

HEALTH eBRIEF

REACH

22,300

CLINICAL DOCUMENTATION SERVICE ORGANIZATIONS  
AND HEALTHCARE DOCUMENTATION PROFESSIONALS

EVERY WEEK

MEDIA KIT




# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET


## ADVERTISING OPTIONS

- A LEADERBOARD**  
This premier position provides your company with top exposure and quality traffic.
- B/1 SKYSCRAPER/HALF SKYSCRAPER**  
A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- C/1 TOP/BOTTOM BANNER**  
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- D PRODUCT SHOWCASE**  
Showcase your latest product with this placement and include a photo, 50-word description and link to your site.
- E CALLOUT TEXT AD**  
Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.
- F TRADITIONAL TEXT AD**  
Leverage the power of words with a 15-word text ad to drive traffic to your website.

A



Gain the Edge  
in an Evolving Industry



**Health eBrief**  
Clinical Documentation News

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**TRANSCRIPTION**

**Transcription efficiency: One facility's blended approach to controlling costs**


*For The Record* [Share](#) [Like](#) [+1](#) [Comment](#)

When senior leadership approached Michael Putkovich, RHIA, director of health information management at Spectrum Health System, about ways to reduce transcription costs, it gave him the opening he needed to step up exploration of how well speech recognition would fit with the seven-hospital system's processes. The top-down push to reduce transcription costs without impacting quality isn't unique to Spectrum. The heightened focus on transcription costs is driven in part by a projected 44 percent increase in dictation volume. [MORE](#)

MedQuist

Power Your EHR

Smart Documents + Meaningful Data



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**C**

Health Management TECHNOLOGY

Healthcare Information Systems Solutions Since 1990

**Transcription quality best practices: A preview to the new industry standards**

*For The Record* [Share](#) [Like](#) [+1](#) [Comment](#)

As colleagues in an industry expected to be masters of the English language, we understand that a "burro" is a donkey, while a "burrow" is a hole in the ground. Every member of the medical transcription profession is expected to know the difference for such homonyms or any other grammatical nuance that could affect quality in clinical documentation. Unfortunately, transcription quality assessments have been considered by some as the crossroads between "you can't manage what you can't measure" and "figures don't lie but liars can figure," especially when contrasting the quality compliance reports submitted by some outsourcing vendors against quality complaints from physicians for the same reporting period. [MORE](#)

md-it

Medical Documentation We make it easy and affordable for physicians to create, store, and share clinical notes in electronic format. [More info](#)

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**CODING**

**How will the transition to ICD-10 codes affect health IT?**

*ResearchHealthIT* [Share](#) [Like](#) [+1](#) [Comment](#)

While most of the world is using the International Classification of Diseases, 10th Revision, or ICD-10, to describe diseases and morbidity and mortality data, the United States continues to use ICD-9, which was published more than three decades ago, for morbidity data and Medicare and Medicaid claims. The U.S. remains the only developed nation in the world still using ICD-9. The Department of Health & Human Services has mandated a migration to ICD-10 codes by Oct. 1, 2013. The consequences are high for failing to convert: Medical claims submitted after that date will be rejected if they don't use the appropriate ICD-10 codes. [MORE](#)

B1

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**Ready your CDI staff for ICD-10 implementation**

*Association of Clinical Documentation Improvement Specialists* [Share](#) [Like](#) [+1](#) [Comment](#)

Three years. That's how long you have to prepare for the implementation of the International Classification of Diseases, 10th Revision (ICD-10). If you are among those who think there is still plenty of time to prepare, or if you think CDI specialists already understand as much as they need to about the shift, think again. "The enormity of this change still hasn't hit people," says Stanley Nachimson, principal of Nachimson Advisors. "The change is incredible, and the documentation improvement team needs to know about this right away." [MORE](#)

F

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**C1**

All the Training You Need to Succeed

**SECURITY**

**Meaningful use must serve the patient**

*Healthcare IT News* [Share](#) [Like](#) [+1](#) [Comment](#)

The U.S. needs to address the challenges of patient privacy and security in order to put healthcare IT to the best use, said ONC head David Blumenthal, M.D. As hospitals and physician organizations scramble to use EHRs effectively, they must not forget to make the patient their highest priority. "There is nothing in the framework of the HITECH act not related to serving patients," he said, during an educational session at Medical Group Management Association meeting. [MORE](#)

E

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**Finally, Speech Recognition that really works for healthcare**

*Primer* [Share](#) [Like](#) [+1](#) [Comment](#)

Primer: You're looking about using speech recognition for high-volume dictation medical specialties or the mission-critical radiology department, or streamlining transcription across all departments using enterprise speech recognition, MedQuist can help. [MORE](#)

D

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**GENERAL BUSINESS**

**Retirement plans for self-employed workers**

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Self-employed workers have the same retirement needs as the office-commuting population, only no beneficent employer offers carrots in the form of retirement benefits. So they have to grow their own. Fortunately, Uncle Sam helps out by letting small-business owners stash away retirement savings in tax-favorable accounts designed especially for them. [MORE](#)


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**PRODUCT SHOWCASES**

**21st Century Solutions for Dictation and Transcription!**

DICTRAN



Dictran provides high-quality dictation and transcription products to the medical, legal, and business industries. In fact, our attention to every detail of your dictation and transcription needs has been proven and awarded. [More info](#)

**3M™ Mobile Dictation Software**

3M™ Mobile Dictation Software is a powerful new digital medical dictation application that runs on BlackBerry® and Windows Mobile® smartphone platforms. It allows physicians to use their smartphones of choice to capture and securely transmit digital dictation files for transcription and then send the files to a hospital information system, electronic medical record or practice management system. [More info](#)

**Document Management**

Our Web-based platform sets the industry standard for creating, storing and sharing clinical notes from any Internet-enabled device. We've worked with hundreds of practices to create a workflow unique to their needs. There aren't many variables we haven't seen and solved by now. [More info](#)

D

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# AD RATES & SPECS

Prices are for participation in 13 emails to 22,300 clinical documentation service organizations and healthcare documentation professionals (one 90 day cycle)



Leaderboard  
**\$3500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**120k**



Top/Bottom Banner  
**\$3000/\$2750**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**50k**



Skyscraper/Half Skyscraper  
**\$3000/\$2500**

Image Dimensions  
**120x600**  
**120x300**

File Format  
**JPEG, GIF**

Max File Size  
**150k**  
**75k**



Product Showcase  
**\$2950**

Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad  
**\$2500**

Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad  
**\$1500**

Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et. [More](#)

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

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HEALTH eBRIEF, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO MEDICAL TRANSCRIPTION SERVICE ORGANIZATIONS NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of medical transcription service organizations nationwide, Health eBrief keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

HEALTH eBRIEF  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN HEALTH eBRIEF:



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For over 21 years, our members have turned to the association as the informational authority of the industry. Advertising in Health eBrief solidifies your place among weekly information provided to MTIA members.



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Subscribers to Health eBrief have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

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## FREQUENCY

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The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



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