

HFMA Branding & Thought Leadership Sponsorship Opportunities

THE BUSINESS OF CARING

Build Brand Awareness Among Nurse Leaders

The Business of Caring is a free, electronic publication that helps nurse executives and managers navigate the business side of health care.

Sponsorship fee \$25,000

Circulation: 100,000 nursing, clinical, and financial leaders.

Distribution: The newsletter publishes on a quarterly basis and is distributed as an electronic, PDF newsletter. A corresponding web site that includes additional business-related resources.

Topics:

- Effectively reducing costs
- Budgeting
- Strategic planning
- Nurse recruitment and retention
- Efficient staff scheduling
- Clinical documentation
- Managing nonproductive time
- Motivating staff, and leadership issues

Sponsorship benefits:

- Affiliation with an award-winning, mission-oriented publication
- Logo recognition and link on the publication's web site
- Logo recognition on the front and back pages of the newsletter
- Opportunity to contribute one content section to the newsletter or web site regularly
- Name recognition on all promotion about the newsletter
- Potential to include a ½ page ad in the quarterly newsletter
- Potential to have name/logo recognition attached to a related audio webcast

Visit www.hfma.org/boc to view past issues of *The Business of Caring*.



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