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

Table of Contents

THT News 4
Executive Compensation 6
THT Awards 9
MACRA 10
Be an Advocate 12
Trustee Profiles 15

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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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″

Sales Inquiries

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All Other Inquiries

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512/465-1020
jstrobo@tha.org

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

Key Dates	Deadlines	Bonus Distribution
Winter	**Ad Space:** Jan. 2 **Ad Materials:** Jan. 9 **Issue Mail Date:** Feb. 10	
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.

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

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Contact

Grant Connell - Manager, Association Products
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Visit **www.multiview.com.**

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

Grant Connell - Manager, Association Products
salesinquiries@multiview.com

Visit **www.multiview.com.**

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.

Key Dates

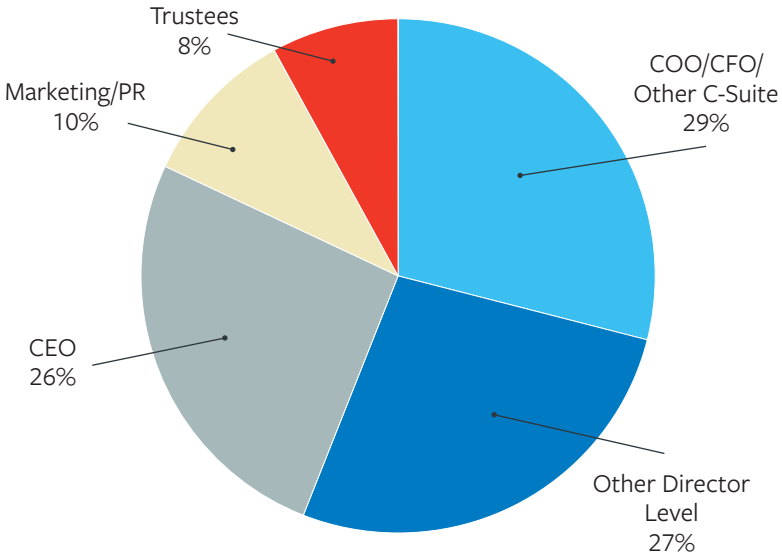
Ad space reservation deadline: Nov. 4
Ad materials deadline: Nov. 1
Program distribution date: Jan. 26

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

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″ (non-bleed)
Inside Front/Back Cover CMYK	$2,050	$2,350	7.25″ x 9.75″ (non-bleed)
Full Page CMYK	$1,750*	$2,050	7.25″ x 9.75″ (non-bleed)
1/2 Page CMYK	$1,050*	$1,350	7.25″ x 4.75″ (non-bleed)
1/4 Page CMYK	$ 750*	$1,050	3.5″ x 4.75″ (non-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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