

HFMA THOUGHT LEADERSHIP INSTA-POLL

Background

A unique group of healthcare academic, industry, and government leaders participated in an HFMA Thought Leadership Retreat to envision a new healthcare payment system. By the end of the retreat, participants had interactively identified:

- The principals of an ideal payment system
- The elements of a system that embodies those principals
- The barriers, implications, and actions to implementation

The Thought Leadership Insta-Poll sponsorship provides other industry leaders with the opportunity to make their opinions heard on this important topic. With these insights in-hand, HFMA will expand its efforts to bring together other key stakeholders over the next 12-18 months and drive consensus and decision support on this critical endeavor. The first formal report on *Building A New Payment System*, that utilizes this research, will be distributed at the 2008 ANI.

Speakers at the recent Washington, D.C. event included:

- Richard Clarke, DHA, FHFMA/President & CEO/HFMA
- Paul Ginsburg, Ph.D./President & CEO/Center for Studying Health System Change
- Suzanne F. Delbanco, Ph.D./CEO/The Leapfrog Group
- Karen Ignagni, MBA/President & CEO/America's Health Insurance Plans

Note: Seven other noteworthy speakers are listed in the retreat's program guide. Approximately 100 healthcare industry leaders participated in the interactive presentations, electronic voting, and break-out sessions. The full program is available by request.

HFMA Thought Leadership Insta-Poll

The HFMA Thought Leadership Retreat is one of the association's most highly rated events with the C-suite audience. The findings are of interest not only to HFMA members, but also to the healthcare industry, government officials, and academics.

As a post-retreat effort to enhance current HFMA research and to create additional visibility for *Building A New Payment System* findings, a one-minute survey (Insta-Poll) will be posted on HFMA's home page. The electronic questions will duplicate some of those answered through electronic voting and breakout sessions at the actual retreat earlier this year. The HFMA home page averages 50,000+ page views per month.

Additionally, upon completing the survey, participants will be able to view a tally of the answers received to-date on this high-profile topic. Heavy steerage, through HFMA communications/publications, will increase traffic of healthcare professionals at the Insta-Poll site.



HFMA THOUGHT LEADERSHIP INSTA-POLL CONTINUED

Sponsorship Fee: \$15,000 per quarter

A value for the right company with thought leadership interests, division/subsidiary visibility, and/or product visibility in mind. A defined healthcare financial audience delivered over 3 months with a direct-response mechanism built in via your landing page (if desired). This sponsorship opportunity delivers greater value than mass-marketing vehicles, such as magazines.

Sponsorship Benefits Include:

- Sponsor acknowledgement at the beginning of the Insta-Poll and on the 'click' box on the homepage.
- Sponsor acknowledgement at the end of the survey with a full drop screen and link to the sponsor's web site or chosen landing page. The landing page can be tailored by the sponsor as they choose, but is subject to HFMA approval.
- 3 months on the HFMA homepage (as described above). The HFMA homepage averages approximately 50,000+ page views per month, with a highly selective healthcare financial audience.
- Monthly measurement will consist of page views, clicks-to-survey, completed surveys and clicks to sponsor's site.