

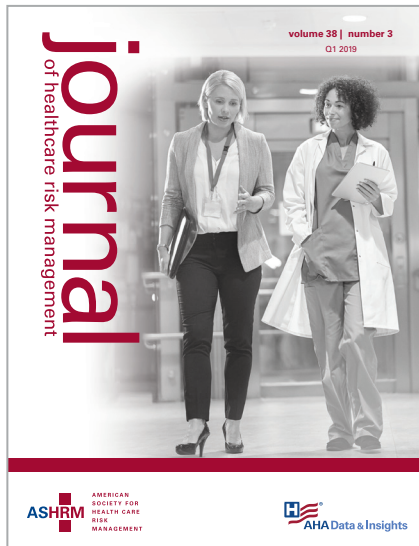
## 2020 Engage Health Care Risk Managers

2020 ASHRM Year-Round Sponsorship Program

ASHRM promotes safe and trusted health care through education, leadership and professional support. Our efforts emphasize the development and implementation of safe and effective patient care practices, the preservation of financial resources and the maintenance of a safe working environment in health care.

13,500+  
Risk Management Leaders

6,100+  
Members Nationwide



## Advertising: Journal of Healthcare Risk Management

Published Quarterly (online and print);  
Circulation: approximately 6,100  
(*ASHRM Members, Libraries*)

As the leading publication in its field since 1980, ASHRM's *Journal of Healthcare Risk Management* has established itself as a showcase for the health care risk management industry. The Journal focuses on insightful, peer-reviewed content about patient safety, enterprise risk management, insurance, legal and other timely health care risk management issues.

Q3 2020: Annual Conference Issue

Location	Cost	Width	Height
Outside Back Cover	\$2,500	8 ¾"	11½"
Inside Cover	\$2,500	8 ¾"	11½"
Full Page	\$2,000	8 ¾"	11½"
Horizontal Half Page	\$1,000	7 ½"	5"

Visit [www.ASHRM.org/journal](http://www.ASHRM.org/journal) for calendar and deadlines.

### Ad Requirements:

- Acceptable file formats are high-resolution (at least 300 dpi) JPEG, TIFF, or EPS files. No PDFs
- All images must be flattened and text rasterized
- Ads must be entirely CMYK

### For Full-Page Bleed

- Trim size: 8½" x 11"
- For "live size" allow ¼" on all sides
- For full bleeds, allow an additional ⅛" on all sides

### Website Advertising

ASHRM.org receives over 28,000 visitors a month and 71,000 unique page views; that spend an average of 2 minutes and 46 seconds per session.

Opportunity	One year	Home Page Positions Available	Annual Conference Page Positions Available
Tower	\$3,700	4	-
Full Banner	\$3,500	3	4
Half Banner	\$3,000	4	2

\*Please contact us for frequency or bundled pricing

All advertisement and sponsored content are subject to review and approval by ASHRM.

Partner with ASHRM. Contact our team today.  
**Nick Schuette** – [nschuette@smithbucklin.com](mailto:nschuette@smithbucklin.com) P: (312) 673-4974

## Newsletter Advertising

Newsletter	Length of Run	Starting Costs
eNews 19,400 Distribution	13-Week Cycle	\$2,000
Career Connections 5,800 Distribution	13-Week Cycle	\$2,000

\*Please contact us for frequency or bundled pricing

## Targeted Emails to ASHRM Members

Your company will provide HTML that ASHRM will send on your behalf to over 6,100 members. ASHRM's sponsored emails have an average open rate of 25%.

\$3,000 – November thru August

\$3,500 – September and October  
(pre or post conference email)

## Webinar Opportunities

**Hosted Webinar \$5,000**

Provide thought leadership to our members by hosting a webinar for ASHRM members.

**Branded Webinar \$3,500**

Webinars are offered throughout the year to ASHRM Members with the opportunity to align yourself with the content. Logo will appear on slides and company name will be announced before start

## Mailing List

\$1,300 – send one time mailing to ASHRM's 6,100+ members. Content must be approved by ASHRM prior to accepting application.

## Content Marketing Packages

Does your organization already have valuable content developed that would help Health Care Risk Managers solve day to day problems...white papers, case studies? Let us help you promote your thought leadership through a special call out in our Weekly Newsletter directing members to your content.

**ASHRM** AMERICAN SOCIETY FOR HEALTH CARE RISK MANAGEMENT FORWARD | CONTACT  
**eNews**

**Full Banner**  
468 x 60

**Member News**

**Preparing Physicians Offices for Disasters**  
Senior risk management consultant Joan M. Porcaro outlines how to create a well-designed disaster action plan to safeguard patients and staff, protect health information, minimize disruption and provide for orderly recovery. [Read more...](#)  
*ASHRM Forum*

**AHA Center for Health Innovation Issues New Market Intelligence Tools**  
The AHA Center for Health Innovation has unveiled the first in a series of new market intelligence tools for hospital and health system leaders. [Read more...](#)  
*AHA*

**ASHRM Updates**

**Effective Leadership Through the Process of Emotional Connection**  
**ASHRM January Webinar**  
**Wednesday, January 23, 1-2 p.m. CT**  
This webinar provides an overview of the science of emotional connection, covering key concepts in creating safe and secure bonds with team members and patients. Successful teams are those that foster and maintain a culture of CONNECTION. A place where people support and help each other and willing to collaborate, a place where everyone feels part of the team.  
The Emotional Connection process or EmC is designed to engage every person on the team in understanding the ineffective strategies that start negative interactional cycles. The EmC process is based on scientific research and adult bonding where emotional connection is seen as the most powerful motivational force in our brain.  
This webinar will provide you with specific techniques and skills to align and connect on a

**ASHRM** AMERICAN SOCIETY FOR HEALTH CARE RISK MANAGEMENT FORWARD | CONTACT  
**Career Connections**

**ASHRM Career Center**

**Attract Top Talent with the ASHRM Career Center**  
The ASHRM Career Center is viewed by thousands of highly qualified and motivated health care risk management professionals each month. This self-service platform is the easiest way to attract top talent for your job openings.  
[Post on the ASHRM Career Center](#)

**Featured Employer**

**Director of Quality Management**  
St. Luke's  
Duluth, MN  
The Director-Quality Management plans, coordinates, monitors and evaluates all components of an integrated quality system, including quality measurement and reporting, patient safety initiatives and risk management.

**Clinical Risk Manager**  
Parker, Smith & Feek  
Bellevue, WA  
Responsibilities include providing clinical risk management education and consulting services for clients, and providing content for new and ongoing CRM informational products and services.

**More Job Openings**

- [Director of Risk Management and Corporate Compliance](#) Holyoke, MA
- [Quality and Risk Manager](#) Woodburn, OR
- [Risk Manager & Risk Officer](#) Tacoma, WA
- [Experienced Patient Safety Risk Manager](#) Jacksonville, FL
- [Director, Patient Safety](#) Pittsburgh, PA
- [Clinical Risk Manager](#) New York, NY
- [Risk Manager](#) Roseburg, OR
- [Clinical Risk Management Specialist](#) El Segundo, CA

More than 100 healthcare risk management jobs are currently posted in the ASHRM Career Center.

Partner with ASHRM. Contact our team today.  
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American Society for Health Care Risk Management

# HRM WEEK

## JUNE 15-19, 2020

### 2020 HRM Week (Exclusive)

Priority Points: 10

Cost: \$30,000

2019 Sponsor will receive first right of refusal for 2020 (ASHRM reserves the right to change the benefits or costs and sponsor must notify ASHRM of intention to renew by December 1st, 2020).

Health Care Risk Management Week, **June 15-19, 2020** is the American Society for Health Care Risk Management's annual campaign to raise awareness about the critical role risk management and patient safety professionals play in helping ensure that patients receive safe and trusted health care.

- 90,000+ Impressions

#### Benefits:

- ASHRM HRM Week-Presented by **SPONSOR**, will be listed in all marketing promotions regarding the ASHRM HRM Week
- Minimum of (4) ASHRM emails will be distributed to the 6,000+ Membership Base Leading up to HRM Week. ASHRM HRM Week Presented by **SPONSOR** will be listed
- Press Release template for sponsor's internal use
- (2) Website homepage placements that list HRM Week-Presented by **SPONSOR** through the month of June
- (1) Lower Level Full banner Ad on ASHRM website homepage Thanking HRM Week Sponsor for their support and contribution (June-December)
- ASHRM HRM Week Presented by **SPONSOR** will be promoted on all ASHRM social media outlets
- ASHRM HRM Week Webinar Presented by **SPONSOR**
  - **SPONSOR** to provide speakers and content (in collaboration with ASHRM). The webinar is executed and hosted through ASHRM platform.
- Opportunity to send (1) dedicated email blast to ASHRM members
- (1) Thank you email will be distributed to AHSRM Membership from ASHRM for participation, ASHRM HRM Week Presented by **SPONSOR** will be listed
- ASHRM Annual Conference Recognition as HRM Week Sponsor

**2020 HRM Week Theme will be delivered around the first week of March. Theme will complement and lead into the annual conference theme.**

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# Every Day Risk Managers DECIDE on

**Event Reporting** Video Camera Systems Loss Tracking  
Re-insurance **Auto Insurance** Credential Tracking  
Outside Legal Counsel Captive Insurance *Infection Control*  
Barcode Systems Insurance Placement IV Companies and Compounding  
Security and Safety Systems **Patients Safety Devices**  
Patient ID Systems Emergency Preparedness Plans and Products  
*Leadership and Development Courses* Signage  
Continuing Education Providers **Fire Alarms, Testing and Drills**  
Property and Casualty Insurance Claims Management Systems  
Lighting **Workers' Compensation Insurance** Emergency Call Systems  
Excess Insurance Carriers *Predictive Modeling*  
*Building Design and Renovation* Documentation Systems Facilities Management  
Auxiliary and Emergency Lighting Systems  
**IT Security Studies** *Special Event Insurance*  
Cyber Liability Insurance Automatic Medication Dispensing Devices