

Your Comprehensive Guide to Advertising Opportunities
With the Texas Hospital Association Family of Companies

PUBLISHED BY
Texas Hospital Association

Texas Hospitals

MAGAZINE

How the Great Electronic Medical Records Mess Happened

AND HOW HOSPITAL LEADERS ARE FIXING IT
Page 10

Jim Hinton
A Pragmatic Leader
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Federal Update
The Rocky Path to
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VOLUME 15 / ISSUE 04 / JULY/AUGUST 2017

TEXAS HEALTHCARE TRUSTEES
The Family of Companies

SUMMER 2017

Trustee Bulletin

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85th Legislative Session in Review

WRITTEN BY STEPHANIE LIMB

On Memorial Day, the 85th legislative session came to an end, at least temporarily. With a special session scheduled for July 18, the reprieve from the politics of lawmaking is brief. Nonetheless, the 140 days that composed the 85th regular session yielded some significant outcomes for Texas hospitals.

Medicaid and the State Budget

The state budget for 2018-19 – how much the state will spend and on what – was one of the more challenging items of the legislative session. And the only bill lawmakers are required to pass. Despite Texas' wide tax base and diversified economy, the recent drop in oil prices brought a loss of tax revenue and about \$10 billion less for budget writers to appropriate for state operations and programs. Compounding the budget shortfall was the high-profile need to give the state's beleaguered children's protective services agency a significant funding boost.

In addition to how much to spend and on what, lawmakers had to decide on a source of funding. From the outset, budget writers in the House and Senate disagreed over whether to tap the state's "Rainy Day Fund" or rely on accounting maneuvers instead. Ultimately, budget writers chose both approaches.

In the final outcome, the financial pressures resulted in less funding for the Medicaid program for 2018-19, compared with 2016-17. Medicaid will get \$62.4 billion in state and federal funds for 2018-19, a decrease of about \$2 billion compared with the current biennium. As is typical, a supplemental appropriation will be needed during the next legislative session in 2019 to provide

additional retroactive Medicaid funding to make up for the funding shortfall.

Despite this Medicaid underfunding, however, it is notable that Texas hospitals were not the subject of direct funding or payment cuts. In addition, the base budget bill included funding to preserve increased Medicaid reimbursement rates for trauma, safety-net and rural hospitals. This \$307 million in state funding maintains current funding amounts.

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Texas Hospitals Magazine
Trustee Bulletin Newsletter
Governance2Go
THA Annual Conference and Expo Program

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SPONSORED CONTENT

CORPORATE PROFILE



PatientMatters®
Patient-Centered. Partner-Focused.™

EXECUTIVE SUMMARY
 PatientMatters LLC transforms the patient financial experience by leveraging data from across the health care system, the industry as a whole and the individual patient. PatientMatters uses this data to model the ideal patient financial path to improve patient satisfaction with all aspects of the financial process. We begin by first improving employee satisfaction with industry-leading tools, education and on-site coaching. Through this more patient-centered financial journey, patients feel like valued customers, making them much more likely to pay their obligations.

HISTORY
 PatientMatters began when CEO Sheila Schweitzer envisioned a company that would help hospitals, which are sensitive to their communities and patients, prepare for the new patient-as-a-consumer reality.

The PatientMatters team developed a program that clearly articulates a hard ROI, provides an integrated technology suite, and offers a unique solution to both the health care system and the patient.

CULTURE CHANGE IS KEY
 Hospitals traditionally have used the same business practices for all patients. Over the past couple of years, there have been significant discussions around the need for patient estimates, insurance verification, point-of-service collections and similar ideas, but the discussions have been a repackaging of old business practices from the same vendors.

Hospitals should navigate patients through their financial journey in a way that is most beneficial to both the patients and themselves. This journey is scary and confusing for patients – not unlike their clinical care.

Doing this correctly requires real change, not just making the same transactions at a different time along the journey. It requires new data, captured as early as possible, to understand the patient. Today, you must help the patient navigate the financial journey according to his or her circumstances, and doing so requires innovative navigation processes, such as aligning insured and uninsured patients on different paths from the start. Collecting all of this new data, albeit from disparate sources, is important, but storing the data in non-integrated databases fragments the process. This fragmentation has significant negative impacts on the patients' journey because it often requires different outside processes. Having the data, presenting it in a meaningful way, and training your staff to identify the proper course for your patient is key to a rewarding journey for the patient and an improved financial outcome for your hospital.

HOW WE HELP
 PatientMatters changes the paradigm with a financial care plan that transforms patients into educated consumers, empowering them to engage effectively with the health care system and improving the satisfaction of both patients and staff. It also improves health system financial performance by:

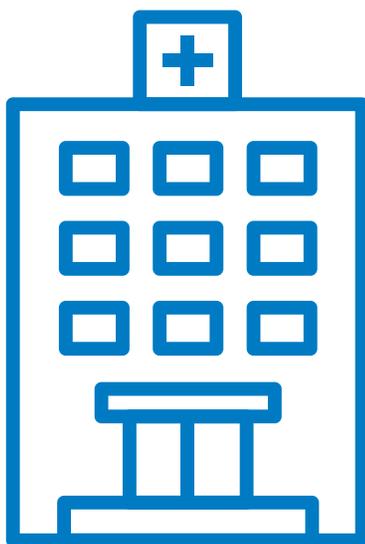
- Dedicating a team of resources and experts to streamline the areas in which patients interact with your health care system;
- Deploying programs to defragment the patient experience and reduce cash leakage;
- Consolidating information from across the business to get a clearer picture of each patient in order to tailor payment options;
- Generating fees only when we drive a true increase in financial performance. Your success is our success.

When hospitals and health care systems leverage our programs, they observe how educating staff and patients can change behavior. More money is collected, patients become engaged, and employees feel empowered.

CONTACT
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www.patientmatters.com

THA: Your Connection to the Texas Hospital Market

With more than 10 percent of all U.S. hospitals located in Texas, the Texas hospital market is the largest, most dynamic health care market in the country. **THA is the only organization in Texas that represents the state’s entire hospital industry.**



74%
OF ALL TEXAS
HOSPITALS
ARE **THA**
MEMBERS

Through THA and its family of companies
you can reach some

500
hospital
organizations

369,000
hospital
employees

4,000
hospital
trustees

If you want to reach Texas hospital decision-makers, you’ll find no better connection than through the THA family of companies. Learn more about THA at www.tha.org.

Texas Hospitals: THA's Flagship Magazine

Texas Hospitals, THA's premier publication, features in-depth articles on hot issues, case studies that highlight best practices, and information and education vitally important to Texas hospital executives, management teams, clinical leaders and trustees. The bimonthly magazine has a circulation of more than 8,000 and is available in both print and digital editions.

Plus, when you advertise in the print edition, your ad also will appear in the digital version of the magazine with a hyperlink to your website.

Advertisers have several options for exposure in *Texas Hospitals*, from traditional ads in a variety of sizes to advertorials and corporate profiles.

Texas Hospitals Reader Profile

CEOs of hospitals/health systems	518
Chief nursing officers	426
Chief financial officers	345
Chief operating officers	215
Chief information officers	201
Chief quality officers	373
C-Suite officers	2,560
Trustees and board chairs	2,319
Legislative/regulatory agency leaders	347
Others	1,167

Total circulation: 8,471

Fast Facts

- 85% of readers read all or part of each issue.
- 60% pay attention to ads.
- 1 in 5 readers have contacted an advertiser.
- 78% have discussed an article with a colleague.

Source: 2014 Texas Tech University Center for Communications Research survey of readers



Sales Inquiries

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For contract and insertion order form, visit www.tha.org/advertising

2017 Editorial Calendar

Issue Date	Featured Editorial	Bonus Distribution	Key Dates
January/ February	<p>Main Feature: Encouraging Engagement: How to Get Your Employees Involved and Invested in Legislative Issues</p> <p>Secondary Feature: Collier Award winner profile Legends Award winner profile Community Service Award winner profile Aston Award winners profiles (three categories/articles) Pioneer Award winner profile</p>	THA 2017 Annual Conference and Expo	<p>Ad Space Deadline: Dec. 1</p> <p>Ad Materials Deadline: Dec. 15</p> <p>Issue Mail Date: Feb. 1</p>
March/ April	<p>Main Feature: Reducing Waste and Abuse in Health Care: A Renewed Focus</p> <p>Secondary Feature: Sharing Data, Saving Lives: The Future of Health Information Exchange in Texas THA 2017 Annual Conference and Expo Wrap-up</p>	<p>Leadership Fellows</p> <p>Quality and Patient Safety Conference</p>	<p>Ad Space Deadline: Feb. 1</p> <p>Ad Materials Deadline: Feb. 15</p> <p>Issue Mail Date: Apr. 10</p>
May/ June	<p>Main Feature: Texas Legislature Closes Doors on Regular Session</p> <p>Secondary Feature: The Opioid Crisis: How Texas Hospitals are Fighting Back Serving an Aging Populations in a Changing Health Care Landscape</p>	<p>Leadership Fellows</p> <p>Behavioral Health Conference</p>	<p>Ad Space Deadline: April 1</p> <p>Ad Materials Deadline: April 15</p> <p>Issue Mail Date: June 10</p>
July/ August	<p>Main Feature: How the Great Electronic Medical Records Mess Happened and How Hospital Leaders are Fixing It</p> <p>Secondary Feature: Jim Hinton: A Pragmatic Leader Federal Update: The Rocky Path To Repeal</p>	Healthcare Governance Conference	<p>Ad Space Deadline: June 1</p> <p>Ad Materials Deadline: June 15</p> <p>Issue Mail Date: Aug. 10</p>
September/ October	<p>Main Feature: Hurricane Harvey: How Texas Hospitals are Recovering?</p> <p>Secondary Feature: EMR Series Part II: What's Happening Now? Prescribe With Care: Hospital Antibiotic Stewardship Programs Improve Patient Safety Readmissions: What's Next for Lowering Reducing Rates 10 Things to Keep Your Hospital Up and Running During A Natural Disaster</p>	Leadership Fellows	<p>Ad Space Deadline: Aug. 1</p> <p>Ad Materials Deadline: Aug. 15</p> <p>Issue Mail Date: Oct. 10</p>
November/ December	<p>Main Feature: Incoming chairman profile</p> <p>Secondary Feature: EMR Series Part III: What's Next and Who is Reshaping the Future? Hospitals Investing in the Next Generation Sustainability Goals: Are Texas Hospitals Keeping Up with the Trend?</p>		<p>Ad Space Deadline: Oct. 1</p> <p>Ad Materials Deadline: Oct. 15</p> <p>Issue Mail Date: Dec. 10</p>

2018 Editorial Calendar Coming Soon!

Advertising Rates

Rates are per issue. Recognized advertising agencies may receive a 15 percent commission on display ad space or special placement.

Inside Page Rates			
Ad Size	1 Issue	3 Issues (per issue)	6 Issues (per issue)
Corporate Profile	\$2,549	\$2,036	\$1,730
Full Page	\$2,430	\$1,940	\$1,649
2/3 Page	\$1,630	\$1,302	\$1,104
1/2 Page	\$1,215	\$ 972	\$ 824
1/3 Page	\$ 828	\$ 661	\$ 561
1/4 Page	\$ 615	\$ 497	\$ 424

All PMS colors must be pro-matched - CMYK.
For guaranteed page placement, add 15 percent to above rates.

Cover Rates			
Ad Size	1 Issue	3 Issues (per issue)	6 Issues (per issue)
Back Cover	\$2,995	\$2,405	\$1,995
Inside Covers	\$2,549	\$2,036	\$1,730

Sales Inquiries

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All Other Inquiries

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Final trim size of the publication: 8.5" x 11"

Trustee Bulletin

The **Trustee Bulletin** is the quarterly newsletter of Texas Healthcare Trustees, the oldest trustee organization in the country. Each issue is mailed to 3,000 hospital trustees and their CEOs across the state. The 16-page publication focuses on helping hospital board

members better serve their organizations and community with articles on leadership, governance and health care issues. Advertising in the *Trustee Bulletin* helps you reach health care's leaders and decision-makers.

Fast Facts: Top Trustee Issues

- Physician issues
- Finance and reimbursement
- Sustainable Funding
- Quality and patient safety
- Strategic planning
- Community Engagement

Reader Profile by Bed Size

Dues Category	% of Members
0 - 100 Beds.....	61%
101 - 200 Beds.....	15%
201 - 300 Beds.....	8%
301 - 400 Beds.....	5%
401 - 500 Beds.....	3%
501 - 600 Beds.....	3%
601 + Beds.....	5%



85th Legislative Session in Review

WRITTEN BY STEPHANIE LIMB

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Behavioral Health Care

One of the biggest winners in the legislative session is behavioral health care. Following the 84th legislative session and its investment to improve the state's behavioral health care system, Speaker of the House Joe Straus (R-San Antonio) appointed a special committee to meet during the interim to study the scope of financing and delivery challenges and make recommendations to address them. Chaired by Rep. Four Price (R-Amarillo), the Select Committee on Mental Health issued a comprehensive report outlining numerous recommendations and the need for increased funding.

The 85th Legislature took these recommendations to heart. Lawmakers appropriated more than \$7.5 billion for behavioral health, including \$3.6 billion for Medicaid and CHIP behavioral

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For contract and insertion order form, visit www.tha.org/advertising.

Four-Color Rates

Prices are per issue. Recognized advertising agencies will receive a 15 percent commission on a one-time insertion, or a single 10 percent discount on placement in four or more consecutive issues.

Ad Size	1 Issue	4 Issues (per issue)
Outside Back Cover	\$900	\$810
Full Page, Non-bleed	\$800	\$720
1/2 Page	\$450	\$405
1/3 Page	\$350	\$315
1/4 Page	\$250	\$225

Ad Requirements
All ad sizes are non-bleed
Submit ad in PDF format (CMYK)
Final publication trim size is 8.5" x 11"
All PMS colors must be pro-matched.

Ad Dimensions

Outside Back Cover	7.25" x 5.25"
Full Page	7.25" x 9.25"
1/2 Page Horizontal	7.25" x 4.75"
1/2 Page Vertical	3.5" x 9.75"
1/3 Page Vertical	2.25" x 9.75"
1/4 Page Vertical	3.5" x 4.75"

Key Dates	Deadlines	Bonus Distribution
Fall 2017	Ad Space: Sept. 22 Ad Materials: Oct. 6 Issue Mail Date: Oct. 20	
Winter 2018	Ad Space: Jan. 12 Ad Materials: Jan. 26 Issue Mail Date: Feb. 16	
Spring 2018	Ad Space: March 23 Ad Materials: March 6 Issue Mail Date: April 20	
Summer 2018	Ad Space: May 25 Ad Materials: May 15 Issue Mail Date: July 7	Healthcare Governance Conference
Fall 2018	Ad Space: Sept. 21 Ad Materials: Oct. 5 Issue Mail Date: Oct. 19	

Governance2Go

Reach 1,771 health care trustees and CEOs. Governance2Go, distributed weekly, is the official leadership e-publication from the Texas Healthcare Trustees that tackles today’s most relevant issues, gathered from sources like The Associated Press, Harvard Business Review, The New York Times, and other leading

industry publications. Delivered to the inboxes of health care trustees, executives and administrators, Governance2Go keeps professionals informed of topics that impact their organizations. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

Benefits

Credible source - For years, our members have turned to the association as the informational authority of the industry. Advertising in the Governance2Go solidifies your place among weekly information provided to members.

Metrics + reporting - As an advertiser, you’ll have the ability to track reader response your campaign, immediately quantifying your ROI.

Affordable - Advertising in the Governance2Go is much cheaper than many other Internet advertising options, and much more

affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?

Targeted distribution - Advertising in Governance2Go allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.

Creative services - Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to you.

Advertising Rates

Rates are per weekly issue. Recognized advertising agencies may receive a 15 percent commission on display ad space or special placement.

	Ad dimension	File Format	Size	Cost
Leadership Board - This large-format position provides your company with good exposure in the body of the news brief, bringing quality traffic to your website.	728x90	GIF, JPG	40k	\$3,100
Lower leaderboard - The lower leaderboard gives your company a prominent position right under the association’s masthead.	580x70	GIF, JPG	40k	\$2,800
Sponsored Content - The lower leaderboard gives your company a prominent position right under the association’s masthead.	150x100	GIF, JPG	40k	\$2,500
Box ad - This large-format position provides your company with good exposure in the body of the news brief, bringing quality traffic to your website.	300x250	GIF, JPG	40k	\$2,500
Top banner - Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.	468x60	GIF, JPG	40k	\$2,500
Horizontal product showcase - Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.	275x175	GIF, JPG	40k	\$2,500
Social text ad - Leverage the power of words and social media with a 5-word headline and 15-word text ad to drive traffic to your website and social media channels.	35x35 (social media icon) 215x85 (main image)	GIF, JPG	10k 40k	\$2,500
Vertical product showcase - Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.	300x125	GIF, JPG	40k	\$2,300
Callout text - Integrated into the feel of the brief, a callout Text ad targets your buying audience with an image, 5-word headline and 25-word description. Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.	125x100	GIF, JPG	40k	\$1,500

Contact

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salesinquiries@multiview.com

Visit www.multiview.com.

- Continued on next page

Governance2Go

THT Website Advertising

These exclusive placements give your company the attention it deserves in front of more than 450 governing boards representing 4,000 trustees.

Half Skyscraper - This campaign consists of a vertical format banner on the left side of the homepage of www.tht.org.

Availability is limited - only 10 offered per year.

Space: 160 x 300 Cost: \$2,750

To learn more about this limited opportunities, contact our publishing partner Multiview at 972/402-7023 or emailsalesinquiries@multiview.com.

Contact

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salesinquiries@multiview.com

Visit www.multiview.com.

THT Governance Thought Leadership Series

Texas board members regularly look to Texas Healthcare Trustees as a thought leader and go-to source for governance, leadership and high-level health care education and resources. To increase the resources available to Texas board members, THT seeks industry leaders to partner with us to deliver relevant, high-quality articles and/or white papers on governance best practices in selected topics.

Topics will focus on current areas of interest for THT members, and, based on member feedback, such as: hospital finance and reimbursement, board governance best practices, physician relations and quality improvement.

THT staff will work with industry partners to recommend and determine relevant content and resources for each issue based on topics. This will be a monthly, THT-branded publication that THT will directly email to our members, who are hospital/health system board members, CEOs and administrative support professionals.

For more information contact:

Heather Parsons at hparsons@tha.org or call 512/465-1015.

2018 THA Annual Conference and Expo Program

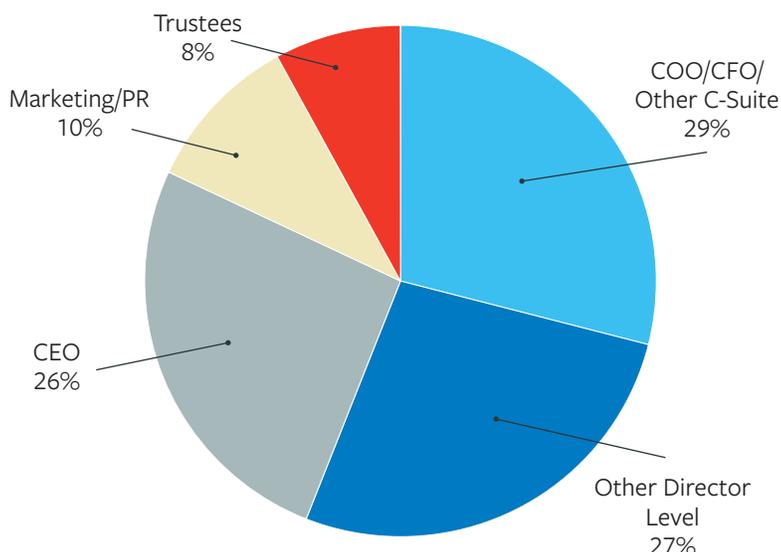
The THA annual conference draws hospital C-suite from across the state. This premier hospital leadership conference will be held **Feb. 6-7** at the **Marriott Marquis in Houston, Texas**. The conference provides hospital administrators, clinical leadership and management teams with the knowledge, networking and resources needed to lead their facilities in today's ever-changing health care environment. More than 500 hospital leaders attended the 2017 conference, which had more than 110 sponsors/exhibits.

The conference offers a diverse array of marketing opportunities – from sponsorships and exhibits to advertising. For maximum exposure, companies choose to have a sponsorship presence at this two-day event and advertise in the onsite program at discounted rates*. Non-sponsors may also advertise in the program.

Learn more about opportunities to sponsor/exhibit by contacting Joby Strobo at 512/465-1020 or jstrobo@tha.org, or view the exhibitor prospectus at www.tha.org/sponsorship.



Who attends the THA Annual Conference and Expo? Participants by Title



Source: 2017 THA Annual Conference and Expo attendees

Key Dates

- Ad space reservation deadline:** Nov. 20
- Ad materials deadline:** Dec. 1
- Program distribution date:** Feb. 6

Ad Rates and Specifications			
Placement	Sponsor/Exhibitor Rate	Non-Sponsor/Exhibitor Rate	Ad Specifications
Outside Back-Cover CMYK	\$2,300	\$2,600	Final trim size of the publication: 8.5" x 11" 7.25" x 9.75" (no bleed)
Inside Front/Back Cover CMYK	\$2,050	\$2,350	7.25" x 9.75" (no bleed)
Full Page CMYK	\$1,750*	\$2,050	7.25" x 9.75" (no bleed)
1/2 Page CMYK	\$1,050*	\$1,350	7.25" x 4.75" (no bleed)
1/4 Page CMYK	\$ 750*	\$1,050	3.5" x 4.75" (no bleed)

*Note: Diamond, Platinum, Gold, Emerald, and Ruby sponsorships include program advertisements. Refer to the exhibitor prospectus for details at www.tha.org/sponsorship.

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**REACH TEXAS
HOSPITALS
WITH THE TEXAS
HOSPITAL
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Texas Healthcare
Trustees



HOSPAC



THA HealthShare



Texas Hospital
Association Foundation

