both attendee groups will receive a new lanyard for the Annual Conference.
- ✓ Company logo and description (50 words) in both program guides
- ✓ Company logo and link on both conference websites with designation of sponsorship level
- ✓ One-time use of both attendee lists for pre-conference direct mail purposes
- ✓ One push notification in both conference apps
- ✓ Reception sponsor with signage and logo on napkins and attendee list with contact information
- ✓ Two All Access passes to ACDIS Symposium: Outpatient CDI OR Physician Advisor Forum and Main ACDIS conference (Reps will have to obtain new badge for main conference onsite)
- ✓ Attendee networking list (name, title, organization) for both events

RATE: \$26,500

Gold-Exclusive sponsorship

- ✓ One six-foot table, 2 chairs and skirted table
- ✓ Logo on signage at registration as Gold
- ✓ Logo on EITHER Physician Advisor OR Outpatient CDI attendees' lanyards provided at registration-note that they will receive new lanyards for the Annual Conference.
- ✓ Company logo and description (50 words) in both program guides
- ✓ Company logo and link on both conference website with designation of sponsorship level
- ✓ Attendee networking list (name, title, organization) for both events
- ✓ One push notification in both conference apps
- ✓ Lunch sponsor on Day 1 with signage and logo on napkins
- ✓ One All access pass to ACDIS Symposium: Outpatient CDI OR Physician Advisor Forum and Main ACDIS conference (Rep will have to obtain new badge for main conference onsite)
- ✓ Attendee networking list for both events (name, title, organization)

RATE: \$15,500

Silver (Two available on first-come, first-served basis)

- ✓ One six-foot table, 2 chairs and skirted table
- ✓ Company listed on both conference websites and program guides
- ✓ Attendee networking lists for both conferences (name, organization, and title)
- ✓ One Full conference pass for Symposium only OR Physician Advisor Forum
- ✓ Logo on signage designating sponsorship level
- ✓ One push notification in both conference apps
- ✓ Break sponsorship includes logo on napkins and signage
- ✓ One exhibit-only pass
- ✓ Discount rates for additional conference passes

RATE: \$8,500

Basic: \$3500 (or \$3,200 if exhibit at main ACDIS Conference)

- ✓ One six-foot table, 2 chairs and skirted table
- ✓ Company listed on both conference websites and program guides
- ✓ Attendee networking list for both conferences (name, organization, and title)
- ✓ One Full conference pass for Symposium OR Physician Advisor Forum

All Access Basic:

\$4,380 (or \$3,880 if exhibit at main ACDIS Conference)

- ✓ One six-foot table, 2 chairs and skirted table
- ✓ Company listed on both conference websites and program guides
- ✓ Attendee networking list for both conferences (name, organization, and title only)
- ✓ One all access pass for Symposium OR Physician Advisor plus National Conference pass (Reps will have to obtain new badge for main conference onsite)

2025 Virtual and Live Events

February

ACDIS Virtual Summit: February 25-26, 2025

March

AHIMA Advocacy: March 17-18, 2025, Hilton Washington DC, National Mall

May

ACDIS Outpatient CDI Symposium and Physician Advisor Forum: May 3-4, 2025, Gaylord Palms, Kissimmee, FL

National ACDIS Conference: May 4-6, 2025 (sessions end May 7th), Gaylord Palms, Kissimmee, FL

September

CDI Week: September 15-19, 2025

Joint ACDIS and NAHRI Denials Management Exchange: September 23-24, Westin, Westminster, CO

October

CDI Leadership Exchange

Physician Advisor Exchange

AHIMA Conference : Minneapolis October 12-October 14, 2025

(tentative and subject to change)

Other items that may be of interest to you:



Revenue Integrity
Symposium



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