

## January

### Features:

- Monthly Data Watch: Healthcare Trends to Watch in 2021
- Fierce 15 Awards
- 2021 Calendar of Healthcare Events
- 2021 Top Physician Salaries by Specialty
- List: Policy Leaders to Know in Healthcare
- Healthtech Funding Snapshot: January
- Vodcast: Top Stories to Watch in Q1

### Events On Our Radar:

- 39th Annual J.P. Morgan Healthcare Conference coverage
- 2021 International CES coverage

## February

### Features:

- Social Determinants of Health
- Fourth-Quarter/End of Year Earnings Recap
- List: Physician Compensation
- List: Top Insurers by Revenue
- List: Corporate Headquarters (payers)
- Healthtech Funding Snapshot: February

### Events On Our Radar:

- 2021 Health Datapalooza and National Health Policy Conference Coverage
- CMS Quality Conference Coverage

## March

### Features:

- Quarterly Data Project: Tech Startups That Have Raised the Most Funding
- Fierce Healthcare Fierce Madness
- Telehealth & CMS rulemaking (Virtual event)
- Healthtech Funding Snapshot: March

### Events On Our Radar:

- SXSW 2021 Coverage
- AONE 2021 Annual Meeting Coverage

## April

### Features:

- Minority Executives of Influence Awards
- A Look at the Latest MA and Part D Rates for 2022
- List: A Look at CMS Health Tech Rule Changes
- List: Medical Groups to Know
- Healthtech Funding Snapshot: April
- Vodcast: Top Trends to Watch in Q2

### Events On Our Radar:

- 2021 American Hospital Association (AHA) Annual Meeting coverage
- World Health Care Congress 2021 Coverage
- NAACOs Spring 2021 Conference Coverage

## May

### Features:

- First Quarter Earnings Recap
- Executive Compensation Recap (Payer/Provider/IT)
- List: Top Payer Membership Numbers and Changes
- List: Female Healthcare CEOs
- Healthtech Funding Snapshot: May

### Events On Our Radar:

- National Association of Healthcare Access Management Conference Coverage

## June

### Features:

- Quarterly Data Project: Publicly-Traded Hospitals
- MedPAC/MACPAC Report to Congress
- Fierce Health Payer Virtual Series
- Healthtech Funding Snapshot: June

### Events On Our Radar:

- AMA House of Delegates Annual Meeting Coverage
- HFMA2021 Coverage
- AHIP 2021 Coverage
- ASCO Annual Meeting Coverage

**July**

**Features:**

- Award: Innovative Tech CEOs
- List: Top Companies Shaking up Healthcare
- List: A Look at H1 Digital Health Funding
- Part D Premiums for 2022
- Healthtech Funding Snapshot: July + Midyear Lookback
- Vodcast: Top Trends to Watch in Q3

**Events On Our Radar:**

- American Hospital Association Annual Leadership Conference coverage
- AONL 2021 Conference coverage

**August**

**Feature Series: HIMSS 2021 Coverage**

- Second Quarter Earnings Recap
- Top Trends of Health IT
- List: Healthcare Regs Going into Effect in 2022
- List: Minority Healthcare CEOs
- Healthtech Funding Snapshot: August

**Events On Our Radar:**

- HIMSS 2021 Coverage

**September**

**Features:**

- Quarterly Data Project: Funding to Doctors by Pharma
- Docs Medicare Payment Changes
- Medicare Advantage/Open Enrollment (Virtual Event)
- Healthtech Funding Snapshot: September

**Events On Our Radar:**

- CB Insights Future of Health 2021 Coverage
- Baird Global Healthcare Conference - 2021 Coverage

**October**

**Feature Series: HLTH 2021 Coverage**

**Features:**

- Women of Influence Awards
- Top Healthcare Deals of the Year
- What to Expect with Open Enrollment
- What to Expect with Medicare Advantage Open Enrollment
- Healthtech Funding Snapshot: October
- Vodcast: Top Trends to Watch in Q4

**Events On Our Radar:**

- HLTH 2021 Coverage
- MGMA 2021 Coverage
- NAACOs Fall 2021 Conference Coverage

**November**

**Features:**

- Third Quarter Earnings Recap
- Physician Fee Schedule Changes
- Healthtech Funding Snapshot: November

**Events On Our Radar:**

- Reuters Total Health Coverage
- Forbes Healthcare Summit Coverage

**December**

**Features:**

- Quarterly Data Project: Top M&A Deals of 2021
- Biggest regulatory changes going into effect 2022
- 2022 Outlook (Virtual event)
- Healthtech Funding Snapshot: December

## Details:

- Exclusive sponsorship of the Editorial Feature or Editorial Feature Series
- Feature will run as the #1 story on the day it publishes
- In the newsletter teaser, a line of text will read, “Thank you to our sponsor, [INSERT CLIENT NAME]” (see visual 1)
- On the article web page, all ad positions around the feature will be exclusively reserved with the sponsor’s branding (see visual 2)
- Optional “Roller” ad is also available for this page exclusively

## Rates

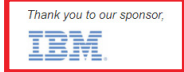
Singular Feature Sponsorship Rate:	\$4,500
Featured Series Sponsorship Rate:	\$10,000

### Visual 1:

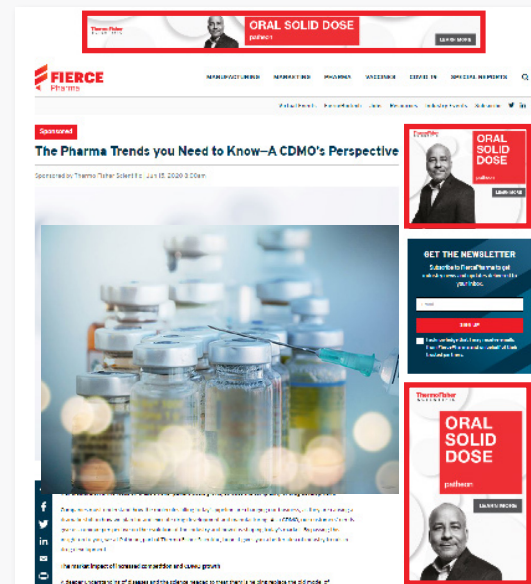
Lorem ipsum dolor sit amet, fugit patrioque dissentiunt eos et, cum id amet mundi veritus, cum ei elit voluptua luptatum. Ut ius impetus oporteat, habeo graece facilis ei sed. In minimum occurreret vis, dicit disputando vel ne, facete maiestatis argumentum ea qui. — Paige Minemyer

**Healthgrades announces 2018 top hospitals list**  
 Thursday, March 1, 2018

Healthgrades released its annual "America's Best Hospitals" list this week, with hospitals in 28 states earning the recognition. At Spectrum Health, which landed on the top 50 hospitals list, a culture of excellence drives the organization to push to be better, said Executive Vice President and Chief Operating Officer Tina Freese Decker.

Thank you to our sponsor,  


### Visual 2:



The screenshot shows a web page for FIERCE with a sponsored article titled "The Pharma Trends you Need to Know—A CDMO's Perspective". The page features a large image of vials and a syringe. A red-bordered box highlights a "Roller" ad for "ORAL SOLID DOSE" at the top of the page. Another red-bordered box highlights a "Thank you to our sponsor" message with the "ORAL SOLID DOSE" logo and a photo of a man, located in the right sidebar area. A "GET THE NEWSLETTER" form is also visible in the sidebar.

**Payer**

- How health plans can change member experience in the age of COVID
- Big payer investments. Big potential savings
- The new member of the healthcare team: the pharmacist
- Reaching Medicare Advantage beneficiaries—and new customers—through technology
- How supplemental benefits are changing Medicare Advantage
- Specialty drugs: How payers can plan for treatments with eye-popping price tags
- Employers' evolving needs: What they're looking for in benefit design

**Provider**

- Price transparency rules went into effect. Now what?
- Predicting healthcare utilization in 2021 – and beyond
- Let's make a deal: What to expect in healthcare M&A
- Surprise! Surprise billing interest isn't waning. What to expect in the next Congress

**Revenue Cycle/Supply Chain/Finance**

- Follow the money: Hospitals and venture investment
- Hospital-tested strategies to reduce ER 'superusers'
- Streamlining the supply chain: How to chip away at unnecessary costs
- How to reduce healthcare labor costs without cutting staff

**Pratice Management**

- Getting paid: The latest rules doctors need to know
- The convergence of COVID and consumerism
- Reopening your surgery center/physicians' practice

**Hospitals**

- Building more flexibility into your hospital operations in 2021

**COVID 19**

- Reopening your surgery center/physicians' practice
- Building more flexibility into your hospital operations in 2021
- Convincing patients to come back
- How Medicare Advantage could change in the age of COVID
- Shoring up the finances of your surgery center/medical practice
- Social determinants of health in the time of coronavirus
- Reevaluating telehealth solutions following the scramble to adapt to COVID-19
- Telehealth during COVID

**IT**

- What's next for interoperability
- The cybersecurity risks you haven't thought of yet

**Big Data, Analytics & Cyber Security**

- Data blocking: What it means and how to stay off OIG's radar
- Managing cybersecurity vulnerabilities with legacy medical devices
- Cybersecurity in the age of precision medicine

**Telemedicine/AI in Healthcare**

- Everything you wanted to know about launching a telemedicine program at your physician practice
- Navigating the pitfalls of telehealth reimbursement
- Navigating state and federal laws during telehealth expansion
- How Medicare Advantage plans are integrating telehealth in 2021/2022 telehealth expansion

**Member/Patient Engagement Experience**

- The rise of retail: How providers and/or payers are changing the game of healthcare
- Avoiding readmissions: Payers and provider partnerships to improve care transitions
- Using advanced practice providers to drive rural patient engagement

**Population Health**

- Value-based care: Get the most out of your population health investments
- Population health management: Deploy technology to drive improvement
- On the front lines: How payers can combat the opioid epidemic
- Hospital's role in managing population health