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%

Texas Healthcare Trustees
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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.

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

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

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

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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.

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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
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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

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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.

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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%