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%

Texas Healthcare Trustees
THT Family of Companies

WINTER 2017

Trustee Bulletin

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As Legislators Return to Austin, the Stakes Are High for Texas Hospitals

By Stephanie Limb

On Jan. 10, 2017, the gavel falls in the Texas Legislature to announce the opening of the 85th legislative session. Assuming it ends without the need for special sessions, lawmakers will return home on May 29. In those 140 days, lawmakers are required to pass only one bill: a balanced budget to govern state revenue collection and spending over the 2018-19 biennium.

Lawmakers will, of course, pass hundreds of other bills as well. Last session, lawmakers filed more than 6,000 bills and ultimately passed more than 1,300.

Speaker of the House Joe Straus (R-San Antonio) has indicated what he would like the as-yet-unnumbered bills to address in 2017: improving the state's child protective services and foster care systems; reforming the financing of the state's public K-12 school system, including special education services for children with disabilities; and bolstering mental health services. On the Senate side, Lt. Gov. Dan Patrick has said his priorities are vouchers to allow school choice, increased border security, reduced property taxes and regulations to address bathroom use by transgender individuals.

With the exception of mental health, health care is conspicuously absent from either lawmaker's stated priorities. But that doesn't mean that it won't be the subject of intense debate, particularly as budget choices are made.

The revenue outlook for the biennium is uncertain as oil prices have been under $50 per barrel for much of the year. Indeed, for the first time since 2010, state agencies were asked to reduce their baseline budget requests for 2018-19 by 4 percent. While Medicaid entitlement services always are on the list of services exempted from reductions, it is telling that child protective services, mental health programs and border security also were explicitly exempted from the funding reduction for this biennium.

Budget writers also have to contend with the state's constitutional spending cap on general revenue appropriations. The Texas Constitution limits the rate of growth in spending to the estimated rate of growth of the state's economy. The exact cap for the 2018-19 budget has not yet been determined, although it is likely to be similar to this biennium's cap of $107 billion. While lawmakers can vote to spend in excess of the cap, that is highly unlikely in this political environment. In fact, the budget approved by the 84th Legislature was nearly $3 billion under the constitutional spending limit.

The State Budget and Health and Human Services

Health and human services, including Medicaid and the Department of Family Services, is the second-largest item in all funds in the state budget, behind public education. For 2018-19, Medicaid constitutes nearly 80 percent of the total health and human services funding requested.

For the 2018-19 biennium, the Texas Health and Human Services Commission's budget request for the Medicaid program and the Children's Health Insurance Program includes no reduc-

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Full Page, Non-bleed	$800	$720
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1/4 Page	$250	$225

Ad Requirements

All ad sizes are non-bleed
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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″
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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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Spring	**Ad Space:** March 6 **Ad Materials:** March 13 **Issue Mail Date:** April 21	
Summer	**Ad Space:** May 15 **Ad Materials:** May 22 **Issue Mail Date:** July 7	Healthcare Governance Conference
Fall	**Ad Space:** Sept. 8 **Ad Materials:** Sept. 15 **Issue Mail Date:** Oct. 6	

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.

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Advertising Rates

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	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
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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
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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

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Contact

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