



fedhealthit.com | ads@fedhealthit.com

# WHO WE ARE

FedHealthInnovation & Technology (FedHealthIT) is a **trusted resource** to **senior Government and industry executives** within the Federal Health community.

From our annual spotlight FedHealthIT Magazine, to the growing content on the FedHealthIT website, our hyper-local focus is honed in on the Federal Health community. We are focused on **connecting** Government and industry, on creating a platform for the sharing of insights and perspective, relevant news and information to help connect **ideas and voices**.

We provide comprehensive and timely news and **insight** to help you better understand future trends and to identify the missions, the challenges, and the **opportunities** you need to be aware of.



# OUR COMMUNITY

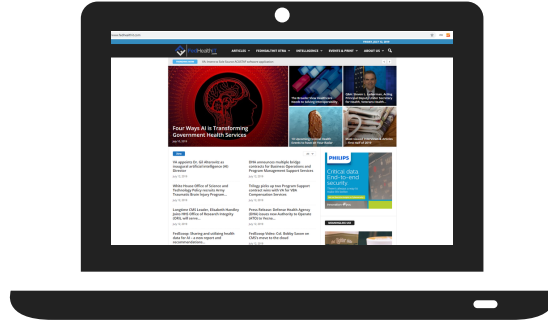
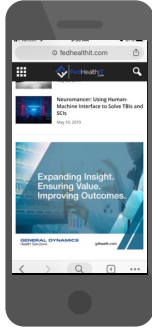
FedHealthIT's community engages with and gives you access to industry leaders.

Principal Deputy Commissioner  
Chief Innovation Officer  
VP Business Development  
Director Health Informatics  
Principal Deputy Assistant Secretary  
Senior Health Advisor  
Chief Data Officer  
Infrastructure and Operations Division Chief  
Chief Executive Officer  
Chief Information Officer  
Chief Technology Officer  
Director  
Executive Level Management Consultant  
Chief Operating Officer  
Head of Contracting Actions  
Program Executive Director  
Director of Operations  
Associate Director  
Executive Director  
Technology Integration Officer  
Senior Enterprise Architect  
Senior Innovation Architect  
Chief Medical Information Officer  
Program Executive Officer  
Program Manager  
Policy Analyst

# ADVERTISING

Choose from three different ways to advertise with FedHealthIT.

## DIGITAL ADS



Reach top IT  
& Consulting  
Executives

## EVENT SPONSORSHIPS



## PRINT ADS



Delivers  
information &  
insight to key  
Government  
officials



# DIGITAL ADS

## FRONT PAGE ADS

*Stand out from the crowd.*

Featured above the fold on the right at 300x250px.  
Second ad is displayed below the fold at 500x250px next to Featured Job Listings.

## LIMITED AVAILABILITY ARTICLE ADS

*Reach your target audience.*

Displayed after each article, rotated by visit/visitor at 728x120px.

## XTRA PAGE SPONSOR

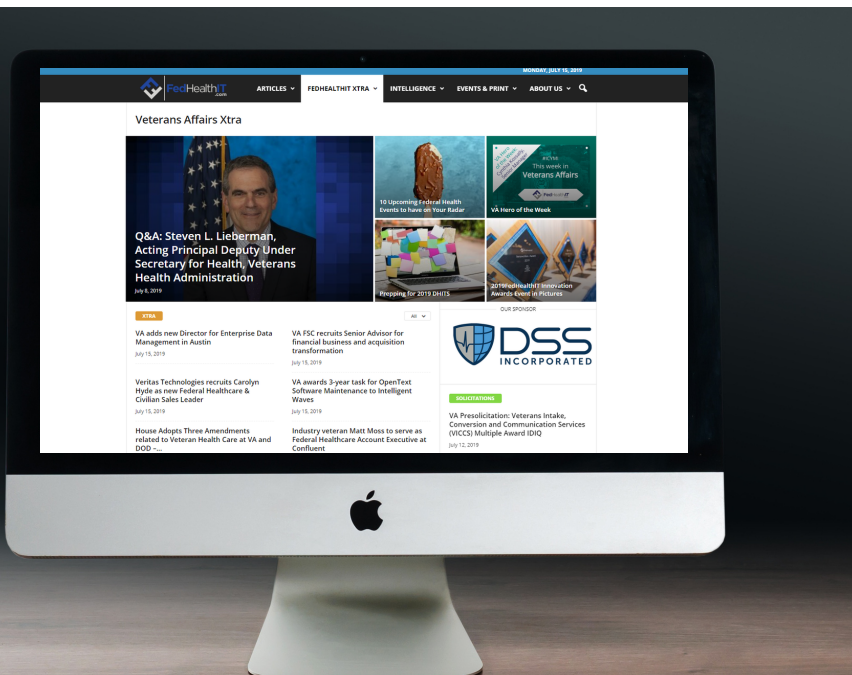
*Hyper-focused on specific business segments.*

Xtra pages include CMS, VA, HHS, DHS subject areas.  
Sponsorship is exclusive per page at 300x250px.

## PAGE SPONSOR

*We have a solution for you.*

Single ad space of 300x250px on one of our top-visited landing pages: *Job Listings*, *Industry Move Reports*, or *Contract Awards*.





# EVENT SPONSORSHIPS



The FedHealthIT100 honors those individuals recognized for driving **change and advancement** in the Federal Health Information Technology and Consulting Market. Nominated and chosen by their peers, common themes among recipients include the willingness to challenge conventional wisdom, to drive innovation, and to give back to the larger Federal Health IT and Consulting community.



Recognizes **women creating an impact**, leading organizations and mission-focused strategic programs across the Federal Technology and Consulting Community. Attendees hear from the leading Federal Government Executive Keynote Panelists and network with Federal IT and Consulting executives from government and industry.



This event recognizes and honors the Federal Health innovation, technology and consulting community to celebrate programs nominated and selected by their peers for driving **innovation and results** across the Department of Veterans Affairs, Centers for Medicare and Medicaid Services, Military Health, the Department of Health and Human Services.



This event brings together Federal IT leaders, innovators, game changers and disruptors that are leading and transforming federal information technology. Learn about their **mission focused priorities, challenges, road blocks and opportunities** they are driving on behalf of their organizations. And engage with industry leaders that are pushing the envelope and unleashing these new disruptive technologies in Federal IT.



# Startup Network

# PRINT ADS

Our annual FedHealthIT Magazine is both a **print and digital** publication that delivers **information and insights** to key Government and industry decision makers.

Our magazine is read by **senior executives** from across the Federal Health Sector – Defense Health Agency, Veterans Affairs, Health and Human Services, Centers for Medicare & Medicaid Services and more.

## SKYSCRAPER ADS

**Eye-catching ads at an economical price.**

3.5" x 11" approximately 1/3 page ad.

## 1/2 PAGE ADS

**Prominent placement to your audience.**

8.75" x 5.5" standard size, highly noticeable ads.

## FULL PAGE ADS

**Go big with an ad that can't be ignored.**

8.75" x 11" showcasing your business/organization.

**index analytics**  
info@index-analytics.com  
index-analytics.com

**Real solutions that work for government.**

- Data modernization using APIs, Cloud migration
- Data and business intelligence strategy
- Enterprise data integration and visualization
- Salesforce development
- Training, data coaching, and outreach
- Program management

**Partners:** SBA 8(a) Certified, GSA Schedule 70, HUBZone, Inc. 500, CMHDEV/3, CMHISVC/3, CIO-SP3 IT SERVICES/SOLUTIONS

**Government Officials:**

- Karen Russell-Wood**, Public Health Director, Arizona Health Services
- Joseph Quinn**, Vice President, Health Information Technology, Centers for Medicare & Medicaid Services
- Andrew Shatto**, Deputy Director, Office of Information Data and Analytics, Centers for Medicare & Medicaid Services
- Jeff Shilling**, Chief Information Officer, Office of Information Technology, Centers for Medicare & Medicaid Services
- COL (Ret.) Bobby Saxon**, Deputy Director, Deputy Chief of Staff, Office of Information Technology, Centers for Medicare & Medicaid Services
- Brian Schickman**, Senior Vice President and Chief of Management, Veterans Affairs Medical Services
- Roger Arthur Douglas Schaffeld**, Director of Acquisition, Programs & Programs, Department of Defense, US Coast Guard
- Lance Scott**, Assistant Program Manager, 200, Inc. 500, Management Systems, Modernization (M2M), Data Systems, Program, Executive Office, Data and Health Care Management Systems (PH/DMMS)
- COL (Ret.) Scott Swank**, Director, Tactical Operations, Grace and Associates
- Mike Swank**, Executive Director of Digital Service, US Digital Service
- William Tamm**, Director, Federal Electronic Health Factors Modernization Program, OIG
- Sherry Tamm**, President, Smart Systems
- Alan Smith**, Chief Information Management Division, US Defense Health Agency
- Mike Snyder**, President and CEO, EVES Solutions
- Karthik Srinivasan**, Chief Operating Officer, Indivio
- Jim Gu. Gao**, Chief Technology Officer, Directorate Group
- Scott Strawn**, Public Sector Lead, Risk Metrics, Neustar
- Patrick Sullivan**, Vice President, Digital Services, Aetna
- Augie Tavano, PhD**, Chief Director, Data Virtualization and Data Syndication, Office of Technology, Health Services Modernization, Department of Veterans Affairs
- Ralph Tamm**, Chief Information Officer and Director of the Office of Information Systems, Centers for Medicare & Medicaid Services
- Kathryn Wertheby**, Deputy Director, Veterans Affairs Medical Services
- Rich Wilson**, Director, Government
- Olivia Wolcott**, Chief Operating Officer, index analytics
- Charles Worthington**, Chief Technology Officer, Department of Veterans Affairs
- Kristi Young, MD**, President of Information Systems, Office of Information Technology, Department of Veterans Affairs



# SPECIFICATIONS

- Email ads to [ads@fedhealthit.com](mailto:ads@fedhealthit.com).
- Include company name and type of submission (i.e. "Web Ad").
- Embed all imagery and fonts.
- High resolution - at least 300 dpi.
- Acceptable file formats:
  - PDF-X/1a or "Press Quality" PDF.
  - Current version of Adobe Illustrator, Photoshop, or InDesign files.
  - PNG, TIF.

## DIGITAL ADS

- Content can be swapped quarterly to suit your advertising needs.
- Ads may be resized to fit mobile devices.
- Include hyperlink in submission.

## PRINT ADS

- Text, logos, and contact information should be at least 1/2" from edge of ad. Text outside this area may be trimmed off in the printing process.
- Do not include registration or bleed marks.
- Use CMYK colors.

# PROMOTED CONTENT

- Topics such as opinion pieces, educational/informative articles, and similar are recommended.
  - Article will not be approved if it is a sales pitch.
- Length: 700-1,000 words is preferred for online use.
  - Print article length will vary depending on the issue.
  - Shorter articles with graphics should be a minimum of 600 words.
  - Longer articles may be submitted.
  - Typically, the last paragraph includes the background of the author and/or corporation. We recommend utilizing the company profile information as it pertains to the Federal Healthcare industry. Include links to the company website and/or contact information in this paragraph.
- Include graphics, images, and logos in your submission.
- Our editing team will revise as needed for grammar, spelling, etc.
  - If there are revisions to content such as re-writes or trimming content, we will send you a revised copy for approval before printing.

 For additional information, pricing, or to purchase - contact:

Susan Sharer, Chief Executive Officer  
[susan@fedhealthit.com](mailto:susan@fedhealthit.com) | 703.999.1491



We are living in a unique time. We are hearing from Federal Contractors and from Government that it is more crucial than ever to **find ways to connect**. With our readership that includes top Federal Government leaders from across HHS, VA, CMS and DHA, FedHealthIT has heard you and is looking for creative ways to facilitate that exchange of information, to help you build bridges, continue to make connections and to **share information**.

Our hyper-local and targeted approach ensures our content reaches, and more importantly, is read by, **senior executives that are the decision makers, disruptors and game changers from across the Federal Health Sector**. This includes Industry and Federal Senior Executives supporting the Defense Health Agency and Military Health Services, Veterans Affairs, Health and Human Services and Centers for Medicare and Medicaid Services and Government readers across leadership, procurement and IT solutions.

**28K**

UNIQUE MONTHLY USERS

**65.4K**

UNIQUE MONTHLY VIEWS

**1.5M**

TOTAL VISITS

**DIGITAL SPONSORSHIPS**

These offer the same great opportunity to connect with readers across industry and Government through FedHealthIT.com.

**WEBINAR SPONSORSHIPS**

We know you need to connect and, with in-person events not an option, we have pivoted to supporting Dynamic Webinars to keep the information flowing and Government and Industry partners engaged and talking. While this has proven to be a great short-term solution, we also recognize it as an opportunity to keep the conversation moving. Watch for new events, new series and new ways to connect.

**HOST A WEBINAR**

Have specific information to share? How about co-hosting a webinar to focus on a specific conversation?

**VIRTUAL EXHIBIT HALL**

Because it will be hard for both sides of the table to connect, this Virtual Exhibit Hall is an opportunity for you to showcase your talents, expertise and solutions, and for Government Acquisition Officials, Contracting Officers and Technical Experts to know who they need to connect with to seek innovation, move their mission forward, and satisfy contracting requirements.

