

HFMA Thought Leadership Sponsorship Opportunities

hfm PUBLISHED ROUNDTABLES

Raise awareness and address critical issues in healthcare finance while enhancing your brand

hfm Published Roundtables, affiliated with HFMA's flagship journal *hfm*, provide a focused forum for senior financial executives to address the many strategic and tactical challenges they face. The content from these forums is used in *hfm* to keep the larger membership abreast of insights. With recognition of the sponsor, *hfm* Magazine publishes key takeaways from the roundtable once per issue, and sponsors receive a four-page published document. Roundtable sponsors assist HFMA by providing feedback and direction on the topics and details to encourage open and thought-provoking discussion. Sponsors also help HFMA keep a finger on the pulse of the industry by providing ideas on who might be considered a thought leader and valuable discussion participant.

Sponsorship Fee: \$18,500

Sponsorship Benefits Include:

- PDF of the final document for electronic distribution by sponsor after published month
- One place at the roundtable for company representative
- Input on senior financial executives being considered for participation
- Sponsorship recognition on first page of published roundtable (distribution: 35,000)
- Company description on last page of published roundtable
- Titles/Bios of participants (if provided)
- Logo and link on HFMA website accompanying web positioning of roundtable
- 250 reprints of published roundtable (additional reprints available at cost)
- Four-page document published in *hfm* (distribution: 35,000)



hfma

Connecting
You to
Healthcare
Financial
Executives