



SOCIETY FOR
Healthcare Strategy & Market DevelopmentSM
of the American Hospital Association

Futurescan 2019 Sponsorship AGREEMENT

Futurescan—the premiere publication of the Society for Healthcare Strategy & Market Development (SHSMD) of the American Hospital Association—features the perspectives of national healthcare thought leaders on the most pressing issues of the day. SHSMD has published *Futurescan* in collaboration with the American College of Healthcare Executives (ACHE) since 1999.

SHSMD’s membership of 4,000-plus healthcare strategists receives a copy of the publication as a member benefit. Both SHSMD and ACHE sell *Futurescan* to members and nonmembers. In addition, AHA leadership uses and distributes *Futurescan* as part of various training and strategic events.

In *Futurescan 2019–2024*, a panel of thought leaders will address eight key issues regarding healthcare transformation that every professional in the field should understand.

- **The opioid crisis**
- Digital health
- **Healthcare biotechnology**
- The keys to improving provider quality while lowering costs
- The healthcare workforce shortage
- Optimal models for hospital/health system governance
- Physician aggregation
- States’ role in healthcare regulation

The expert insights shared in the publication will be supported by data from a survey of hospital and health system leaders across the country.

Developed annually by SHSMD, *Futurescan 2019* will be an essential tool for strategic planning that examines the forces of change shaping the evolving healthcare landscape.

The introduction will be written by renowned **futurist and author Ian Morrison, PhD**, who will also facilitate a dedicated webcast highlighting the publication’s findings.

Sponsorship Benefits

- Sponsor recognition on the front cover, with logo on the back cover, and “About the Sponsor” 70 word description inside the publication.

SHSMD Audiences

- Print copies distributed to all 4,250 SHSMD members in January of 2019.
- On average, approximately 1,400 additional copies sold throughout the year to SHSMD members to share within their healthcare organizations.
- Sponsor recognition in multiple print and digital promotions to SHSMD members, including:
 - Carousel banner ad on SHSMD home page for 2-3 months at various intervals throughout the year
 - Product listing in the SHSMD e-store throughout the year, including link to sponsor's website for one year.
 - News item with Spectrum print magazine for members in January/February issue
 - Four news briefs throughout the year in Inside SHSMD e-newsletter distributed to SHSMD members and 5,000 prospects
 - Two e-mail blasts in December and February distributed to SHSMD senior leaders and 5,000 prospects
- Sponsor recognition in the February *Futurescan 2019* webcast (and associated PowerPoint deck) highlighting key findings of the publication. The webcast typically generates 400-500 registrations, and attendees include both SHSMD members and other healthcare leaders associated with the American Hospital Association.
 - Sponsor recognition and logo included in to two e-blasts in January and February promoting the webinar
 - Free recording of webcast is accessible to members on the SHSMD website for up to three years.
 - A *Futurescan* PowerPoint template is made available to all SHSMD members to share within their organizations. Downloads total about 700 per year.
- Sponsor recognition (with link to sponsor website) in news release distributed in January to 50 healthcare industry trade publications and websites.
- Recognition as *Futurescan* sponsor on digital screens at SHSMD's annual conference in October 2018. Attendance is typically between 1,500-1,750 members.

American Hospital Association (AHA) Audiences

- Sponsor recognition in promotions to other American Hospital Association audiences such as the 1000 members of the AHA's Association for Community Health Improvement (ACHI) through a promotion in the ACHI newsletter

American College of Healthcare Executives (ACHE) Members

- Nearly 900 copies of the publication sold to ACHE members throughout the year.
- An additional 800 copies distributed by ACHE to members of its CEO Circle Forum.
- The publication is promoted throughout the year to more than 48,000 ACHE members via direct marketing, advertising, and other promotional efforts. Although these promotions may not mention the sponsor outright, the SHSMD store will showcase the sponsor and the sponsor's website link, and the publication itself will showcase the sponsor.

