Resource Guide

The December issue of Healthcare Informatics features our annual Resource Guide, a comprehensive guide to all essential vendors in the industry. Including your listing in the most specific product listing guide in the industry ensures qualified lead generation.

Benefits of including your listing:

- Distribution to more than 49,000 healthcare executives
- Fully searchable online version
- Extensive distribution at major industry tradeshows throughout 2010
- Year-long presence with online listings

Your listings will be seen by:

- Information Management including CIO/CTO/VP Information Systems
- General & Financial Management including CEO/CFO/Administrators
- Clinical Management
- Others allied to the field

SAVE 10% WHEN YOU ORDER ONLINE BY OCTOBER 1

VISIT: http://directory.healthcare-informatics.com

3 easy ways to include your listing:

1. ONLINE at http://directory.healthcare-informatics.com
2. FAX your completed form to 646-417-5702
3. MAIL your completed form to:
   Alexandra Bonanno, Vendome Group, 149 Fifth Avenue, 10th Floor, New York, NY 10010

For more information regarding listings, please contact:
   Alexandra Bonanno • 212-812-1415 • abonanno@vendomegrp.com
Choose from four listing styles — All available in print, online, or both!

- **Option 1: Standard Listing**
  - Healthcare Informatics
  - New York, NY
  - Contact: Alexandra Bonanno
  - Ph. (212) 812-1415 Fax (646) 417-5702
  - E-mail: abonanno@vendomegrp.com
  - Web: www.healthcare-informatics.com

  **Option 1 Rates:**
  - Print Only: $110 per category
  - Online Only: $80 per category
  - Print/Online Value Package: $140 per category

- **Option 2: Enhanced B/W Logo Listing**
  - Healthcare Informatics
  - New York, NY
  - Contact: Alexandra Bonanno
  - Ph. (212) 812-1415 Fax (646) 417-5702
  - E-mail: abonanno@vendomegrp.com
  - Web: www.healthcare-informatics.com

  **Option 2 Rates:**
  - Print Only: $215 per category
  - Online Only: $160 per category
  - Print/Online Value Package: $275 per category

- **Option 3: Text (35 words) & B/W Logo Listing**
  - Healthcare Informatics
  - New York, NY
  - Contact: Alexandra Bonanno
  - Ph. (212) 812-1415 Fax (646) 417-5702
  - E-mail: abonanno@vendomegrp.com
  - Web: www.healthcare-informatics.com

  **HC1 has strategically narrowed its target audience, resulting in a laser-focused reader profile — healthcare IT leaders including CIOs and CMIOs. We write using a six-department format to ensure every aspect of their job is addressed.**

  **Option 3 Rates:**
  - Print Only: $370 per category
  - Online Only: $275 per category
  - Print/Online Value Package: $475 per category

- **Option 4: Text (75 words) & Color Logo Listing**
  - Healthcare Informatics
  - New York, NY
  - Contact: Alexandra Bonanno
  - Ph. (212) 812-1415 Fax (646) 417-5702
  - E-mail: abonanno@vendomegrp.com
  - Web: www.healthcare-informatics.com

  **HC1 has strategically narrowed its target audience, resulting in a laser-focused reader profile — healthcare IT leadership (CIOs, CMIOs) in small hospitals to nationwide health systems. We write for them using a six-department format to ensure every aspect of their job is addressed monthly. All reporters on staff integrate our keyword strategy into their stories: C-suite IT leadership, total cost of ownership, and enterprise integration. It’s a simple and consistent approach that provides real value to our target readers.**

  **Option 4 Rates:**
  - Print Only: $530 per category
  - Online Only: $400 per category
  - Print/Online Value Package: $690 per category
### STEP 2  Select Your Listing Categories

- 0100 Acute
- 0200 Ambulatory
- 0250 Ancillary/Specialty Management
- 0300 Asset Tracking—Bar Coding/RFID
- 0400 Business Continuity/Disaster Recovery
- 0450 Care Management
- 0460 Change Management
- 0500 Clinical Data Warehouse
- 0550 Clinical Decision Support/Evidence-based Medicine
- 0600 Clinical Information System/Hospital Information System
- 0700 Clinical Decision Support/Evidence-based Medicine
- 0750 Clinical/Patient Portals
- 0800 Computer-based Provider Order Entry
- 0900 Computer Carts/Mobile Computing
- 1000 Consulting—Outsourcing
- 1050 Consulting—System Implementation
- 1100 Consulting—User Adoption/Workflow
- 1200 Consulting—User Adoption/Workflow
- 1250 Dashboards (Project Management/Staff Utilization)
- 1275 Dashboards (Revenue Cycle Management)
- 1300 Diagnostic Devices
- 1400 Dictation/Transcription
- 1500 Document Imaging/Management
- 1550 Education/Compliance/Legal
- 1600 EDIS
- 1650 HIS
- 1700 Education/Compliance/Legal
- 1750 Education/Compliance/Legal
- 1800 EMR/EHR
- 1900 Enterprise Resource Planning/Business Intelligence/Business Process Management
- 1950 Enterprise Revenue Management
- 1975 Environmental/Building
- 2000 Executive Search
- 2100 Executive Search
- 2140 HIM
- 2175 HIE/RHIOs/NHIN
- 2200 Imaging/PACS
- 2250 Informed Consent
- 2300 IS Management & Consulting
- 2350 Kiosk Solutions
- 2400 Lenders/Financial Institutions
- 2450 LIS
- 2500 Long Term Care
- 2550 Managed Care
- 2600 Managed Care
- 2650 MDS Assessment
- 2700 Medication Cart
- 2750 MDS Assessment
- 2800 Medication Management—Bar Coding/RFID
- 2850 Messaging
- 2900 Medicare/Medicaid
- 2950 Middleware
- 3000 MR-Safe Lighting/Patient Comfort Imagery
- 3050 Network
- 3100 Network
- 3140 Nurse Call Systems
- 3150 Nursing/Patient Information Systems
- 3200 ORIS
- 3250 Pathology Information System
- 3300 Patient Flow/Logistics
- 3350 Patient Flow/Logistics
- 3400 Pharmacy Management Systems
- 3450 Pharmacy Management Systems
- 3500 PHR
- 3550 PHR
- 3600 Practice Management
- 3700 Radiology Information System
- 3750 Radiology Information System
- 3800 RCM—Claims Management
- 3850 RCM—Claims Management
- 3900 RCM—Payer Contract Management
- 3950 RCM—Payer Contract Management
- 4000 Scheduling—Procedures
- 4050 Scheduling—Procedures
- 4100 Scheduling—Staff
- 4150 Scheduling—Staff
- 4200 Security
- 4250 Security
- 4300 Storage
- 4350 Storage
- 4400 Supply Chain Management
- 4450 Supply Chain Management
- 4500 Systems Integration
- 4550 Systems Integration
- 4600 Telehealth/Telemedicine
- 4650 Telehealth/Telemedicine
- 4700 Wireless Devices
- 4750 Wireless Devices
- 4800 Wireless Networking
- 4850 Workflow Solutions
- 4900 Workflow Solutions
- Other *
- Other *

*If you cannot locate an appropriate category from our list, you may add your own. Category names may be edited for most prominent location. We reserve the right to refuse certain category additions.

### STEP 3  Provide Listing Details (*denotes published fields)

Company Name* ________________________________________________________________

Address ______________________________________________________________________________

City* ___________________________ State/Province* _____ ZIP/Postal Code _______________________

Phone* ( )__________________________ Fax* ( )__________________________

E-Mail* ____________________________ Web Site* ____________________________

Contact Name* ____________________________ Title ____________________________

Order contact:  ❑ Same as above  ❑ Below (should we have questions concerning this order):

Name/Company ________________________________________________________________

E-Mail __________________________________ Phone ( )__________________________ Ext.____

I authorize Healthcare Informatics to use all information provided in listings for print and/or electronic publication. I also authorize HCI to contact our company for future updates.

Your Signature: ____________________________ ❑ Please contact me regarding display advertising in addition to my listing.
STEP 4 Calculate Your Listings

Multiply number of categories selected (Step 2) by cost per category (Step 1) based on the print/online options you’ve selected:

\[
\text{# categories} \times \text{Cost per category} = \text{Total (A)}
\]

Enhance Your Listings:

- Run a PHOTO with my listing(s) — add $300 per photo placement
  \[
  \text{Total (B)}
  \]
- Place my listings in a SHADED BOX — add $300 flat fee
  \[
  \text{Total (C)}
  \]
- Subtract $350 if you are a DISPLAY ADVERTISER in this issue
  (Full page ad, for example)
  \[
  \text{Total (D)}
  \]

Total due with order: Add Totals A-D

Payment Method: Please make checks payable to Vendome Group.

Check Enclosed  MasterCard  VISA  American Express

Credit Card Number ____________________________ Expiration Date __________
Cardholder Name ______________________________ Signature __________________
Billing Address ____________________________________________________________
City ___________________________ State/Province _______ ZIP/Postal Code ________

STEP 5 Supply Artwork/Text (if applicable) and Submit Your Order

ARTWORK SPECIFICATIONS: Logos: Please e-mail your black-and-white logo (options 2 or 3) or color logo (option 4) to abonanno@vendomegrp.com or save to CD or DVD and submit with your order. We will accept the following formats: Mac or PC in TIFF or EPS format, minimum 300 dpi. NOTE: Match (spot) colors are not accepted. All colors will be built from process (CMYK), and we can not guarantee an exact match. If logo is not received by the deadline, we will typeset your company name in lieu of a logo. PHOTOS: We will accept 4-color prints, slides, or transparencies. Color copies and color laser prints are NOT acceptable. Photos can be submitted electronically by e-mailing them to abonanno@vendomegrp.com or saving them to CD or DVD and submitting with your order. We will accept the following formats: Mac or PC in TIFF or EPS format, minimum 300 dpi. If sending multiple photos, be sure to label each with its appropriate product category.

SUPPORT TEXT SPECIFICATIONS (Options 3 & 4): Your support text (35 words for Option 3; 75 words for Option 4) should be submitted both as a hard copy (with your order) and electronically (MS Word or WordPerfect). Electronic files may be e-mailed to abonanno@vendomegrp.com or saved to a CD and sent with the hard copy. Please make sure your company name exactly matches what appears on your form. Do NOT put company or product name in bold, italics, or all caps unless it always appears in print that way.

Receive a $350 CREDIT TOWARD YOUR LISTING if you run a display ad in the December issue of Healthcare Informatics.

To inquire about display advertising, contact your sales representative:

Nicole Casement  Carrie Kaplan
Group Publisher,  East Coast Accounts
West Coast Accounts  914-693-1180
212-812-8416  ckaplan@vendomegrp.com
ncasement@vendomegrp.com

Jacqui Morin
Midwest Account Manager
212-812-8424  jmorin@vendomegrp.com

Submit Your Order:
Mail or fax your order (pages 2-4) to: Alexandra Bonanno, Vendome Group
149 Fifth Avenue, 10th Floor, New York, NY 10010 • Fax: 646-417-5702