



healthcare financial management association hfma.org

Listing Details-
2018 Buyer's
Resource
Guide

2018
Buyer's
Resource
Guide
Prospectus



List it
Sell it
Close it

Start reaching healthcare purchasers **today** + Update listings 24/7

HFMA BUYER'S RESOURCE GUIDE



Reach more buyers. The Buyer's Resource Guide is the industry's go-to source for healthcare professionals who are *actively looking* for the products and services you offer.



Tell the whole story. Your online listing gives potential buyers essential information *plus* the case studies, white papers, or videos that help you differentiate your product or service.



Engage with decision makers. 87% of healthcare finance industry executives are connected, informed, and empowered to make purchasing decisions.*



Maximize your opportunities. When you're listed in the Buyer's Resource Guide, you're seen every time someone goes looking: 24 hours a day, 7 days a week, for a full 12 months.



Keep your offer—and your appeal—fresh. Update critical details, add features, tweak your presentation—any time, at your convenience.



Double your visibility—automatically. Your up-to-date online listing is automatically included in the print edition of the HFMA Buyer's Resource Guide, published annually.



Make your marketing dollars work smarter. The **BRG** is published by HFMA, the nation's premier membership organization for healthcare finance leaders.

*Readex 2017 Preference Study

To get found, get listed at hfma.org/brg

See "Get Listed in The Guide" section

LISTING PACKAGE DESCRIPTIONS

Your *Buyer's Resource Guide* package includes a full 12 months listing in the digital guide plus a listing in the printed edition published annually.**

Online 12 months	Package Includes:	Deluxe \$6,300	Elite \$2,095	Premium \$1,195	Standard \$695	Basic Free**
	Company name, street address, city, state, zip					Company name, city, state
	Phone, fax, and e-mail					phone, fax
	Website address link					
	Company description	100 words	60 words	45 words	20 words	
	Company is included in keyword searches					
	Twitter feed					
	Upper and lower rectangle ads; upper and lower leaderboard ads displayed within microsite listing					
	RSS news feed					
	Logo (4-color)					
	Request for Proposal feature					
	Case studies	5 uploads	1 upload			
	White papers	5 uploads	1 upload			
	Social media icons					
	YouTube videos	5 videos				
	Two (2) upper and lower leaderboard ads displayed within category search results for 12 months					
	Premium position within category search results					
	Six (6) advertisers per category					
Print 2018 edition	Company name, street address, city, state, zip					Company name, city, state
	Phone, fax, and e-mail					phone, fax
	Website address					
	Company description	100 words	60 words	45 words	20 words	
	Logo (BW or 4-color)					
	Bold-faced listing enhancement					
	Premium position within category (includes outlined box around listing)					
Six (6) advertisers per category						
Virtual Conference 2018	Sponsor recognition throughout Virtual Conference					
	Logo recognition on Virtual Conference and website					
	Deluxe Sponsor InfoSuite					
	Live lead capture during the live and on-demand periods of Virtual Conference					
	Pre- or post-attendance lists for each live day and on-demand period through 2018					

**Limit one per company

**Start driving more prospects to your company today.
Contact your HFMA Buyer's Resource Guide representative.**

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PRODUCT AND SERVICE CATEGORIES

Business Strategy / Strategic Finance

1. Appraisal / Valuation
2. Financial Planning
3. Insurance
4. Investment Banking
5. Investment Management / Advisory
6. Leasing / Alternative Financing
7. Legal Services / Law Firms
8. Management Consulting
9. Mergers and Acquisitions
10. Strategic Advisory / Capital Planning

Clinical and Continuum of Care

11. Clinical Integration
12. Contracted / Outsourced Care Services
13. Electronic Health Records / Information Exchange
14. EMR Implementation / Optimization
15. Operations / Clinical / Performance Management
16. Physician Dashboard / Benchmarking
17. Physician Practice / Ambulatory Care Management
18. Quality / Patient Safety / Patient Satisfaction

Financial Reporting / Accounting

19. Accounting / Financial Auditing
20. AP / Corporate Payment Solutions
21. Banking / Financial Services
22. Benchmarking / Performance Measurement
23. Decision Support / Strategic Insight
24. Enterprise Resource Mgmt. & ERP

HR / Staffing / Recruitment

25. Compensation / Employee Benefits
26. Education / Training
27. Executive Search
28. Human Resources
29. Outsourcing
30. Temporary Staffing
31. Time & Attendance Systems
32. Physician Compensation / Fair Market Value
33. Retirement Planning

Medical Records / Coding / HIM

34. Chargemaster / Charge Capture Reviews
35. Clinical Documentation Improvement
36. Coding / Documentation
37. Computer Assisted Coding
38. Dictation / Speech Recognition / Transcription

39. Document / Records Management

40. ICD-10 Services

PFS / Revenue Cycle Patient Access

41. Collection & A/R Debt Recovery
42. Early Out / Self Pay Services
43. Patient Access Integrity / Eligibility
44. Patient Accounting / Revenue Cycle Systems
45. Patient Scheduling
46. Patient Statements / Patient Portal
47. Payment Plans / Card Transaction
48. Revenue Cycle Consulting
49. Revenue Cycle Dashboard Analytics
50. Revenue Cycle Mgmt. / Outsourcing
51. Revenue Cycle

Payment / Reimbursement / Managed Care

52. Accountable Care / Risk-Based Payment
53. Billing Compliance / Fraud & Abuse
54. Denial Mgmt. / Third-Party Recovery
55. EDI / Electronic Funds Solutions / Remittance
56. HIPAA EDI Compliance
57. Managed Care
58. Payer Contract

59. Provider Credentialing / Enrollment

60. RAC Services

61. Reimbursement

Supply Chain / Facilities

62. Asset Tracking and Management
63. Facilities Design, Construction, Mgmt.
64. Group Purchasing
65. Housekeeping / Food Service
66. Materials Mgmt. / Strategic Sourcing
67. Supply Chain Technologies
68. Telecommunications
69. Used, New, & Refurbished Equipment

Technology / Business Intelligence Infrastructure

70. Data Integration / Management
71. Information Technology
72. IT Consulting / Implementation Mgmt.
73. IT Infrastructure
74. Software

Other Services

75. Associations and Publications
76. Consulting
77. Additional Services

Put your business solutions right where healthcare purchasers will find them—in the operational categories and opportunity areas that problem solvers are focused on.

Reserve your listings in HFMA's 2018 Buyers Resource Guide

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Put your product or service in front of decision makers looking for healthcare business solutions.