

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 non-profit, 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 12,500+ 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.

About HCCA Members

12,500+ members

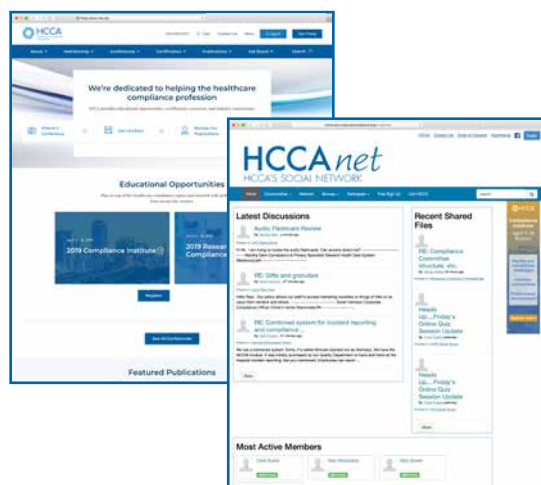


Ways to Reach HCCA Members

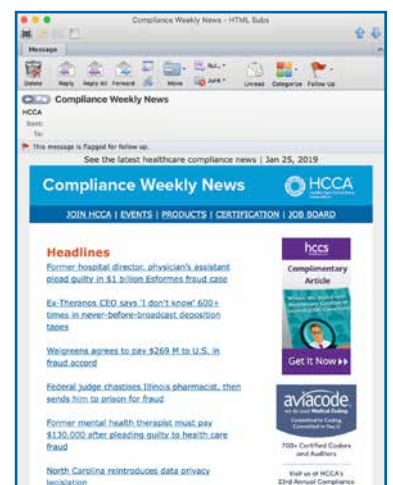
1. Magazine



2. Online



3. E-Newsletter



By the Numbers

Magazine : Compliance Today Magazine (CT)

page 4



12 issues per year

13,000+ copies distributed monthly

65/35 editorial/advertising ratio

Website : hcca-info.org

page 7



235,500+ webpage views monthly

1:21 average time spent on webpages

Social Network : *HCCAnet* (hcca-info.org/hccanet)

page 9



20,000+ webpage views monthly

13,000+ registered users

80+ active communities

E-Newsletter : CWN (Compliance Weekly News)

page 11



15,200+ newsletters emailed weekly

16.5% average open rate

22.5% average click-through rate

Editorial Calendar

JANUARY (due 10/1/18)

A preview of healthcare industry's antitrust compliance concerns in 2019

Articles will review the laws, regulations and issues as well as the recent actions taken by the enforcement agencies involved (FTC, DOJ, and State Attorneys General). Compliance concerns include: Clayton Act, Sherman Act, FTC Act, Price Fixing, Hospital Mergers and Acquisitions, and more.

FEBRUARY (due 11/1/18)

Risk Assessments

Articles will focus on the issues and concerns involved in developing and conducting a Compliance Risk Assessments for:

- Hospitals, Health Systems, Medical Centers
- Managed Care, Health Care Plans, Medicare Advantage, etc.
- Rehabilitation Hospitals and Behavioral Healthcare institutions
- Long-Term Care/SNFs, Homecare, Hospice
- Clinical Practice
- Pharmaceutical Manufacturer
- Medical Device Manufacturer

MARCH (due 12/1/18)

Quality Payment Programs (QPP)—established by MACRA 2015

Articles will focus on compliance concerns for health care providers related to: Advanced Alternative Payment models (APMs) and The Merit-based Incentive Payment System (MIPS).

APRIL (due 1/1/19)

Healthcare regulatory and compliance changes and concerns for 2019

Plus an article on new and revised state data breach laws.

Regulatory Compliance articles may focus on:

- Hospitals/Medical Centers/Health Systems
- Hospice and Home Health, Rehabs, SNF and LTC
- Clinical Practices
- Hospital based- and Independent Labs
- Pharmaceutical and Medical Device Manufacturers

MAY (due 2/1/19)

Compliance concerns for Nurse Practitioners and Physician Assistants

Plus an article on new and revised state data breach laws.

JUNE (due 3/1/19)

Auditing and monitoring compliance

Articles on concerns and issues related to this element of the Federal U.S. Sentencing Guidelines—"The organization shall take reasonable steps to ensure that the organization's compliance and ethics program is followed, including monitoring and auditing to detect criminal conduct"

Articles may focus on specific provider types including:

- Health Systems/Hospitals
- Research facilities
- Behavioral Health
- Long-Term Care, SNFs, HHAs
- Physician Practices
- Medical Device Manufacturers
- Pharmaceutical Manufacturers

JULY (due 4/1/19)

Enforcement actions and compliance issues related to Telemedicine

- HIPAA privacy and security concerns
- Practice Acts/License Issues
- Compliance policies for telemedicine
- State self-referral and kickback laws,
- Joint ventures, etc.

AUGUST (due 5/1/19)

Human trafficking and healthcare compliance issues

Articles may include a review of The Joint Commission (advisory issued)

SEPTEMBER (due 6/1/19)

A look at 2019 FCA, Stark/Anti-kickback, opioid crisis enforcement activities, and tips for compliance

OCTOBER (due 7/1/19)

A look into Privacy Compliance Concerns including articles on Risk Assessments on Privacy and Security

- For hospitals, medical centers, healthcare systems, etc.
- For physician practices
- For LTC and HHAs
- For Research institutions
- For Medical Devices and Pharmaceutical Manufacturers

NOVEMBER (due 8/1/19)

Compliance and enforcement concerns for Ambulance providers

- Compliance program issues for Ambulance
- Enforcement Actions and lessons learned

DECEMBER (due 9/1/19)

Compliance concerns for Medicare Advantage, Managed care organizations, and health plans—including changes in nonprofit healthcare-joint ventures

- with tech
- with for-profit entities



About the Magazine

Publisher

Health Care Compliance Association

Editorial

The magazine of the Health Care Compliance Association supports the HCCA mission to champion ethical practice and compliance standards and to provide the necessary resources for ethics & compliance professionals and others who share these principles.

Issuance

Frequency: Monthly (12 times per year)
Issue Date: 1st day of the month of issue
Established: 1999

Subscription Data

One subscription is included with each annual association membership.

Editorial/Advertising Ratio

A maximum ratio of 65/35 is maintained.

Circulation

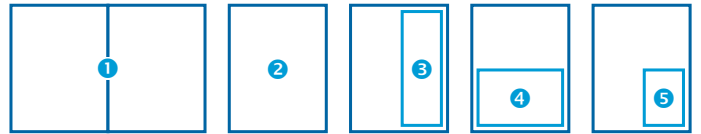
Rates are based on 13,000+ copies per issue (as of January 2019; average exclusive of samples, exchanges, etc.)

Coverage and Market

- National circulation
- Healthcare compliance professionals and those involved in healthcare
- Complimentary copies distributed at all national and international conferences and exhibits

Ad Specifications

Sizes (width × height)



- ❶ 2-page spread, full-bleed 17" × 11"
- ❷ 1-page, full-bleed 8.5" × 11"
- ❸ ½-page (vertical)..... 3.125" × 9.375"
- ❹ ½-page (horizontal)..... 6.5" × 4.4375"
- ❺ ¼-page (vertical)..... 3.125" × 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 .5" from all four sides of the ad.
- Add .125" bleed on all four sides of the ad.
- Include crop marks on the final PDF.

Due Dates

Ads are due on the 1st of the month 3 months prior to the issue date.

Production Specifications

Halftone Screen: 150–175 lpi

Print Method: Offset

Binding: Perfect

Cover Stock: 80# Gloss Cover

Text Stock: 88# Gloss Text (10% recycled content)

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) _____

Tearsheet(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. 2019 prices subject to change.

Inside Front / Inside Back Cover

	1x	3x (each)	6x (each)	12x (each)
1-page, full-bleed	<input type="checkbox"/> \$1,953	<input type="checkbox"/> \$1,888	<input type="checkbox"/> \$1,658	<input type="checkbox"/> \$1,477

Interior Page

	1x	3x (each)	6x (each)	12x (each)
2-page spread, full-bleed	<input type="checkbox"/> \$4,175	<input type="checkbox"/> \$4,120	<input type="checkbox"/> \$3,832	<input type="checkbox"/> \$2,820
1-page, full-bleed	<input type="checkbox"/> \$1,883	<input type="checkbox"/> \$1,818	<input type="checkbox"/> \$1,588	<input type="checkbox"/> \$1,407
½-page	<input type="checkbox"/> \$1,371	<input type="checkbox"/> \$1,315	<input type="checkbox"/> \$1,197	<input type="checkbox"/> \$1,105
¼-page	<input type="checkbox"/> \$1,032	<input type="checkbox"/> \$1,006	<input type="checkbox"/> \$957	<input type="checkbox"/> \$940

Polybag Mailer Insert

(Copies for insertion will be provided by your organization.)

1-page, full-bleed \$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

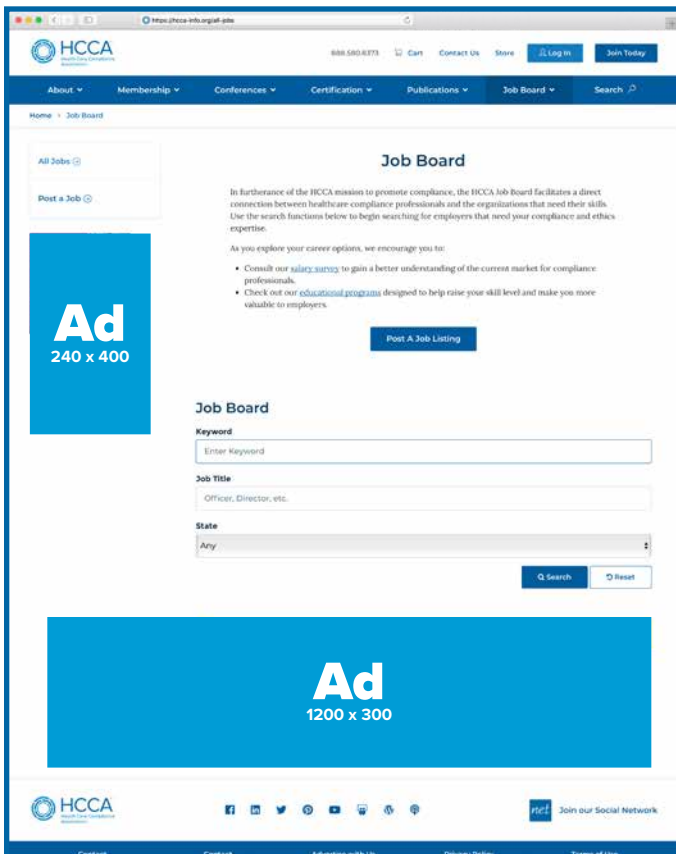
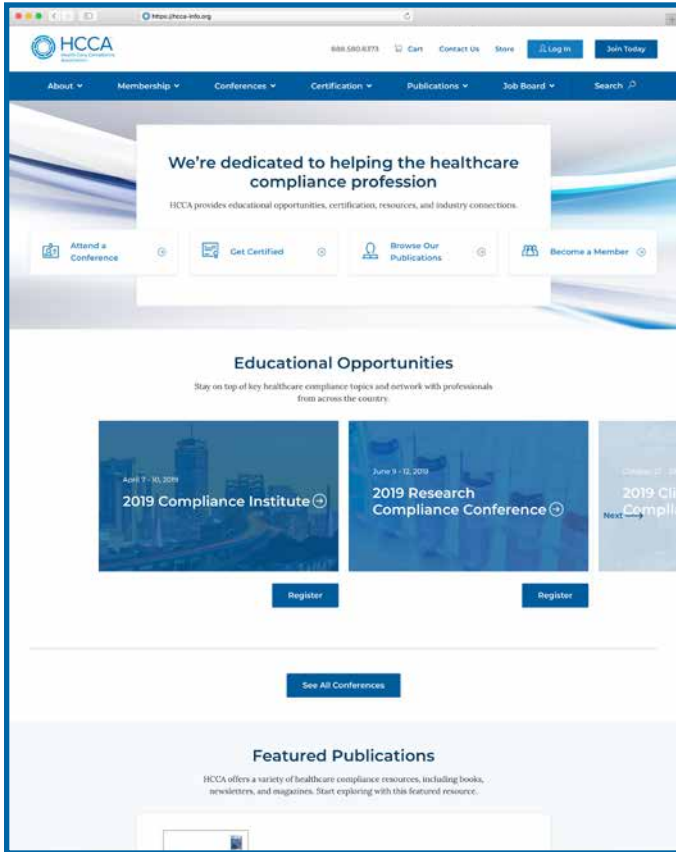
6500 Barrie Road, Suite 250

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, including education opportunities, certification, networking, and products.

Circulation

Rates are based on 235,500+ webpage views monthly, with an average time of 1:21 spent on webpages by an average of 43,844 active users per month.

Webpages Available for Advertising

- Job Board
- Event
- Library
- Store

Ad Specifications

File Requirements

- Dimensions = 1200 pixels wide x 300 pixels high
- Dimensions = 240 pixels wide x 400 pixels high
- Filetype = JPG, GIF, or PNG
- Filesize = 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.

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 allow advertising on the homepage. Ad placement is determined on a first-come, first-served basis. 2019 prices subject to change.

Banner Ad (1200 x 300; bottom of page)

How Many Months? 1-3 (\$2,175/mo) 4-7 (\$2,025/mo) 8-12 (\$1,950/mo)

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

Which Pages? Job Board Event Library Store

Logo Ad (240 x 400; left side of page)

How Many Months? 1-3 (\$750/mo) 4-7 (\$655/mo) 8-12 (\$625/mo)

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

Which Pages? Job Board Event 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

Society of Corporate Compliance and Ethics

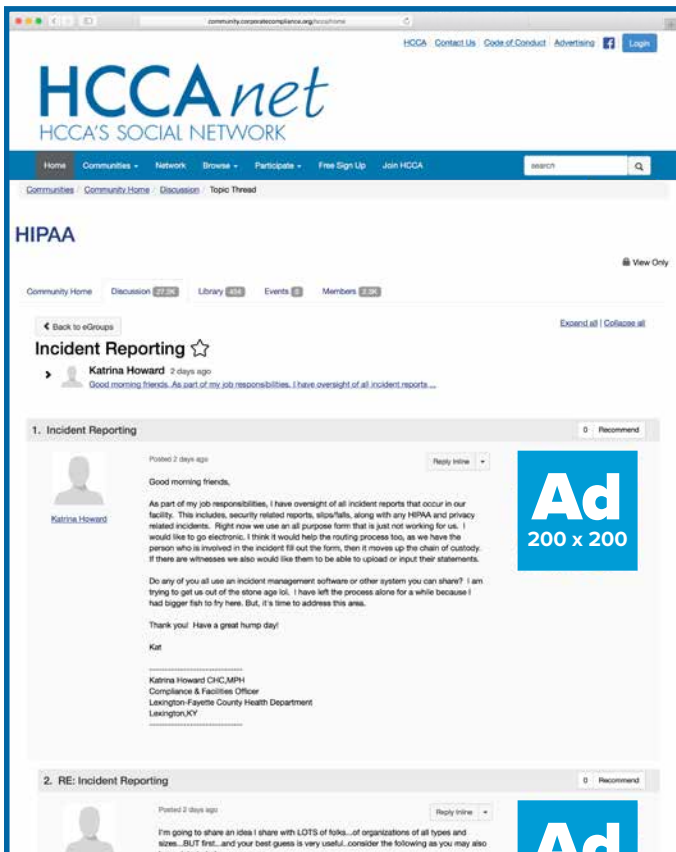
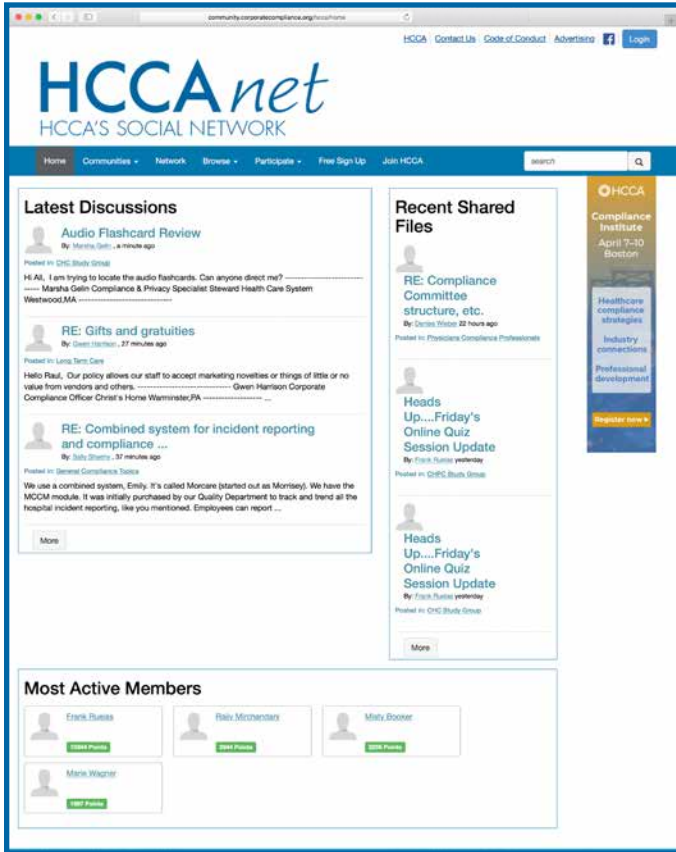
6500 Barrie Road, Suite 250

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 compliance & ethics 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 20,000+ webpage views monthly by 13,000 registered users.

Coverage and Market

80 active communities; readers are global compliance & ethics professionals.

Ad Options

Tiers

Ads are divided into 2 tiers, which are based on the volume of traffic in individual groups:

- Premium tier ads run on the webpages of 2 groups (chosen by advertiser) whose membership is ≥ 1000 .
- Standard tier ads run on the webpages of 2 groups (chosen by advertiser) whose membership is < 1000 .

Exclusivity

No other vendor's ads will appear in the chosen groups (or in emails sent by HCCA to members of those groups).

Quantity

Advertisers are allowed to run multiple ads per month.

Ad Specifications

File Requirements

- Dimensions = 200 pixels wide x 200 pixels high
- Filetype = JPG, GIF, or PNG
- Filesize = 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:

Doug Stupca

Society of Corporate Compliance and Ethics
6500 Barrie Road, Suite 250

Minneapolis, MN 55435, United States

Phone: +1 952.933.4977 or 888.277.4977

Direct: +1 952.567.6212 Fax: +1 952.988.0146

Email: doug.stupca@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. 2019 prices subject to change.

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

How Many Months? 1-3 (\$1,500/mo) 4-7 (\$1,350/mo) 8-12 (\$1,225/mo)

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

Which 2 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 LESS THAN 1,000 members)

How Many Months? 1-3 (\$750/mo) 4-7 (\$675/mo) 8-12 (\$625/mo)

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

Which 2 Groups? _____

TOTAL \$ _____

**HCCA will contact you
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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.

About the E-Newsletter

Publisher

Health Care Compliance Association

Editorial

CWN (Compliance Weekly News) is HCCA's free e-newsletter—for members and non-members alike—that delivers the latest healthcare compliance news impacting 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 15,000 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.

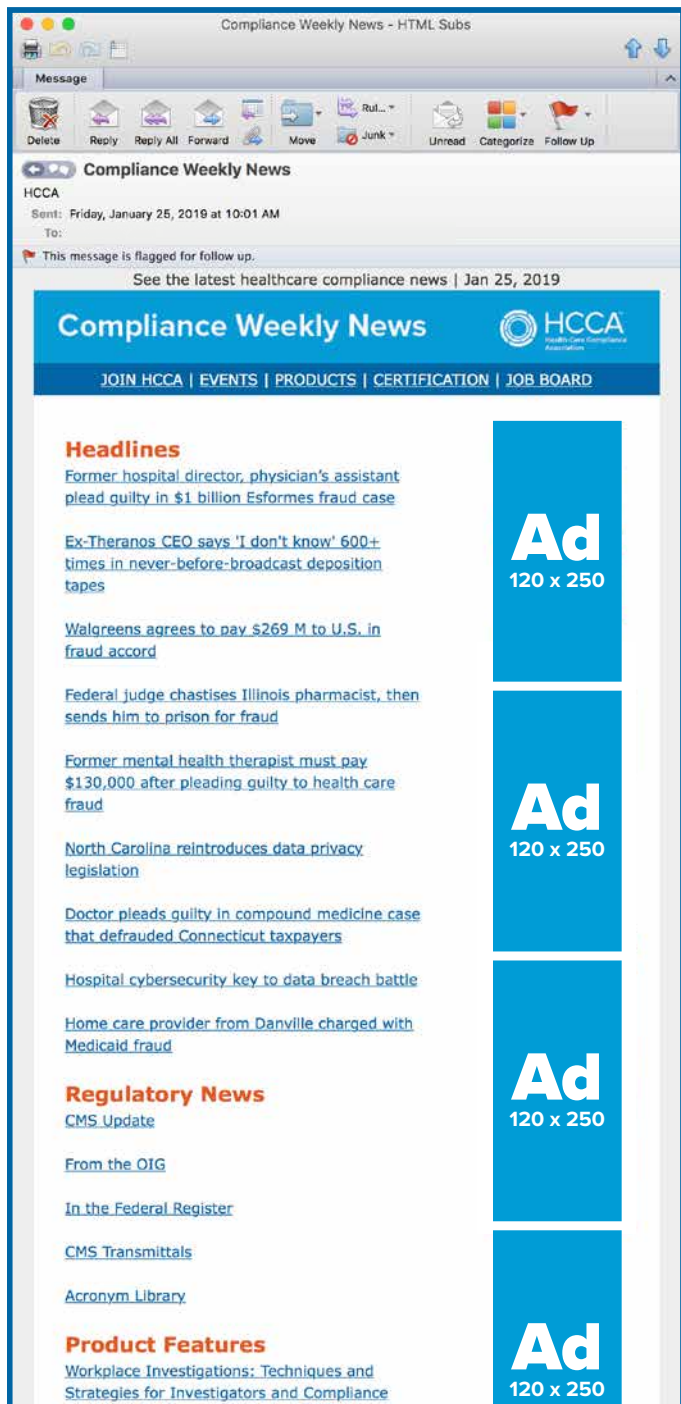
Ad Specifications

File Requirements

- Dimensions = 120 pixels wide x 250 pixels high
- Filetype = JPG, GIF, or PNG
- Filesize = less than 10 KB

Due Dates

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



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. 2019 prices subject to change.

Premium Placement

(at top and above the fold)

1-4 issues

\$925/issue

5-7 issues

\$855/issue

8+ issues

\$825/issue

Standard Placement

1-4 issues

\$825/issue

5-7 issues

\$755/issue

8+ issues

\$725/issue

TOTAL \$ _____

*HCCA will contact you
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Terms

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