

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

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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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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.

Lawmakers also maintained funding to help Texas trauma hospitals offset some of their uncompensated trauma care costs. Using funds from "Account 5111," the state will provide \$29 million to designated trauma hospitals over the biennium.

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

Texas Hospitals Magazine

Trustee Bulletin Newsletter

Governance2Go

THA Annual Conference and Expo Program

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For contracts, go to www.tha.org/advertising


Artwork Contact

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or artwork requirements, contact:

Cynthia Morales
Manager, Creative Services
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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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jessica.warren@patientmatters.com
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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 bi-monthly 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	419
Chief nursing officers	418
Chief financial officers	335
Chief operating officers	200
Chief information officers	229
Chief quality officers	364
C-Suite officers	3,051
Trustees and board chairs	2,242
Legislative/regulatory agency leaders	283
Others	964

Total circulation: **8,505**

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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jhoeffling@tha.org

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

2018 Editorial Calendar

Issue Date	Featured Editorial	Bonus Distribution	Key Dates
January/ February	<p>Main Feature: New 1115 Medicaid Waiver: What's New for Texas Hospitals?</p> <p>Secondary Features: Texas Hospitals Battle the Drug Shortage Crisis How Texas Hospitals Put Together the Public Policy Puzzle THA Salutes its 2017 Earl M. Collier Award Winner, Tim Lancaster</p>	THA 2018 Annual Conference and Expo	<p>Ad Space Deadline: Dec. 1 Ad Materials Deadline: Dec. 15 Issue Mail Date: Feb. 10</p>
March/ April	<p>Main Feature: ED Prescribing Guidelines for Opioids: Challenges and Tactics for Driving Adoption</p> <p>Secondary Features: Challenges and solutions for emergency transportation in rural communities Behavioral Economics Role in Improving Patient Outcomes (Sidebar: Technology Start-Ups and Apps for Behavioral Economics in Health Care) Wellness programs: can they work to improve employee satisfaction? THA 2018 Annual Conference and Expo Wrap-up</p>	<p>Leadership Fellows</p> <p>Healthcare Safety and Technology Conference</p>	<p>Ad Space Deadline: Feb. 1 Ad Materials Deadline: Feb. 15 Issue Mail Date: Apr. 10</p>
May/ June	<p>Main Feature: Method of Finance: What's the Future for Texas Hospitals?</p> <p>Secondary Features: Mergers and Acquisitions: Integrating Physicians, Culture, and Quality Enhancing Hospital Revenue: Tactics to Stem Narrowing Margins Advanced Care Planning: Hospital Responsibilities Under New Policies (Part 1 of 2) Managing the EMR Relationship: Legal Risks and Technology Contracts</p>	Leadership Fellows	<p>Ad Space Deadline: Apr. 1 Ad Materials Deadline: Apr. 15 Issue Mail Date: June 10</p>
July/ August	<p>Main Feature: Rising Denials: What's Happening?</p> <p>Secondary Features: Efforts to Combat Maternal Morbidity THA Midterm Elections Guide Hurricane Harvey and Texas Hospitals: A Year Later Addressing Hospital Workforce Challenges: Series Part 1</p>	Healthcare Governance Conference	<p>Ad Space Deadline: June 1 Ad Materials Deadline: June 15 Issue Mail Date: Aug. 10</p>
September/ October	<p>Main Feature: Managing Hospital Leadership Succession</p> <p>Secondary Features: The Future of Value-Based Payments: Implications for Quality and Advocacy Hospitals Invest in Cybersecurity Infrastructure Advanced Care Planning Series: Part 2 of 2 Addressing Hospital Workforce Challenges: Series Part 2 of 3</p>	<p>Leadership Fellows</p> <p>Quality and Patient Safety Conference</p> <p>Behavioral Health Conference</p>	<p>Ad Space Deadline: Aug. 1 Ad Materials Deadline: Aug. 15 Issue Mail Date: Oct. 10</p>
November/ December	<p>Main Feature: Incoming Board Chair Profile</p> <p>Secondary Features: 2019 Texas Legislative Preview Addressing Hospital Workforce Challenges: Series Part 2 of 3</p>		<p>Ad Space Deadline: Oct. 1 Ad Materials Deadline: Oct. 15 Issue Mail Date: Dec. 10</p>

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

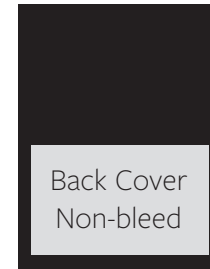
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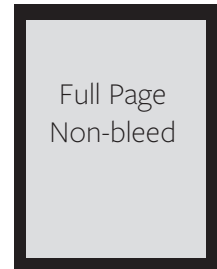
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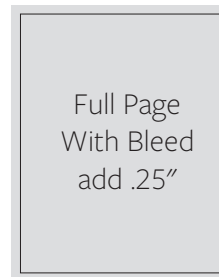
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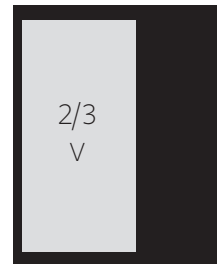
7.25" x 4.75"



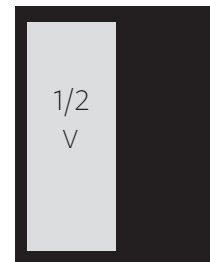
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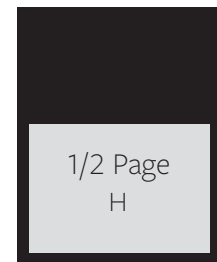
8.75" x 11.25"



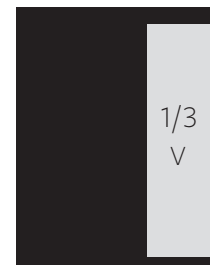
4.75" x 9.75"



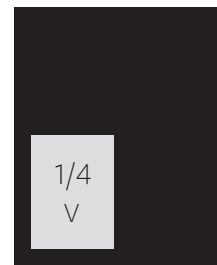
3.5" x 9.75"



7.25" x 4.75"



2.25" x 9.75"



3.5" x 4.75"

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

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.....	59%
101 – 200 Beds.....	16%
201 – 300 Beds.....	7%
301 – 400 Beds.....	6%
401 – 500 Beds.....	4%
501 – 600 Beds.....	3%
601+ Beds.....	5%

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"

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Key Dates	Deadlines	Bonus Distribution
Winter 2018	Ad Space: Jan. 2 Ad Materials: Jan. 26 Issue Mail Date: Feb. 22	THA Annual Conference and Expo
Spring 2018	Ad Space: March 23 Ad Materials: March 6 Issue Mail Date: April 20	Healthcare Security and Technology Conference
Summer 2018	Ad Space: May 18 Ad Materials: June 1 Issue Mail Date: July 2	Behavioral Conference
Fall 2018	Ad Space: Aug. 31 Ad Materials: Sept. 14 Issue Mail Date: Oct. 15	Quality Patient Safety Conference
Winter 2019	Ad Space: Jan. 2 Ad Materials: Jan. 25 Issue Mail Date: Feb. 22	THA Annual Conference Feb

Combine Website Ads and Online Ads

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 *Governance2Go* places you in front of THT members on a regular bi-weekly publication.

Affordable - Advertising in *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.

Advertising Rates

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

Rates listed are for two bi-weekly issues of *Governance2Go* of your choice. Additionally, for each issue of *Governance2Go* you advertise in, you also will receive a half skyscraper advertisement on the THT website that will stay in place for the duration of that newsletter (two week placement per issue).

Website ad space: 160 x 300

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

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

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.	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
Box ad - This large-format position provides your company with good exposure in the body of the news brief.	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, five-word headline, fifty-word description and link to your site.	275x175	GIF, JPG	40k	\$2,500

Contact

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 607/229-7556

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 is 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.

GOVERNANCE THOUGHT LEADERSHIP SERIES



Texas Healthcare
Trustees

What Every Organization Should Ask Prospective Board Members



Providing education, resources, leadership development to inspire excellence in health care governance.

THT Membership by Hospital 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%

2019 THA Annual Conference and Expo Program

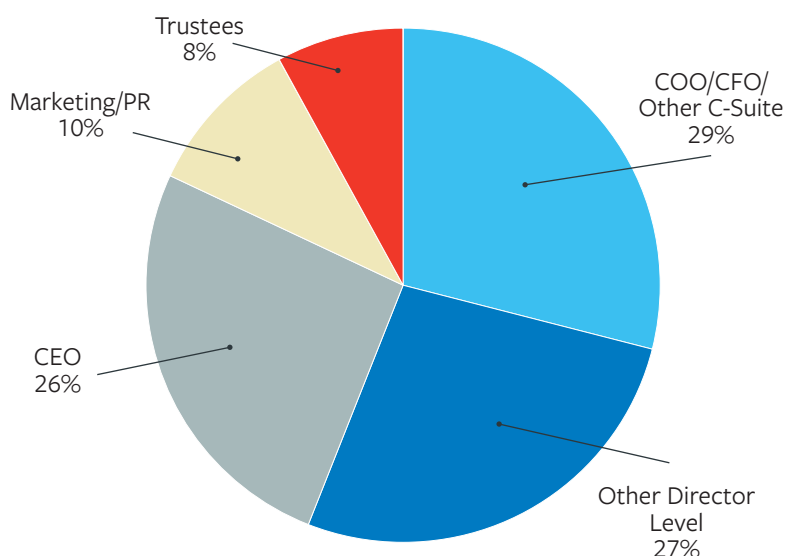
The THA annual conference draws hospital C-suite executives from across the state. This premier hospital leadership conference will be held **Feb. 21-22** at the **JW Marriott Austin, in Austin, Texas**. The conference provides hospital administrators, clinical leadership and management teams with the knowledge, networking and resources needed to lead their facilities in today's ever-changing health care environment. More than 500 hospital leaders attended the 2018 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 Jessica Hoeftling at 512/465-1020 or jhoeftling@tha.org.



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. 23

Ad materials deadline: Dec. 7

Program distribution date: Feb. 21

Ad Rates and Specifications			
Placement	Sponsor/ Exhibitor Rate	Non-Sponsor/ Exhibitor Rate	Ad Specifications Final trim size of the publication: 8.5" x 11"
Outside Back-Cover CMYK	\$2,300	\$2,600	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
ASSOCIATION
AND ITS FAMILY
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Space Today!**

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Trustees



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