

Health Care Compliance Association

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M E D I A
K I T



Engage with Healthcare Compliance Professionals — **ADVERTISE TODAY!**

About HCCA

Health Care Compliance Association (HCCA) is a nonprofit, member-based association for healthcare compliance professionals. Since 1996, HCCA has been championing ethical practices and compliance standards to promote lasting success and integrity of organizations worldwide and across all industries. Headquartered in Minneapolis, MN, HCCA serves 12,000+ members.

HCCA offers 60+ educational conferences a year, weekly web conferences, publications, training resources, certification opportunities, and networking for career growth and program development.

Visit the HCCA website at hcca-info.org or call 888.580.8373.

Ways to Reach HCCA Members

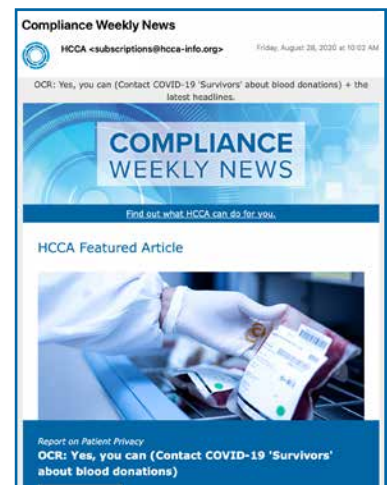
1. Magazine



2. Online



3. E-Newsletter



Editorial Calendar <i>(Issues will be delivered within the first 5–15 business days of the month.)</i>		AD CLOSE	ART DUE
JANUARY	Internal investigations Focus articles on best practices of internal investigations for compliance-related complaints.	10/19/20	11/2/20
FEBRUARY	Remote working Articles should address managing the compliance function and related staff while working remotely.	11/23/20	12/7/20
MARCH	Governance, board of directors, and compliance Focus articles on the board of director’s fiduciary responsibility and its oversight role of an effective compliance program. Articles can also cover the structure, frequency, content, and events to be included in the compliance officer’s reports to the board. Also of interest are articles reviewing the new evaluation and management coding guidelines.	12/21/20	1/4/21
APRIL	COVID-19 and updated compliance policies/procedures Articles may focus on COVID-19 auditing and monitoring, updating risk assessments, billing compliance concerns, new infection control procedures, post-pandemic steps to take, organizational compliance risk profile, etc.	1/18/21	2/1/21
MAY	Privacy, data security, compliance, and breach enforcement activity Focus articles on the most recent privacy and data security regulatory and legal developments and the government’s enforcement activity.	2/15/21	3/1/21
JUNE	OIG Work Plan 2021 Articles may focus on newly added OIG Work Plan items as well as reoccurring issues. Also of interest are articles related to medical necessity and the related ongoing compliance concerns.	3/22/21	4/5/21
JULY	Telehealth/telemedicine compliance Articles should review the expansion of telehealth/telemedicine use, changing regulations, and best practices following the pandemic (e.g., updating compliance program policies and procedures).	4/19/21	5/3/21
AUGUST	Government enforcement actions and trends Focus articles on recent government enforcement actions, what these actions mean for organizations, and the steps compliance professionals may take to ensure their institutions are in compliance.	5/24/21	6/7/21
SEPTEMBER	Behavioral healthcare and compliance issues Articles may review best practices for compliance programs, policies, and procedures for behavioral health organizations and review enforcement actions related to false claims and billing practices, inducements, and settlements.	6/21/21	7/5/21
OCTOBER	Compensation issues and Stark Law/Anti-Kickback Statute compliance issues Articles may focus on recent Stark Law and Anti-Kickback Statute enforcement actions, regulatory changes, and tips for compliance best practices.	7/19/21	8/2/21
NOVEMBER	LTC/SNFs, VA centers, hospice, HHA rules, and regulations Articles may focus on infection prevention and control programs, reporting, equipment, changes after COVID-19 regarding isolation of nursing home residents with dementia, reasonable access to families, etc.	8/23/21	9/6/21
DECEMBER	Mergers, affiliations, dissolutions, and acquisitions Articles may focus on compliance concerns and due diligence related to mergers, affiliations, dissolutions, and acquisitions in healthcare. Articles can also review end-of-life planning for healthcare entities and related compliance concerns.	9/20/21	10/4/21



About the Magazine

Publisher

Health Care Compliance Association

Editorial

Compliance Today (CT) Magazine supports HCCA’s mission to champion ethical practice and compliance standards and to provide the necessary resources for healthcare compliance professionals and others who share these principles.

By the Numbers

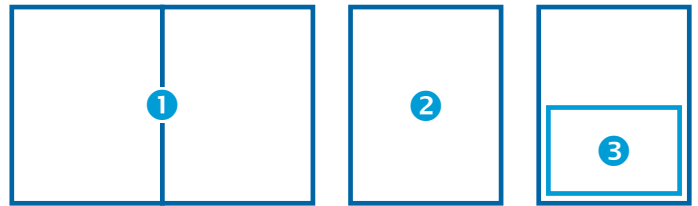
12 issues per year

12,000+ copies distributed monthly

65/35 editorial/advertising ratio

Ad Specifications

Sizes (width × height)



- ❶ 2-page spread, full bleed 17" × 11"
- ❷ 1 page, full bleed 8.5" × 11"
- ❸ ½ page (horizontal) 6.5" × 4.4375"

File Requirements

- Ads should be created on pages that match the ad size *exactly* (i.e., partial-page ads should *not* be created on 8.5" × 11" pages).
- Ads must be saved as “Press Quality” PDFs (300 ppi color/grayscale, 1200 ppi monochrome) with all fonts embedded.

Additional File Requirements for Full-Bleed Ads

- Ensure that any essential text and graphics are inset at least 0.5" from all four sides of the ad.
- Add 0.125" bleed on all four sides of the ad.
- Include crop marks on the final PDF.

Restrictions

- All creative must be approved by HCCA for both the creative content and the offer delivered.
- Ads for surveys or web conferences/webinars are not permitted.
- HCCA may reject a message if the offer is competitive with HCCA’s offerings (including live conferences, web conferences, or publications).
- Third-party discounts specifically directed to HCCA members (e.g., “HCCA members save 10% on this program”) are not permitted.



Order Information

Today's Date _____

Organization Placing the Advertisement(s) _____

Issue(s) in Which Ad(s) Should Be Placed _____

Contact Information

Invoices:

Contact Person (first and last name) _____

Organization (name of employer) _____

Street Address _____

City/Town _____

State/Province _____

Postal Code _____

Country _____

Phone _____

Email (invoices sent via email) _____

Tear Sheet(s):

Same contact person as above

Contact Person (first and last name) _____

Organization (name of employer) _____

Street Address _____

City/Town _____

State/Province _____

Postal Code _____

Country _____

Email _____

Ad Options (Check the appropriate boxes below.)

PLEASE NOTE: Ad placement is determined on a first-come, first-served basis. 2021 prices subject to change.

Inside Front Cover / Inside Back Cover

1x 3x (each) 6-12x (each)
 1 page, full bleed \$2,300 \$2,185 \$2,070

Interior Page

1x 3x (each) 6-12x (each)
 2-page spread, full-bleed \$4,200 \$3,990 \$3,780
 1 page, full-bleed \$1,900 \$1,805 \$1,710
 ½ page \$1,500 \$1,425 \$1,350

Polybag Mailer Insert

(Copies for insertion will be provided by your organization; Contact us for available options and specifications.)

insert \$3,000

TOTAL \$ _____

**HCCA will contact you
after the insertion order is received.**

Terms

- Insertion order form and ad must be submitted together.
- An additional charge of \$525 will be assessed if we need to rework or reformat your ad(s) to meet our specifications.
- Claims made about products or services must be valid. It is not necessary that claims be validated in the ad copy, but claims and facts need to be substantiated if requested by HCCA.
- All direct competitors' advertising is prohibited.
- Advertisements are subject to approval by publisher.
- Payment is due upon receipt of invoice.

Send insertion order forms, ads, instructions, and questions to:

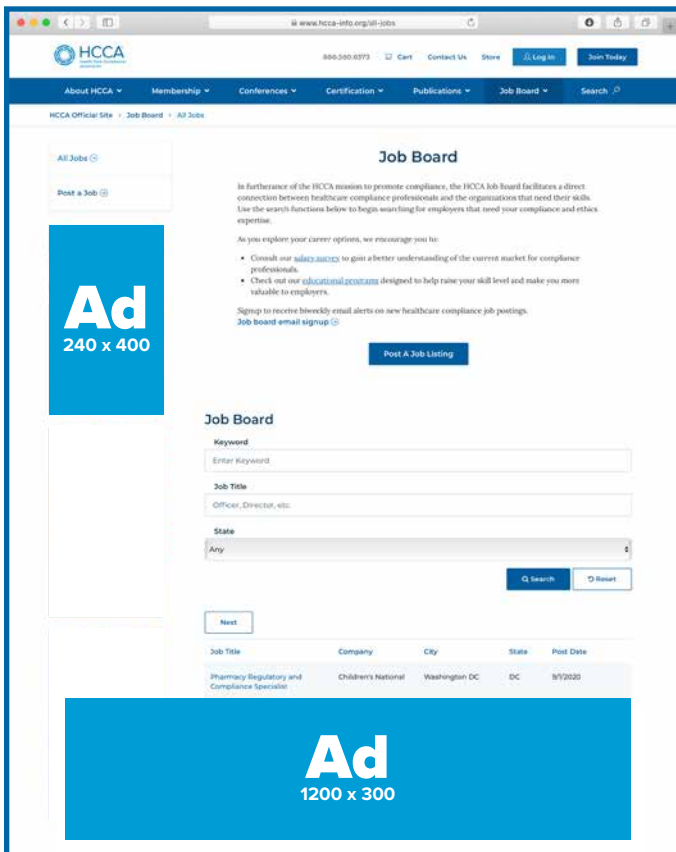
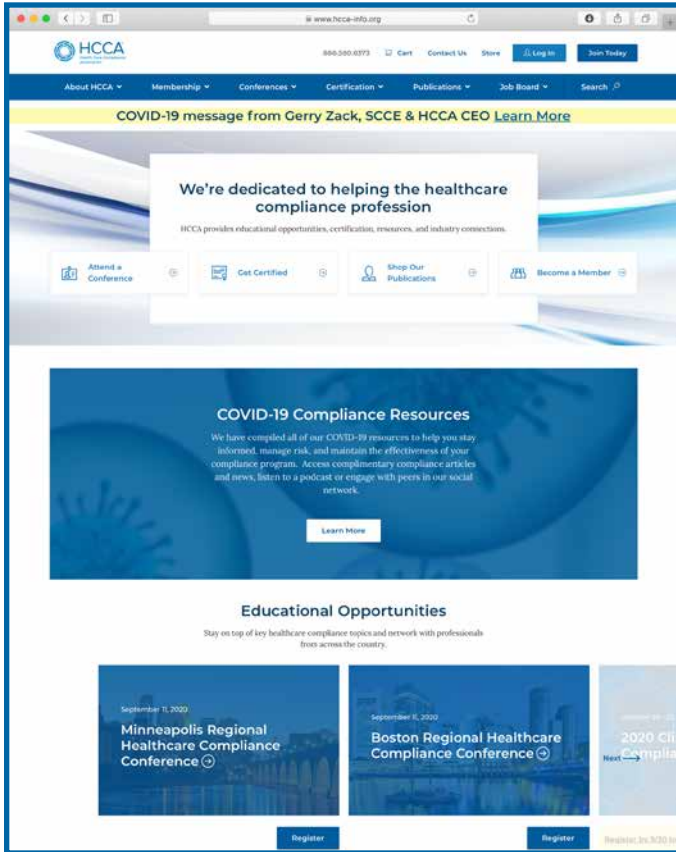
Mary Ratzlaff

Health Care Compliance Association
 6500 Barrie Road, Suite 250
 Minneapolis, MN 55435, United States

Phone: +1 952.405.7900 or 888.580.8373

Direct: +1 952.567.6221 **Fax:** +1 952.988.0146

Email: mary.ratzlaff@corporatecompliance.org



About the Website

Publisher

Health Care Compliance Association

Editorial

Our website provides resources to help healthcare compliance professionals, including education opportunities, certification, networking, and products.

Circulation

Rates are based on 6,100+ web page views monthly, with an average time of 2:51 spent on web pages by an average of 50,500 active users per month.

Webpages Available for Advertising

- Job Board
- Events
- Library
- Store

Ad Specifications

File Requirements

- Dimensions = SIDE: 240 px wide x 400 px high
BOTTOM: 1200 px wide x 300 px high
- File Type = JPG, GIF, or PNG
- File Size = less than 100 KB
- Resolution = 72 ppi
- Animation = limited to 3 frames

Due Dates

Ads are due on the 25th of the month prior to advertising start date.

Run Dates

Ads run from the first day of the month to the last. Ads can run for fewer days, but the full monthly price will still be charged.

Restrictions

- All creative must be approved by HCCA for both the creative content and the offer delivered.
- Ads for surveys or web conferences/webinars are not permitted.
- HCCA may reject a message if the offer is competitive with HCCA's offerings (including live conferences, web conferences, or publications).
- Third-party discounts specifically directed to HCCA members (e.g., "HCCA members save 10% on this program") are not permitted.

Order Information

Today's Date

Organization Placing the Advertisement(s)

Contact Information

Invoices:

Contact Person (first and last name)

Organization (name of employer)

Street Address

City/Town

State/Province

Postal Code

Country

Phone

Email (invoices sent via email)

Artwork:

Contact Person (first and last name)

Organization (name of employer)

Phone

Email

Ad Options (Check the appropriate boxes below.)

PLEASE NOTE: HCCA does not offer outside advertising on the home page. Ad placement is determined on a first-come, first-served basis. 2021 prices subject to change.

Side Banner (240 x 400; left side of page)

How Many Months? 1-3 (\$1,500/mo) 4-7 (\$1,425/mo) 8-12 (\$1,350/mo)

Which Months? JAN FEB MAR APR MAY JUN
 JUL AUG SEP OCT NOV DEC

Which Pages? Job Board Events Library Store

Bottom Banner (1200 x 300; bottom of page)

How Many Months? 1-3 (\$1,500/mo) 4-7 (\$1,425/mo) 8-12 (\$1,350/mo)

Which Months? JAN FEB MAR APR MAY JUN
 JUL AUG SEP OCT NOV DEC

Which Pages? Job Board Events Library Store

TOTAL \$ _____

**HCCA will contact you
after the insertion order is received.**

Terms

- An additional charge of \$250 will be assessed if we need to rework or reformat your ad(s) to meet our specifications.
- Claims made about products or services must be valid. It is not necessary that claims be validated in the ad copy, but claims and facts need to be substantiated if requested by HCCA.
- All direct competitors' advertising is prohibited.
- Ads must not specifically address "HCCA members."
- Advertisements are subject to approval by publisher.
- Payment is due upon receipt of invoice.

Send insertion order forms, ads, instructions, and questions to:

Meagan Strandberg

Health Care Compliance Association

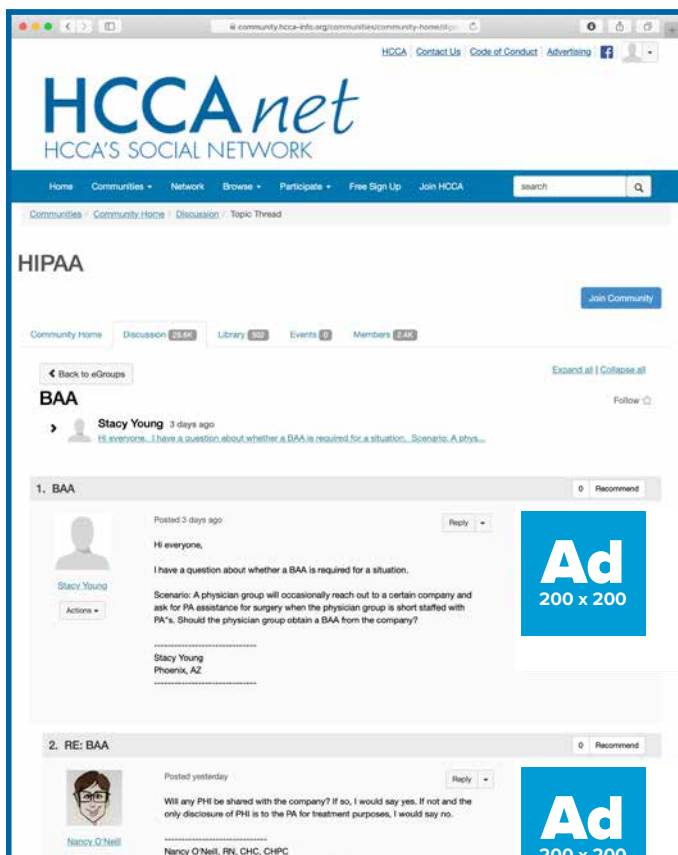
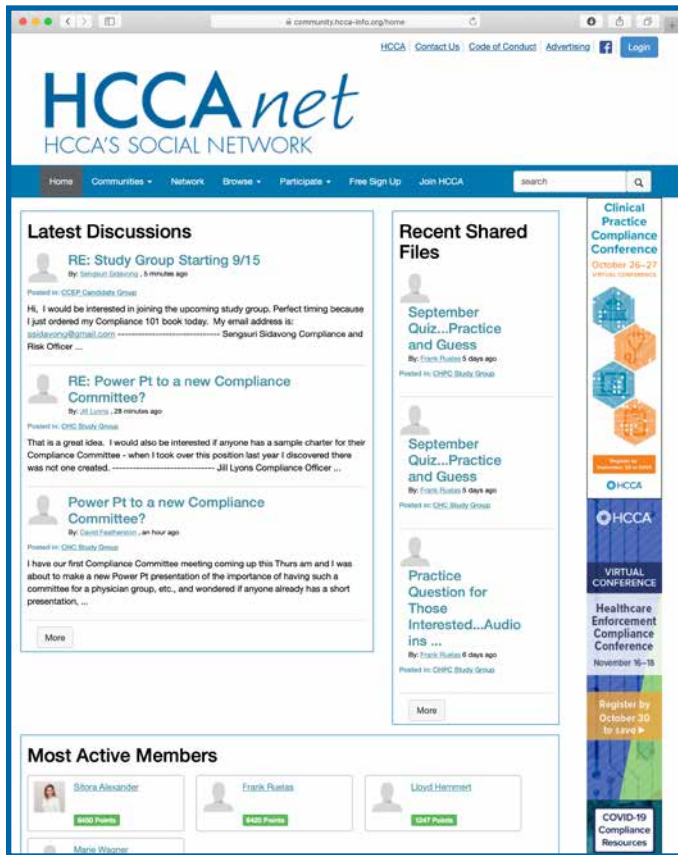
6500 Barrie Road, Suite 250

Minneapolis, MN 55435, United States

Phone: +1 952.933.4977 or 888.277.4977

Direct: +1 952.405.7931 **Fax:** +1 952.988.0146

Email: meagan.strandberg@corporatecompliance.org



About the Social Network

Publisher

Health Care Compliance Association

Editorial

HCCAnet is the official professional network for HCCA. It provides a place for healthcare compliance professionals to connect, have discussions, and share insights with their peers.

Issuance

Frequency: Daily
Established: 2010

Subscription Data

Subscription Rate: Free and open to the public

Circulation

Rates are based on 37,500+ web page views monthly by 12,000 registered users.

Coverage and Market

84 active communities; users are healthcare compliance professionals.

Ad Options

Tiers

Ads are divided into two tiers, which are based on the volume of traffic in individual groups:

- Premium tier ads run on the web pages of two groups (chosen by advertiser) with greater than 1,000 members.
- Standard tier ads run on the web pages of two groups (chosen by advertiser) with fewer than 1,000 members.

Exclusivity

No other vendor's ads will appear in the chosen groups.

Quantity

Advertisers are allowed to run multiple ads per month.

Ad Specifications

File Requirements

- Dimensions = 200 px wide x 200 px high
- File Type = JPG, GIF, or PNG
- File Size = less than 10 KB
- Resolution = 72 ppi

Order Information

Today's Date _____

Organization Placing the Advertisement(s) _____

Contact Information

Invoices:

Contact Person (first and last name) _____

Organization (name of employer) _____

Street Address _____

City/Town _____

State/Province _____

Postal Code _____

Country _____

Phone _____

Email (invoices sent via email) _____

Artwork:

Contact Person (first and last name) _____

Organization (name of employer) _____

Phone _____

Email _____

Send insertion order forms, ads, instructions, and questions to:

Meagan Strandberg

Health Care Compliance Association

6500 Barrie Road, Suite 250

Minneapolis, MN 55435, United States

Phone: +1 952.933.4977 or 888.277.4977

Direct: +1 952.405.7931 Fax: +1 952.988.0146

Email: meagan.strandberg@corporatecompliance.org

Ad Options (Check the appropriate boxes below.)

PLEASE NOTE: HCCA does not allow advertising on Certification group pages. Ad placement is determined on a first-come, first-served basis. 2021 prices subject to change.

Premium (pages of groups with 1,000 OR MORE members)

How Many Months? 1-3 (\$1,500/mo) 4-7 (\$1,425/mo) 8-12 (\$1,350/mo)

Which Months? JAN FEB MAR APR MAY JUN
 JUL AUG SEP OCT NOV DEC

Which Two Groups? HIPAA Auditing & Monitoring Healthcare
 Chief Compliance & Ethics Officer Healthcare
 Communication, Training, and Curriculum Develop
 Multi-Industry Chief Compliance & Ethics Officers
 Healthcare Billing and Reimburs Privacy Officer
 Multi-Industry Audit General Topics Hospitals
 Other _____

Standard (pages of groups with FEWER THAN 1,000 members)

How Many Months? 1-3 (\$750/mo) 4-7 (\$710/mo) 8-12 (\$675/mo)

Which Months? JAN FEB MAR APR MAY JUN
 JUL AUG SEP OCT NOV DEC

Which Two Groups? _____

TOTAL \$ _____


**HCCA will contact you
after the insertion order is received.**

Terms


- An additional charge of \$250 will be assessed if we need to rework or reformat your ad(s) to meet our specifications.
- Claims made about products or services must be valid. It is not necessary that claims be validated in the ad copy, but claims and facts need to be substantiated if requested by HCCA.
- All direct competitors' advertising is prohibited.
- Advertisements are subject to approval by publisher.
- HCCA will invoice ads monthly.
- Payment is due upon receipt of invoice.

Compliance Weekly News
HCCA <subscriptions@hcca-info.org> Friday, August 28, 2020 at 10:02 AM

OCR: Yes, you can (Contact COVID-19 'Survivors' about blood donations) + the latest headlines.



HCCA Featured Article



Report on Patient Privacy
OCR: Yes, you can (Contact COVID-19 'Survivors' about blood donations)

[Read article >](#)

To learn more about *Report on Patient Privacy* and for subscription information, contact [Scott Moe](#).

Ad
300 x 250

Latest News Headlines

WYMT
Floyd County dentist pleads guilty to health care fraud

"A McDowell man pleaded guilty to health care fraud Tuesday, according to a release from the U.S. Attorney General's Office for the Eastern District of Kentucky."

[Read more >](#)

About the E-Newsletter

Publisher

Health Care Compliance Association

Editorial

Compliance Weekly News (CWN) is HCCA's free e-newsletter—for members and non-members alike—that delivers the latest healthcare compliance news affecting professionals in the industry.

Issuance

Frequency: Weekly (every Friday)

Established: 1999

Subscription Data

Subscription Rate: Free and open to the public

Circulation

Rates are based on 14,000+ addresses per issue average (*exclusive of samples, exchanges, etc.*)

Coverage and Market

National circulation; readers are healthcare institutions, professionals, and companies working in compliance and related functions.

Ad Specifications

File Requirements

- **Dimensions** = 300 px wide x 250 px high
- **File Type** = JPG, GIF, or PNG
- **File Size** = less than 50 KB
- **Resolution** = 72 ppi

Due Dates

Ads are due on the Monday preceding the Friday email date.

Restrictions

- All creative must be approved by HCCA for both the creative content and the offer delivered.
- Ads for surveys or web conferences/webinars are not permitted.
- HCCA may reject a message if the offer is competitive with HCCA's offerings (including live conferences, web conferences, or publications).
- Third-party discounts specifically directed to HCCA members (e.g., "HCCA members save 10% on this program") are not permitted.

Order Information

Today's Date

Organization Placing the Advertisement(s)

Date(s) of Insertion

Number of Times to Insert

Contact Information

Invoices:

Contact Person (*first and last name*)

Organization (*name of employer*)

Street Address

City/Town

State/Province

Postal Code

Country

Phone

Email (*invoices sent via email*)

Artwork:

Contact Person (*first and last name*)

Organization (*name of employer*)

Phone

Email

Ad Options

(Check the appropriate boxes below.)

PLEASE NOTE: Ad placement is determined on a first-come, first-served basis. 2021 prices subject to change.

1–4 issues

\$825/issue

5–7 issues

\$785/issue

8+ issues

\$745/issue

TOTAL \$ _____

**HCCA will contact you
after the insertion order is received.**

Terms

- Insertion order form and ad must be submitted together.
- An additional charge of \$250 will be assessed if we need to rework or reformat your ad(s) to meet our specifications.
- Claims made about products or services must be valid. It is not necessary that claims be validated in the ad copy, but claims and facts need to be substantiated if requested by HCCA.
- All direct competitors' advertising is prohibited.
- Advertisements are subject to approval by publisher.
- HCCA will invoice ads monthly.
- Payment is due upon receipt of invoice.

Send insertion order forms, ads, instructions, and questions to:

Mary Ratzlaff

Health Care Compliance Association
6500 Barrie Road, Suite 250

Minneapolis, MN 55435, United States

Phone: +1 952.405.7900 or 888.580.8373

Direct: +1 952.567.6221 **Fax:** +1 952.988.0146

Email: mary.ratzlaff@corporatecompliance.org

The screenshot shows the homepage of 'The Compliance & Ethics Blog' with logos for SCCE and HCCA. The main article is titled 'Tomell deSilva Ceasar on COVID, Careem and Compliance [Podcast]' dated September 3, 2020. Below the title is a social media share bar and a video player for the podcast. The post is by Adam Turteltaub. A sidebar on the right features social media follow buttons for SCCE (23,949 Fans, 47,000 Followers, 14,574 Followers) and HCCA (7,756 Fans, 27,000 Followers, 11,451 Followers). There are also links to 'Virtual CEI' and 'Effectively Managing Your Relationship with the Board'.

The graphic features a close-up of a microphone on the left. The text 'COMPLIANCE PERSPECTIVES podcast' is centered in a white box. Below it, a smaller white box contains the text: 'Sponsored by YourCompanyNameHere, a global provider of compliance solutions. yourcompanyurlhere.com'. The SCCE logo is in the bottom right corner.

About the Podcast

Publisher

Society of Corporate Compliance and Ethics & Health Care Compliance Association

Editorial

Each podcast (typically 10–15 minutes) covers an ethics or compliance-related topic. The podcasts address issues ranging from FCPA to HIPAA to helplines. Typically, 7–8 new podcasts are published each month.

Circulation

Rate is based on a new podcast receiving 600–800 listens in the first month that the podcast airs and on a platform that averages 16,000 downloads per month.

Sponsorship

A brief message is included in the audio of each new podcast published to the site during the sponsored month. The sponsor is also included in the graphic for each new podcast published that month. This is an exclusive sponsorship; only the message of one sponsor will appear in the podcast and blog post.

Ad Specifications

Podcasts

In the introduction of each new podcast published during the month, a message will list the sponsor's name, a brief (10 words or less) description of its products/services, and the URL of its home page. (SAMPLE AD COPY: "The Compliance Perspectives Podcast is sponsored by YourCompanyNameHere, a global provider of compliance solutions. yourcompanyurlhere.com")

Blog Post Graphics

On the blog post for each new podcast published during the month, a graphic will include the sponsor's name, a short (10 words or less) description of its products/services, and a clickable URL to its home page.

Due Dates

Copy is due on the 25th of the month prior to sponsorship start date.

Run Dates

The sponsorship message will remain on the podcast and blog post as long as they appear on *The Compliance & Ethics Blog*. (NOTE: Only new podcasts added during a month will have the sponsor's information included; previously recorded podcasts and accompanying blog posts will not.)

Restrictions

- The message cannot contain an active call to action, only describe the sponsor's products/services.
- The URL must be for the home page of the sponsor.

Order Information

Today's Date _____

Organization Placing the Advertisement(s) _____

Contact Information

Invoices:

Contact Person (first and last name) _____

Organization (name of employer) _____

Street Address _____

City/Town _____

State/Province _____

Postal Code _____

Country _____

Phone _____

Email (invoices sent via email) _____

Ad Copy:

Contact Person (first and last name) _____

Organization (name of employer) _____

Phone _____

Email _____

Sponsorship Options

\$1,250 per month. Sponsorship is on a first-come, first-served basis. 2021 prices subject to change.

Which Months? JAN FEB MAR APR MAY JUN
 JUL AUG SEP OCT NOV DEC

TOTAL \$ _____

*HCCA will contact you
after the insertion order is received.*

Terms

- All direct competitors are prohibited from sponsoring.
- Sponsorship message copy is subject to approval by publisher.
- Once the sponsorship message has been added to a podcast and accompanying blog post graphic, it cannot be revised or deleted.
- HCCA will invoice sponsor monthly.
- Payment is due upon receipt of invoice.

Send insertion order forms, copy, instructions, and questions to:

Meagan Strandberg

Health Care Compliance Association

6500 Barrie Road, Suite 250

Minneapolis, MN 55435, United States

Phone: +1 952.933.4977 or 888.277.4977

Direct: +1 952.405.7931 **Fax:** +1 952.988.0146

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