

HFMA INTERVIEWS - PRINT/VIDEO SPONSORSHIP PACKAGE

Over the course of the next few months, HFMA President and CEO, Richard Clarke, plans to interview several high-profile leaders (described below). Richard, himself a widely respected industry-leader, will guide discussions on healthcare's greatest challenges - the uninsured, cost containment, fair payment, and quality - that will identify innovative and optimistic solutions for the future. HFMA is seeking a sponsor interested in being associated with this high-profile thought-leadership activity.

Steve Case

Co-founder of AOL, Mr. Case played an integral role in building the world's largest internet company and helped transform how people communicate, learn and conduct business. Mr. Case launched Revolution Health in 2005, putting consumers at the center of the health care system, providing better choices, and more convenience and control over their health.

Paul B. Ginsburg, Ph.D.

President of the Center for Studying Health System Change, Mr. Ginsburg is nationally recognized for his work in health economics and health policy, especially healthcare market changes and cost trends. He previously served as Executive Director of the Physician Payment Review Commission and as Deputy Assistant Director of the Congressional Budget Office.

Karen Ignagni

President and CEO of America's Health Insurance Plans (AHIP), Ms. Ignagni was named by *Washingtonian Magazine* as one of the top three "Top Guns" of all trade association heads. *The New York Times* wrote, "In a city teeming with health care lobbyists, Ms. Ignagni is widely considered one of the most effective. She blends a detailed knowledge of health policy with an intuitive feel for politics."

The interviews will get broad coverage in print, in video, and on the web:

- Each interview will be the cover story in an issue of *hfm*, HFMA's popular monthly magazine, which goes to over 35,000 HFMA members.
- A four-minute video of interview highlights will be posted on the HFMA website for one year.
- The video will be featured on the home page of the HFMA website for 30 days.
- HFMA will send an email announcement of the video and print interviews to 110,000 opt-in recipients.
- HFMA will issue a press release about each interview.

Sponsorship Fee: \$29,500 per interview

Sponsorship Benefits Include:

- Logo recognition in the sidebar of the print interview
- Logo and link above the video player for the video interview
- Logo recognition at the beginning and end of the video interview
- Logo and link on the web presence for the interview
- Ability to host the video on the sponsor's website

