

HBMA

HEALTHCARE BUSINESS MANAGEMENT ASSOCIATION

2021

Vendor Media Kit

For Advertising and Sponsorship questions, contact our HBMA sales manager:
Nick Schuette at nschuette@hbma.org or 312-673-4974

Why Will You Decide to Market With HBMA?

Who do you want to reach in revenue cycle management?

HBMA unlocks purchasing power.

- Every HBMA revenue cycle management (RCM) Company Member represents the needs of the multiple providers and practices they serve.
- Each HBMA professional billing department (PBD) company member represents individual practices or hospital systems.
- HBMA members are decision makers in software, compliance, and outsourcing solutions.
- HBMA members are business owners and managers.

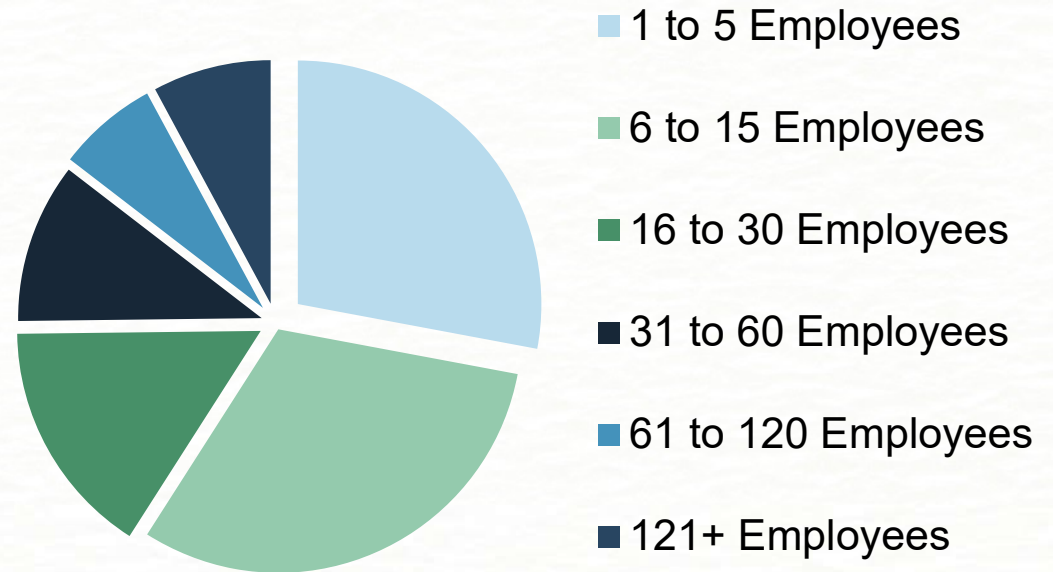
Why choose to advertise with HBMA now?

In 2020, the association achieved:

- The expansion of the HBMA Compliance Accreditation Program to 29 accredited companies.
- Welcoming 32 new RCM and PBD company members.
- The addition of 62 new members.
- HBMA put on the first Virtual Conference in Association history which was a big success seeing over 100 attendees with 25 Exhibitors/Sponsors

HBMA Members by Company Size

Large or small, specialized or diverse, our members' clientele is comprised of about 60% hospital-based physicians, 30% office-based physicians, and about 10% allied healthcare providers.



About the Healthcare Business Management Association

As a nonprofit, member-led trade association, HBMA represents over **43,000 employees** **approximately 400 revenue cycle management firms**. Founded in 1993, HBMA fosters personal development, advocates on the behalf of the medical billing profession, and promotes cooperation through a wide range of business resources, educational events, networking opportunities, certification programs, and enforcement of the Medical Biller's Code of Ethics.

What Are Attendees Looking For?

The healthcare industry is generally slow to adopt new technologies and processes. With your help, our members stay agile in this ever-changing industry.

HBMA members are constantly seeking ways to improve their efficiency, productivity, technical, and operating skills in an effort to serve and anticipate their clients' needs and to extend their outreach.

HBMA members represent nearly 80% of claims submitted by third-party medical billing companies on behalf of providers.

Reach Your Target Audience Here

HBMA connects your products and/or services to healthcare business management professionals serving a wide range of medical specialties that includes:

- Anesthesiology
- Cardiology
- Emergency Medicine
- Family Medicine
- General Surgery
- Internal Medicine
- OB-GYN
- Orthopedic Surgery
- Pathology
- Pediatrics
- Radiology

2021 Year-Round Supporter Packages

Current Vendor Member Package*

- 1 HBMA Branded Webinar
- 3 Email Blasts to Membership
- 1 HBMA Sponsored Content Package on HBMA website
- Logo Recognition as year-round support at HBMA events.
- **\$6,000**

First-Time Vendor Package

- 2021 HBMA Vendor Membership
- 1 HBMA Introduction Email Blast
- 1 HBMA Branded Webinar
- 3 Email Blasts to Membership
- 1 HBMA Sponsored Content Package on HBMA website
- Logo Recognition as year-round support at HBMA events.
- **\$7,000**

** Membership dues not included. See HBMA website for a list of Vendor Member dues tiers.*

Ala Carte/Customized Packages

Have a marketing strategy in mind? Customized packages can be built to help you reach your goals! Whether it be brand recognition, thought-leadership, or lead generation, HBMA can help, inquire today!

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HBMA Advertising (CONTINUED)

EMAIL BROADCASTS

\$750 per use

Send your business message electronically to a captive audience of all HBMA members.

Requirements: Place your ad in the body of an email and send it to HBMA for approval by the HBMA Office. After approval, date selection for the one-time dissemination to the membership will be placed on the HBMA communications calendar.

Website Sponsored Content Package

\$1,000 per submission

Write a article that will live on the HBMA Website under the resources page for one year. Article can be up to 1,000 words and content is subject to HBMA Approval.

BRANDED WEBINAR

\$3,500 per webinar

Webinars are offered throughout the year to HBMA members. Your company logo will appear on promotional email announcements and on slides during the presentation. Your company name will also be announced during the presentation.

WEBSITE BANNER AD

\$7,500

Your promotional banner ad with company logo will be displayed on the HBMA website for one year.

Requirements: Dimensions: 266 x 133 pixels.
File Types: .jpg, .gif, or .png. No flash ads will be accepted. Please provide a link to your site, either the home page or a specific landing page.

WASHINGTON REPORT BANNER

\$750 per issue

The Washington Report is a monthly digital publication from the Director of Government Relations highlighting the various legislative and regulatory changes each month.

HOSTED WEBINAR

\$5,000 per webinar

HBMA will host a webinar with your content and promote to HBMA members. Content has to be educational and approved by HBMA. Names and email addresses of attendee will be provided after.

****Limit 8 per year****