

HFMA FORUMS AUDIO WEBCASTS

A select membership group

HFMA Forums are members-only special interest groups that focus on the topics and issues faced by a broad spectrum of healthcare finance professionals. These six Forums address the topics and issues faced by CFOs, as well as revenue cycle, managed care, Medicare reimbursement, and corporate compliance professionals. Representing over 8,000 of the HFMA's most active members with the highest propensity to purchase, these influential leaders are driving change in the industry.

As a sponsor of an HFMA Forums Audio Webcast, you have the ability to showcase your thought leadership on pressing healthcare finance topics which reach nearly 150-200 executives per session. Sponsor representatives, along with industry leaders, are the subject matter experts on a topic chosen by the sponsor in collaboration with HFMA staff. With recognition of the sponsor, the Forums will post the presentation to the Forums home page as a featured resource for the other 7800 Forums members unable to attend the webcast. The audio webcast will also be offered to non-Forum members at the customary price at no extra cost to the sponsor.

Sponsorship Fee: \$10,000

Sponsorship Benefits Include:

- Exposure as a thought leader among members of all Forums
- Hot linked logo and/or recognition:
 - On each Forum home page
 - On the audio webcast's page under Education & Events
 - In each Forum's monthly electronic newsletter
 - On Forum discussion boards
- Titles/bios of speakers
- Extended exposure of sponsor's presentation as a featured resource
- Opportunity to participate on discussion boards for a month after the audio webcast
- Mailing list of audio webcast attendees
- Additional exposure, including listing on the audio webcast calendar on the HFMA website and monthly audio webcast emails sent to everyone in the HFMA database

Examples of Sponsored Forums Audio Webcasts:

- PricewaterhouseCoopers: The Price of Excess: Identifying Waste in Healthcare Spending
- Concuity: Improving Contractual Revenue Through Improved Managed Care Compliance
- MedQuist: Keys to Selecting a Voice Recognition Solution to Improved Efficiency