

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  
Page 18

Federal Update  
The Rocky Path to  
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VOLUME 15 / ISSUE 04 / JULY/AUGUST 2017

TEXAS HEALTHCARE TRUSTEES  
Tradition of Excellence

# Trustee Bulletin

SUMMER 2017



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## 85<sup>th</sup> Legislative Session in Review

WRITTEN BY STEPHANIE LIMB

On Memorial Day, the 85<sup>th</sup> 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 85<sup>th</sup> 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

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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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The 85<sup>th</sup> 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

Texas Hospitals Magazine

Trustee Bulletin Newsletter

Governance2Go

THA Annual Conference and Expo Program

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## Advertising Contacts

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[jpantaze@pvco.net](mailto:jpantaze@pvco.net)

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Manager, Corporate Relations  
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Heather Parsons  
Vice President, Development  
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[hparsons@tha.org](mailto:hparsons@tha.org)

For contracts, go to [www.tha.org/advertising](http://www.tha.org/advertising)

## Artwork Contact

For questions on ad specifications  
or artwork requirements, contact:

Cynthia Morales  
Manager, Creative Services  
Texas Hospital Association  
512/465-1528  
[cmorales@tha.org](mailto:cmorales@tha.org)

## Editorial Contact

For information on editorial content in any of the  
THA family of companies publications, contact:

Anna Charnitski  
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512/465-1543  
[acharnitski@tha.org](mailto:acharnitski@tha.org)

SPONSORED CONTENT

CORPORATE PROFILE

PatientMatters®

Patient-Centered. Partner-Focused.™

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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

Jessica Warren, Marketing Coordinator  
jessica.warren@patientmatters.com  
407/872-7969, ext. 125  
[www.patientmatters.com](http://www.patientmatters.com)

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## 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](http://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

**Joanne Pantaze**

512/273-2639

[jpantaze@pvco.net](mailto:jpantaze@pvco.net)

## All Other Inquiries

**Joby Strobo**

512/465-1020

[jstrobo@tha.org](mailto:jstrobo@tha.org)

For contract and insertion order form, visit [www.tha.org/advertising](http://www.tha.org/advertising).

# 2017 Editorial Calendar

Issue Date	Featured Editorial	Bonus Distribution	Key Dates
January/ February	<b>Main Feature:</b> Encouraging Engagement: How to Get Your Employees Involved and Invested in Legislative Issues  <b>Secondary Feature:</b> Collier Award winner profile Legends Award winner profile Community Service Award winner profile Aston Award winners profiles (three categories/articles) Pioneer Award winner profile	THA 2017 Annual Conference and Expo	<b>Ad Space Deadline:</b> Dec. 1 <b>Ad Materials Deadline:</b> Dec. 15 <b>Issue Mail Date:</b> Feb. 1
March/ April	<b>Main Feature:</b> Reducing Waste and Abuse in Health Care: A Renewed Focus  <b>Secondary Feature:</b> Sharing Data, Saving Lives: The Future of Health Information Exchange in Texas THA 2017 Annual Conference and Expo Wrap-Up	Leadership Fellows Quality and Patient Safety Conference	<b>Ad Space Deadline:</b> Feb. 1 <b>Ad Materials Deadline:</b> Feb. 15 <b>Issue Mail Date:</b> Apr. 10
May/ June	<b>Main Feature:</b> Texas Legislature Closes Doors on Regular Session  <b>Secondary Feature:</b> The Opioid Crisis: How Texas Hospitals are Fighting Back Serving an Aging Populations in a Changing Health Care Landscape	Leadership Fellows Behavioral Health Conference	<b>Ad Space Deadline:</b> April 1 <b>Ad Materials Deadline:</b> April 15 <b>Issue Mail Date:</b> June 10
July/ August	<b>Main Feature:</b> How the Great Electronic Medical Records Mess Happened and How Hospital Leaders are Fixing It  <b>Secondary Feature:</b> Jim Hinton: A Pragmatic Leader Federal Update: The Rocky Path To Repeal	Healthcare Governance Conference	<b>Ad Space Deadline:</b> June 1 <b>Ad Materials Deadline:</b> June 15 <b>Issue Mail Date:</b> Aug. 10
September/ October	<b>Main Feature:</b> Hurricane Harvey: How Texas Hospitals are Recovering?  <b>Secondary Feature:</b> 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	Leadership Fellows	<b>Ad Space Deadline:</b> Aug. 1 <b>Ad Materials Deadline:</b> Aug. 15 <b>Issue Mail Date:</b> Oct. 10
November/ December	<b>Main Feature:</b> Incoming chairman profile  <b>Secondary Feature:</b> 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?		<b>Ad Space Deadline:</b> Oct. 1 <b>Ad Materials Deadline:</b> Oct. 15 <b>Issue Mail Date:</b> Dec. 10

# 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

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Back Cover Non-bleed  
7.25" x 4.75"

Full Page Non-bleed  
7.25" x 9.75"

Full Page With Bleed add .25"  
8.75" x 11.25"

2/3 V  
4.75" x 9.75"

1/2 V  
3.5" x 9.75"

1/2 Page H  
7.25" x 4.75"

1/3 V  
2.25" x 9.75"

1/4 V  
3.5" x 4.75"

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



- Submit camera-ready artwork in a high-resolution, **press-quality PDF** format (CMYK) with fonts embedded.
- Convert all PMS spot colors to CMYK.\*

\*Spot colors or color files MUST be set as or converted to four-color (CMYK) process as specified to achieve optimal printed results. THA is not responsible for the final output of advertisements that do not follow the guidelines outlined above.

- Please use your company name for the PDF file name.  
(e.g., YourCompanyName.PDF)
- A PDF file may be sent via email to [artwork@tha.org](mailto:artwork@tha.org). In the email **subject line**, please specify name of publication and month in which the ad is to appear (e.g., **Texas Hospitals - Jan/Feb**).

Please contact **Cynthia Morales**, Creative Manager,  
at 512/465-1528 or [cmorales@tha.org](mailto:cmorales@tha.org). **Please do not submit  
artwork to this email address.**

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



- Corporate profiles must be submitted as **Word documents**.
- THA will copy edit and lay out the content in the corporate profile template.
- Advertisers must provide any images to be used in corporate profiles (**high-quality 300 dpi**).



# 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%



## 85<sup>th</sup> Legislative Session in Review

WRITTEN BY STEPHANIE LIMB

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

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512/465-1020

[jstrobo@tha.org](mailto:jstrobo@tha.org)

For contract and insertion order form, visit [www.tha.org/advertising](http://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
<b>Leadership Board</b> - 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
<b>Lower leaderboard</b> - The lower leaderboard gives your company a prominent position right under the association's masthead.	580x70	GIF, JPG	40k	\$2,800
<b>Sponsored Content</b> - The lower leaderboard gives your company a prominent position right under the association's masthead.	150x100	GIF, JPG	40k	\$2,500
<b>Box ad</b> - 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
<b>Top banner</b> - 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
<b>Horizontal product showcase</b> - 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
<b>Social text ad</b> - 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
<b>Vertical product showcase</b> - 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
<b>Callout text</b> - 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

**Grant Connell - Manager, Association Products**  
[salesinquiries@multiview.com](mailto:salesinquiries@multiview.com)

Visit [www.multiview.com](http://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](http://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](mailto:emailsalesinquiries@multiview.com).

### Contact

**Grant Connell - Manager, Association Products**  
[salesinquiries@multiview.com](mailto:salesinquiries@multiview.com)

Visit [www.multiview.com](http://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](mailto:hparsons@tha.org) or call 512/465-1015.

# 2018 THA Annual Conference and Expo Program

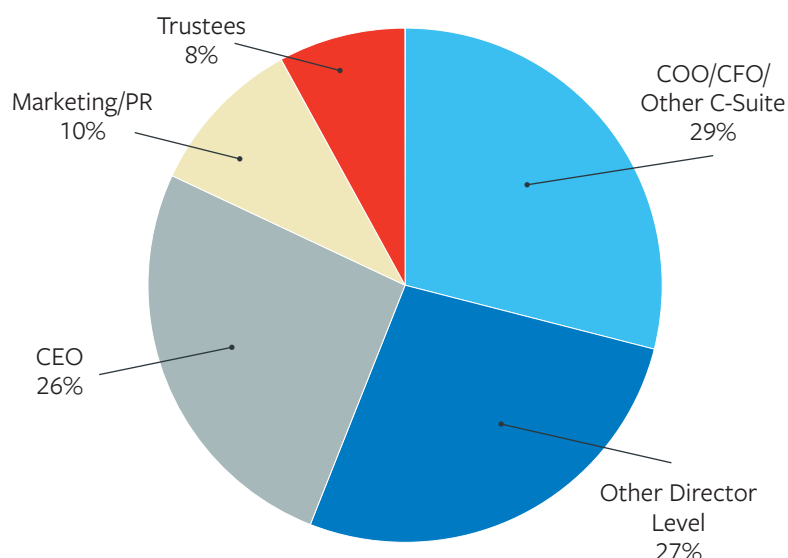
The THA annual conference draws hospital C-suite from across the state. This premier hospital leadership conference will be held **Feb. 6-7** at the **Marriott Marquis in Houston, Texas**. The conference provides hospital administrators, clinical leadership and management teams with the knowledge, networking 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](mailto:jstrobo@tha.org), or view the exhibitor prospectus at [www.tha.org/sponsorship](http://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 Final trim size of the publication: 8.5" x 11"
<b>Outside Back-Cover</b> CMYK	\$2,300	\$2,600	7.25" x 9.75" (no bleed)
<b>Inside Front/Back Cover</b> CMYK	\$2,050	\$2,350	7.25" x 9.75" (no bleed)
<b>Full Page</b> CMYK	\$1,750*	\$2,050	7.25" x 9.75" (no bleed)
<b>1/2 Page</b> CMYK	\$1,050*	\$1,350	7.25" x 4.75" (no bleed)
<b>1/4 Page</b> 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](http://www.tha.org/sponsorship).

## Sales Inquiries

**Joanne Pantaze**

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