

MEDIA KIT 2025

healthcare innovation

PEOPLE. PROCESS.
TECHNOLOGY TRANSFORMATION.

AUDIENCE
LIVE & VIRTUAL EVENTS
DIGITAL ADS
NEWSLETTER
MARKETING SOLUTIONS
CONTACTS



PUBLISHER'S NOTE

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We help marketers drive branding, thought leadership, and lead generation for their team

Healthcare Innovation is the definitive source for hospital and healthcare leaders. We offer the most comprehensive multi-media platform and reach for IT decision makers, clinical decision makers, and other C-Level healthcare decision makers. Our award-winning content offers marketers the opportunity to connect with these industry leaders. As a leading healthcare industry resource, our key pillars include educating and informing healthcare professionals about market trends, new products, legislation & policy, security, and so much more.

Our media brand, events, and educational programs ensure advertisers receive maximum ROI by connecting with healthcare + hospital professionals using a multi-pronged strategy.

The unmatched portfolio of Endeavor Business Media marketing solutions & service provides marketers opportunities to engage and educate – generating awareness, creating marketing pipelines, and delivering high-quality leads for their organizations.

Returning for our 16th year, the regional Healthcare Innovation Summits remain the absolute best way to engage with hospital and healthcare leaders in person in an intimate environment.

We look forward to partnering with you in 2025!

Chris Driscoll
Healthcare Group Publisher



AUDIENCE ENGAGEMENT

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innovation

[View our **Audience Engagement Report**] 

Together, *Healthcare Innovation*'s growing community, comprised of its readers and Summit attendees, includes industry leaders and senior executives from across the country such as CIOs, CISOs, CMIOs, CEOs, CFOs, physicians, IT directors, and other thought leaders, game changers, and influencers who are driving change by shaping innovations that point the way to the future of healthcare.



133,356

AVERAGE MONTHLY TOUCHPOINTS



ENEWSLETTER

34,224

Daily Newsletter Reach

45.6%

Average Total Open Rate

SOCIAL FOLLOWERS

33,224



WEBSITE ENGAGEMENT



93,163

Average Monthly Page Views



51,323

Average Unique Monthly Visitors



65,908

Average Monthly Sessions



70% Average Monthly Desktop Visitors

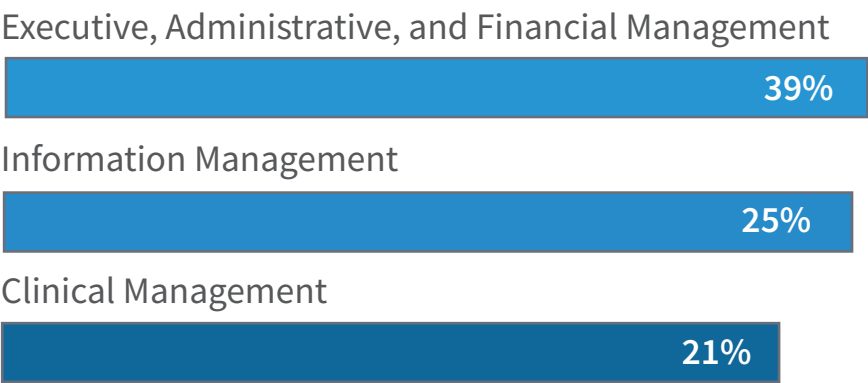
30% Average Monthly Mobile Visitors

AUDIENCE ENGAGEMENT

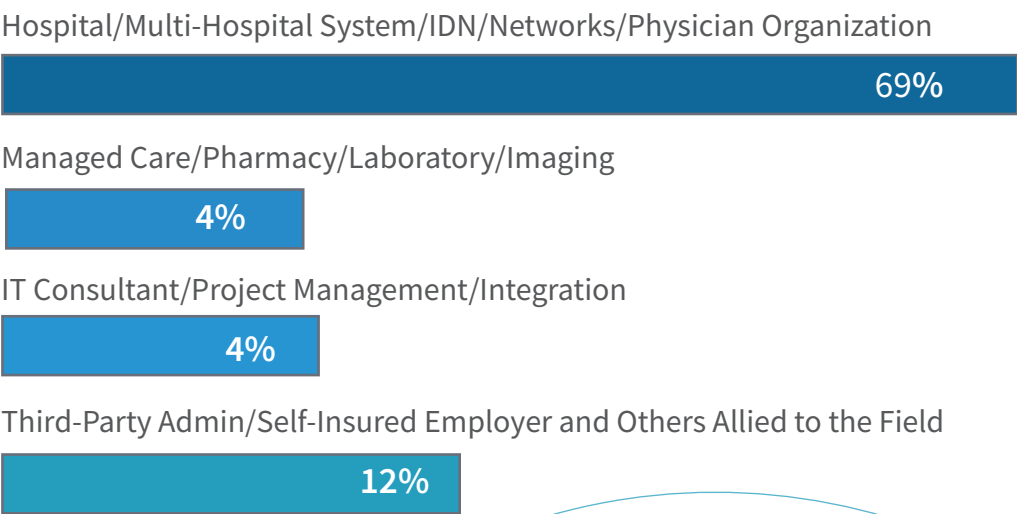


[View our **Audience Engagement Report**] 

JOB FUNCTIONS



BUSINESS & INDUSTRIES



COMPANIES THAT ENGAGE





Editor-in-Chief
MARK HAGLAND

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Mark has 35 years' experience as a professional journalist, including 34 years' experience as a healthcare journalist. At *Healthcare Innovation*, Mark leads the editorial team as they track and share with readers the most important trends shaping the emerging U.S. healthcare system.



Editor
PIETJE KOBUS

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Pietje Kobus comes from an international background and brings with her experience in content management and editing. She studied journalism in the Netherlands and Communications in the US. Pietje joined Healthcare Innovation in January 2024.



Senior Contributing Editor
DAVID RATHS

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David has more than 20 years' experience covering key issues for the *Healthcare Innovation* audience, including healthcare information technology policy, interoperability, population health management, health IT infrastructure, and cybersecurity.



2025 EDITORIAL CONTENT

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WHAT DO WE COVER?

Healthcare Innovation delivers editorial insights that health system leaders rely on to make good strategic decisions... from federal healthcare policy and IT policy, to operational issues, to patient care delivery issues, to strategic health IT strategy.

HOW DO WE COVER IT?

We produce in-depth articles, one-on-one interviews with key leaders and industry experts, important news developments, and video- and audio-based content geared towards the healthcare technology sector.

WHY IS IT IMPORTANT?

As the entire healthcare delivery system shifts to embrace the new world of value-based care delivery and payment, our audience needs up-to-the-minute news, information, insights, and perspectives in real time in order to make the best decisions for their organizations.



HEALTHCARE POLICY

- Federal and state healthcare policy
- Federal and state health IT policy
- Alternative payment models
- ACOs and value-based contracting
- Health equity



POPULATION HEALTH MANAGEMENT

- Broad population health management strategy
- The social determinants of health (SDOH)
- Care management and case management
- Payer-provider collaboration
- Behavioral Health



THE CONTINUUM OF CARE

- The outpatient care explosion
- Telehealth and remote care delivery
- Hospital-at-home
- Digital health
- The patient as care team member



ANALYTICS AND AI

- Analytics for population health management
- Algorithmic AI
- Generative AI
- AI Governance
- AI and health equity



IT GOVERNANCE AND MANAGEMENT

- IT governance
- Project management and project prioritization
- Clinical computing and the EHR
- Physician and nurse documentation
- Technology innovation and platforms



INTEROPERABILITY & HEALTH DATA EXCHANGE

- Interoperability policy, including TEFCA
- IT governance for interoperability development
- Health information exchange (HIE)
- Data standards
- Cloud storage and imaging informatics



CYBERSECURITY

- Cybersecurity policy
- Data breaches, disaster recovery, and business continuity
- Medical device security and the Internet of Things (IoT)
- Network segmentation, behavioral monitoring, backup auditing
- CISOs and cybersecurity management



PATIENT ENGAGEMENT & THE PATIENT EXPERIENCE

- Patient engagement
- The patient experience
- Digital health
- The digital “front door”
- Scheduling and patient flow



FINANCE AND REVENUE CYCLE MANAGEMENT

- Hospital and health system finance
- Mergers and acquisitions
- Revenue cycle management and automation
- Coding and charge capture
- The health IT market

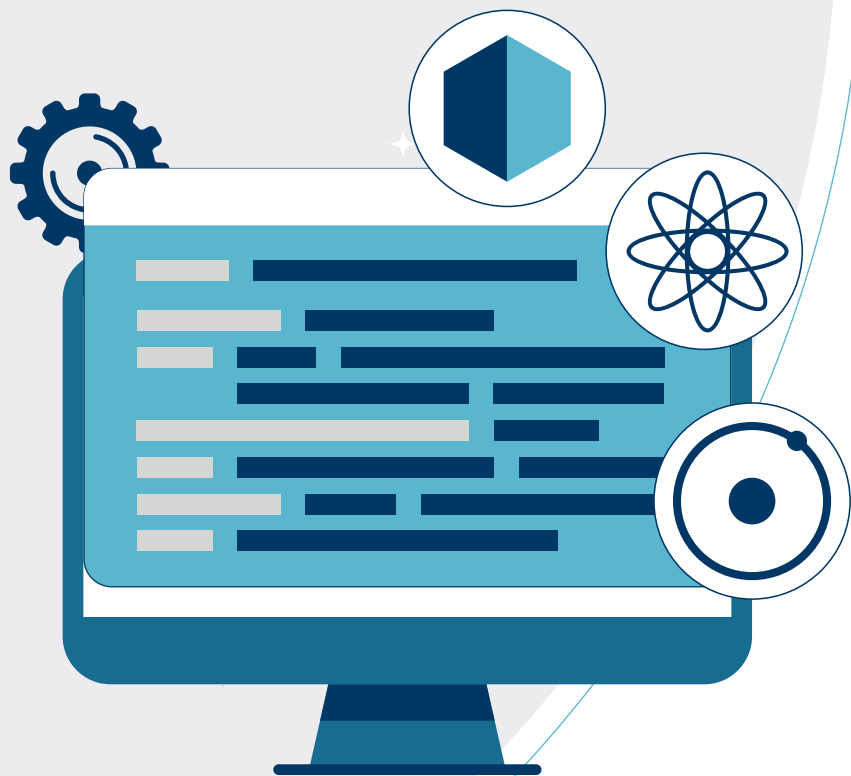
Advertising that reaches decision-makers in the moment

Showcase your brand to highly targeted audiences in popular channels with our portfolio of display and rich media banners.

Digital Banners

Banners appear on the homepage and article pages. Our websites are responsive, and most ads serve on desktop, tablet and mobile.

AD TYPE	Digital programs are customized to your budget and discounts are available for multiple insertions.
Leaderboard	
Sticky leaderboard	Sponsorships of individual channel pages are available.
Billboard	
Billboard video	
Rectangle	CHANNELS INCLUDE
Expanding rectangle	VBC
Half page	Population Health
Expanding half page	Analytics AI
Reskin	Cybersecurity
Welcome ad	Finance Revenue Cycle
In-banner video	Interoperability & HIE
In-article video	Clinical IT
Native ad	Imaging



Native Advertising

Promote your high-performing content on our brand site through native ad placements and benefit from your ad matching the design and feel of the sites content. Native ads are labeled as Sponsored Content.

Native Article or Video Post

Showcase your content in our channels with a sponsored content native program. Your content replicates our form and function, attracting and engaging audiences. Native posts are labeled as Sponsored Content.

Submission Information

Materials due: Seven business days prior to publication.

Send creative to: webtraffic@endeavorb2b.com

[View our **DIGITAL BANNER AD SPECS**] 

NEWSLETTER



Established frequency, trusted content, and engaged audiences

Healthcare Innovation Daily News Update

DAILY (Monday-Friday)

Timely news and information to the healthcare IT community, written by *Healthcare Innovation*’s award-winning editorial team. Build awareness for your brand, support new product launches, and promote your high-performing assets in our daily newsletter. Reports of impressions and clicks.

STATS

Subscribers.....	33,224
Avg Total Open Rate	45.6%

Submission Information

Materials due: Seven business days prior to publication.

Send creative to: webtraffic@endeavorb2b.com



Join the Conversation! Our popular Digital Spotlight Series showcases hot topics in healthcare with timely interviews between our editors and selected healthcare innovators on a specific topic. Add your brand by having your SME join our editor on an exclusive Fireside Chat to share how your products and solutions are impacting the topic being discussed. Each Spotlight is open to multiple sponsors.

We heavily promote all sessions on each topic and provide vendors shared leads for two months.

TWO WAYS TO PARTICIPATE

- 1. Reserve a 15-20 minute exclusive Fireside Chat with your expert and our editor.
You determine the topic of your session. We handle the video production.
- OR
- 2. Your company simply sponsors a Spotlight with branding included on the final video.

SPONSORS RECEIVE

- Branding as a Spotlight sponsor
- 100 shared, full-contact leads
- MP4 provided to you for use as collateral

2025
SPOTLIGHT
SERIES

MONTH	TOPIC FOCUS
February	Trailblazing Technologies
April	Telehealth, Virtual Care and the New Care Continuum
June	AI – Powerful Products and Solutions to Know
August	The Patient Engagement Revolution
October	Cybersecurity’s most impactful trends
December	The Systemwide Push to Integrate SDoH and Population Health

ANNUAL SPONSORSHIPS

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Take advantage of two annual opportunities in 2025 that provide a healthy mix of branding, thought leadership, and lead generation to maximize your exposure and generate ongoing engagement. Each PDF report is written by our award-winning editors containing original editorial and exclusive content that our audience eagerly anticipates each year. Both are open to multiple sponsors.



TOP PRIORITIES FOR HEALTHCARE LEADERS (June)

Once a year, Healthcare Innovation editors take a deep dive into the evolving needs of industry executives, based on survey data received from from top healthcare leaders at the most innovative hospitals, medical groups, and health systems in the U.S.

The result is a comprehensive commentary on today's healthcare ecosystem with perspectives on what industry experts consider the top areas of focus – including the evolution of AI, the shift to value-based and risk-based contracting, development of population health management and care management, enhancement of patient engagement and patient experience, and the advancement of strong cybersecurity regimes.

10 TRANSFORMATIVE TRENDS IN HEALTHCARE (November)

Each year, the editors at Healthcare Innovation join forces to produce an executive report containing original content centered on the “10 Transformative Trends in Healthcare.”

This compilation of 10 articles explore key trends transforming the U.S. healthcare landscape, with insight on evolving policy, operational, financial, and IT issues that will impact leaders in hospitals, medical groups, and health systems in the coming years.



SPONSORS RECEIVE

- ▶ Report with full contact leads.
- ▶ Your company branded as a sponsor with logo, company description and URL.
- ▶ Q&A with your SME to be published in the eHandbook, along with your SME's headshot.
- ▶ Optional add-on: QuickChat video with our Editor and your SME to discuss trends and your company's solutions.

SUMMIT SERIES

healthcare innovation

[LEARN MORE] 

Returning for the 17th consecutive year, the *Healthcare Innovation Summit* is the only regional event series dedicated to the open discussion of the latest trends, challenges, strategies and opportunities facing healthcare executives.

Each event is designed for an intimate group of executives to come together from a particular region to hear from national and local healthcare executives. The program includes plenty of networking and educational sessions.

OPPORTUNITIES INCLUDE

- 15 Minute Presentations
This speaking opportunity will feature your company's top healthcare executive talking for a 30-minute presentation to a captive audience of healthcare decision makers.
- Panel Speaking Slots
Have your subject matter expert join industry experts in discussing specific topics. Your expert will be part of pre-event panel planning sessions which are invaluable in making strong and lasting connections.
- Leadership Dinners & Experiences
- Exhibit Booths + Matchmaking Service
- Lunch-and-Learn Private Events



2025 SCHEDULE

MAY 19 :: Boston
JUN 9 :: San Francisco
JUL 17 :: Miami
JUL 23 :: San Diego
AUG 18 :: Washington, DC
SEP 16 :: Nashville
OCT 14 :: Houston
NOV 17 :: Seattle

CONTACT

EXECUTIVE DIRECTOR OF EVENTS

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BUILT TO ACHIEVE GOALS

Rely on our team of engagement specialists, subject matter experts, writers, analysts, content marketers, visual designers, and video producers to help you elevate your marketing efforts and accelerate business growth.

[LEARN MORE] 



Overview of Our Solutions

Advertising

Target the right audiences in the right channels.

Research & Intelligence

Make data-driven decisions with our expert intel.

Content Development

Drive engagement with high quality content.

Video & Podcasts

Solutions that bring your brand to life.

Lead Generation

Lead generation programs built for your goals.

Data-Driven Marketing

Leverage our first-party data through direct & targeted marketing.



DELIVERING ALL THE KEY INGREDIENTS

 60+ Years of
Research Experience

 150 In-House Subject
Matter Experts

 Engaged B2B
Audience Database

Intelligence That Empowers Smart Business Decision Making

Rely on our research development and data analysis expertise to help you make informed decisions, develop effective strategies, and maximize the impact of your marketing efforts.

[LEARN MORE] 

Research & Intelligence

Custom Research

Partner with our experts to gain intelligence from tailored research programs designed to meet unique objectives.

Brand Perception/ Health

Gain insight into how brands are perceived, opportunities for improvement, and increase customer loyalty.

New Product Development

Reduce risk, optimize design, and better align products with customer needs to increase the likelihood of success.

Customer Experience

Understand customer needs and satisfaction levels, and identify pain points to improve customer loyalty and advocacy.

Industry Insights

Deliver data-supported intelligence around trending topics to your target audience and leverage research for lead generation.

State of the Industry

Create an impactful market-oriented research report to generate high-quality leads and provide valuable insights to your target audience.

Focus Groups

Gain awareness of customer thoughts, emotions, and behaviors with in-depth exploration, discussion and feedback, whether in-person or virtual.

In-Depth Interviews

Uncover customer perspectives, motivations, and behaviors, gathering qualitative data to complement quantitative research.



WHY SHORT FORM?

- Quick and Digestible
- Increased Engagement
- Shareability
- Cost Efficient
- Mobile Friendly

Content Marketing That Drives Engagement and Generates Leads

Partner with us to create a strategy that strikes a perfect balance of short-form, long-form, and visual content to achieve your goals.

[[LEARN MORE](#)] 

Short-Form Content

Ask the Expert

Showcase your topic expertise and establish thought leadership with this quick-hit asset built off of an interview conducted by our subject matter expert.

Top Tips

Feature 5 to 10 brief tips or steps, with graphic design, that will help your audience better understand a topic and guide them toward a purchase decision.

FAQs

Proactively address questions about a topic, issue, or trend and build stronger customer relationships with this efficient content marketing asset.

Long-Form Content

White Papers

Leverage our SME network to create authoritative and in-depth reports that provide valuable information and insights, accelerating the decision making process.

Case Studies

Collaborate with our network of experts to create a compelling content asset that showcases your real-world success stories through customer interviews.

EBooks

Collaborate with a SME to select topical, evergreen content from our brand and we'll produce a fully designed co-branded eBook that prominently features your brand's messaging and advertising alongside our content.

Visual Storytelling That Creates Meaningful Connection

Our team of subject matter experts, writers, analysts, content marketers, visual designers, and video producers will join forces with you to bring your story to life.

VISUAL STORYTELLING

StoryDesign: Interactive White Paper

Upgrade your white paper by creating a fully interactive experience with graphics and video to deliver deep engagement.

StoryDesign: Interactive Guide

The definitive solution to engaging and effective visual storytelling built in a fully branded environment with custom created content and powerful multimedia options.

Infographics

Data visualization, increased shareability, improved content marketing and effective storytelling, infographics should be a part of your content marketing strategy.

Video Solutions

Consult with our team of engagement and topic experts on how to best tell your brand story leveraging a combination of multimedia content.

WHY VISUAL STORYTELLING?

RETENTION

Marketers that use visual storytelling techniques, increase the likelihood of their message being remembered and understood.

INCREASED ENGAGEMENT

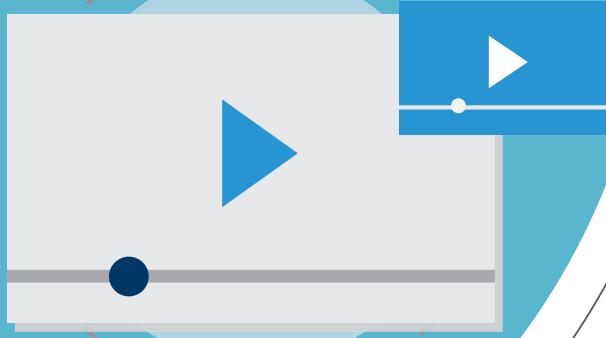
Visual storytelling captures attention, evokes emotions, and encourages viewers to interact with the content, resulting in higher engagement levels.

ENHANCED BRAND RECALL

Storytelling combined with compelling visuals creates a powerful impact on the viewer's memory, increasing brand recall and recognition.

SIMPLIFY THE COMPLEX

Visual storytelling allows marketers to simplify complex ideas or concepts by presenting them in a visual and narrative format, helping to break down barriers and make information more accessible and easily digestible.



Video Marketing That Increases Engagement and Conversions

Benefit from the latest technology platforms, proven techniques, and design skills to create video and podcasts that are sure to resonate with target audiences in highly trafficked channels.

Event Video

Optimize your event marketing investments by capturing video that will create awareness, build booth traffic, and support post-event follow up to prospects and leads.

Explainer Video

Guide decision making and boost awareness with cost effective, animated videos that break down complex topics and highlight approaches to problem solving.

QuickChat

Get personal with your target audience and demonstrate your expertise, all while building credibility with this engaging, short-take video interview format.

Product Video

Showcase key product features and the ability to tackle challenges while demonstrating products or services in action, utilizing voice-overs or on-camera talent.

Video Promotion


Drive visibility and exposure of your existing video content with promotions across a variety of online, email, and social platforms.

Custom Production

Take control of your video content strategy and partner with our team of storytellers, video producers, and engagement experts to create powerful video assets.

THE POWER OF VIDEO IS UNDENIABLE

86% of video marketers reported that video increased traffic to their website, and 83% said video helps increase time spent on a page.

[LEARN MORE] 

LEAD GENERATION

healthcare
innovation

Custom-built Programs That Deliver the Leads You Need

Our engagement experts have a gift for tailoring strategies to specific audiences and optimizing resources that will help you generate leads that are more likely to convert into loyal customers and drive long-term success.

LEAD GENERATION PROGRAMS

Content Syndication

Syndicate your content across our brand channels and reach target audiences that are looking for solutions to their challenges. Registration is required to view the content and campaign report metrics are provided with full contact information for each lead.

Content Creation

Partner with our team of SMEs, designers, and engagement specialists to develop a custom program that includes content creation, promotional campaigns, and lead generation. Our content development services include all the best short-form, long-form, and visual content types.

Content Engagement Center

Your brand, your content, your solutions, and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision making. Program incorporates multimedia assets, engagement scoring, and scheduled lead delivery.

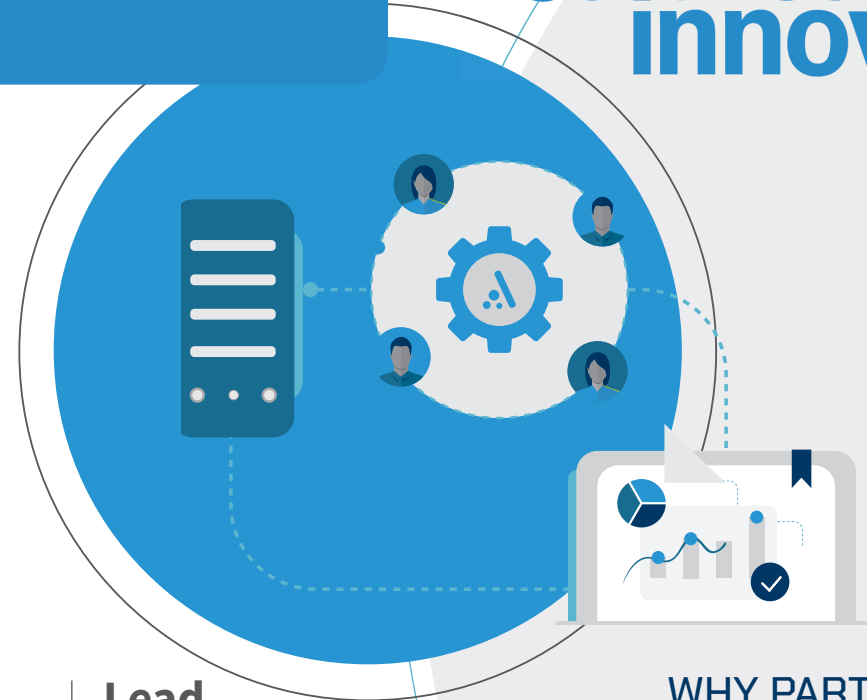
Lead Nurturing

Leverage our marketing automation and content platforms to evaluate your top-of-the-funnel leads based on digital engagement metrics, and guide prospects throughout the buyer's journey using multi-phase content marketing programs.

[MORE LEAD GEN CREATION] 

WHY PARTNER WITH US?

Strategy
Topic Expertise
Content Creation
Turnkey Program Management
Design Services
Lead Collection & Automation
Privacy Compliance
Engaged Audiences





Unique Webinar Formats That Deliver Qualified Leads

We have all the key ingredients for delivering a successful event and the ROI you want – engaged decision makers, subject matter experts, technology platforms, project management, and fully compliant lead delivery.

Webinar Formats

Webinars

Position your brand as a subject matter expert and connect with prospects who are seeking education on a topic or a solution to their challenge. Webinars are proven performers, generating powerful, engaging content that delivers lead generation and thought leadership.

Virtual Round Table

Solving large, complex challenges requires perspective, input, and collaboration from a variety of key stakeholders. Bring together a powerful team of influencers for a real conversation around thought leadership topics and attract decision makers who are looking for answers, converting them to leads.

Webchats

Take a more personal approach to webinars with this interview-style format that allows you to better build a narrative around your solution and create a personal connection with prospects. Shortened format for a fully interactive 30-minute experience that will generate leads and build affinity for your brand.

Webinar Lead Touch

Engage webinar registrants leads post-event and move them toward a follow-up action with this program that includes a series of three emails to registrants for driving on-demand views and introducing related content.

A POWERFUL TOOL

Use webinars to engage audiences, demonstrate expertise, generate leads, gather insights, and enhance brand visibility.



Precision Marketing That Delivers Maximum Impact

Partner with our team of data, marketing, and subject matter experts to build strategies for personalization, enhanced experiences, optimized campaigns, and continuous improvement.

Data-Driven Marketing

Audience Extension

Leverage our 1st party data and create campaigns targeting the business decision-makers who match your criteria across thousands of sites on the web. Select from any combination of display ads, in-feed native, or video pre-roll ads on professional websites to reach your key audiences.

Audience Extension: Social

Drive higher CTR% and conversions using Meta (Facebook) and LinkedIn. We'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

Micro-Proximity

Target company locations, geographic targets, or attendees at a tradeshow or conference through micro-proximity or geofencing. Increase your brand awareness and drive traffic to your booth by placing display ads on mobile apps within the defined area.

Third-Party Emails

Using our 1st party data and insights, we reach your target audience through personalized emails. Our team of direct marketing experts will set up and deploy privacy-compliant HTML emails and provide full reporting metrics.

Connected TV (CTV)

Promote your brand where people are already engaged on streaming apps through a 15- or 30-second video placement. Your content can be featured before, in the middle, or after programming and targeting can be done by business/industry, NAICs codes, or company name/domain.

[[LEARN MORE](#)] 

The Power of AI personif.ai

Effectively reach specific personas by delivering personalized content recommendations using our extensive 1st party data, proprietary AI technology, and machine learning capabilities. Personif.ai, our AI-powered content marketing solution, leverages behavioral insights to provide on-site content recommendations that are aligned with editorial content, resulting in a highly impactful campaign that drives traffic back to your website.

CONTACTS

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BRAND RESOURCES



Website



Marketing Website



LinkedIn



Facebook



Twitter

CONTACT OUR TEAM TO
DISCUSS YOUR GOALS
FOR 2025



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INTERNATIONAL AND CANADA

WE KNOW THE MARKETS

12 MILLION BUSINESS PROFESSIONALS
IN SECTORS THAT ARE INNOVATING,
TRANSFORMING, AND GROWING.

