



HFMA's Peer Review Promotional Program

The Peer Review designation is becoming one of the most identifiable marks in the industry as more and more healthcare finance leaders recognize the stringent process HFMA Peer Reviewed products undergo. You can include the Peer Review designation on your website, promotional sell sheets, advertisements, your tradeshow booth and more. As your Peer Review marketing advocate, HFMA is also committed to helping you promote your Peer Reviewed product to the healthcare finance industry. Here are just a few ways HFMA will make your customers and potential customers recognize the value of Peer Review:

An ad campaign in *hfm* magazine.

hfm is the flagship publication of HFMA with a monthly readership of more than 34,000 healthcare financial leaders. Our members count *hfm* as their greatest member benefit and spend more time reading it than any other healthcare publication. The ad will note products that have successfully achieved Peer Review status and will be seen by these decision-makers again and again throughout a planned marketing campaign.

A full-page, four-color tipon in *hfm* magazine.

As soon as members receive this issue of *hfm*, they'll see information about your company's Peer Reviewed product in a tipon cover promoting Peer Review.

A mix of ads in additional industry publications.

Your company's Peer Reviewed product will be promoted in a variety of industry publications, which may include *Modern Healthcare*, *Hospitals and Health Networks*, *Health Leaders* and *Healthcare Executive*. With a combined circulation of more than 210,000, these magazines will allow you to expand your reach and your product's exposure to the healthcare finance market.

Sell sheets specific to your Peer Reviewed product.

You'll receive 500 customized sell sheets to promote your company's Peer Reviewed product to your customers and potential customers.

Box ads, articles and additional promotions in *HFMA Wants You to Know*.

HFMA Wants You to Know, our biweekly e-newsletter, is seen by more than 65,000 healthcare finance professionals who turn to it for practical career and professional development insights. These varied promotions are designed to highlight the benefits of Peer Review and create additional awareness around the Peer Review designation.

***Express News* promotions.**

Each week, *Express News* is sent to our 34,000 members. This highly read e-newsletter provides readers with the latest industry news, legislative and regulatory updates. Scheduled *Express News* promotions are designed to drive members to the web where they'll gain additional information on Peer Review and your company's Peer Reviewed product.

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HFMA New Member Kit.

Each new HFMA member receives a kit detailing the benefits of HFMA membership, as well as information on upcoming events. A copy of the *hfm* ad will also be included in each kit allowing those new to HFMA to be introduced to your product and HFMA Peer Review.

Articles and promotions in HFMA's newsletters: *Managing the Margin, Executive Insights, Revenue Cycle Strategist* and *Supply Chain Solutions*.

HFMA's newsletters have a combined circulation of more than 6,000 members and non-members. These articles and promotions will provide this audience with general information about HFMA's Peer Review.

Promotion in HFMA's annual *Resource Guide*.

Every HFMA member, including new members, receives a copy of the *Resource Guide*—a comprehensive vendor directory packed with information on the leading suppliers to the healthcare finance market. An ad promoting your company's Peer Reviewed product will appear in the *Resource Guide*, allowing you to get an additional message about your product in front of this group of buyers.

Articles in HFMA's *Notes from National* and chapter newsletters.

These chapter communications will reinforce the importance of Peer Review to HFMA chapter leaders and members, resulting in an overall understanding of Peer Review and nationwide recognition of your company's Peer Reviewed product.

Drafting and distribution of press releases.

HFMA will send press releases promoting your company's Peer Reviewed product to the leading industry publications. These press releases will allow your company's product to be promoted to a broad audience and can serve as a jumping-off point for future articles and editorials.

Sell sheet distribution/promotion at all HFMA and HFMA-attended industry events.

Attendees of HFMA's Annual National Institute, Fall and Spring Seminar Series, Fall and Spring Revenue Cycle Strategies Conferences and Spring Summit will receive information about your company's Peer Reviewed product in their attendee bags. At HFMA-attended industry events, we'll have sell sheets at our booth promoting your product. This equates to an audience of tens of thousands of people who will learn about your company's Peer Reviewed product.

With total impressions exceeding 1,000,000, these promotions have a total value of \$150,000 – \$200,000!

As an HFMA Peer Reviewed company, you'll also receive updates on the status and progress of all of these promotions. This will allow you to plan your own complementary promotions accordingly, as well as easily keep your marketing and sales team up to speed. All promotions also contain language that drive customers to a dedicated Peer Review section of our website where additional information on Peer Review and your company is available.

For complete details on the benefits of Peer Review and how to promote your company's Peer Reviewed product, contact Kurt Belisle at (800) 252-4362, extension 330, or kbelisle@hfma.org.



hfma
healthcare financial management association