

A photograph of two women, one Black and one white, smiling and working together at a desk. The Black woman is leaning over the laptop, and the white woman is holding a tablet. The image is overlaid with a teal gradient.

**nahri**<sup>TM</sup>

National Association of  
Healthcare Revenue Integrity

# 2025 MEDIA KIT

**CARRIE DRY**

**P:** 630-235-2745

**E:** [CARRIE.DRY@HCPRO.COM](mailto:CARRIE.DRY@HCPRO.COM)

# Table of Contents

**Our Commitment to You..... 3**

**Our Audience ..... 4**

**NAHRI Corporate Partnership ..... 5**

**Online and eNewsletter Advertising ..... 6**

**Revenue Integrity Week Sponsorship..... 7**

**eBlasts and Lead Generation ..... 8**

**Sponsored Webinar ..... 9**

**NAHRI Leadership Council Sponsorship .....10**

**NAHRI Mastermind Sponsorships ..... 11–12**

**2025 Events ..... 13–15**

# Our Commitment to You

What the next few years will require, more than anything else, is innovation. As healthcare becomes increasingly digital, we'll see continuing advances in telehealth, AI, data-sharing, and connected devices. Communication between revenue integrity and revenue cycle leaders and the departments that work with them has never been more important.

For more than seven years, NAHRI has been the premier association dedicated to revenue integrity. Our audience of revenue integrity and revenue cycle leaders is more engaged than ever.

When you choose NAHRI, you'll not only gain access to an engaged revenue integrity audience at some of the largest health systems in the country, but you'll forge long-term connections, generate business intelligence, and enter into the types of discussions that can truly reshape the health system of the future.

The expert NAHRI team will be with you every step of the way. Are you ready to take your business forward?



Best Regards,  
**Carrie Dry**  
National Sales Manager  
NAHRI

## About Us

The *National Association of Healthcare Revenue Integrity* (NAHRI) is dedicated to providing the hospital revenue integrity community with the resources, networking, and education needed to foster this growing profession.

Revenue integrity professionals of all kinds are making positive changes for their hospitals and health systems, and now they can connect with each other as they forge the way. NAHRI is the place to ask questions, discuss strategies and standards, trade ideas, and access valuable resources.

# Our Audience

NAHRI is designed to enhance the revenue integrity profession through advocacy, networking, and the promotion of shared knowledge and resources among a range of healthcare professionals.

## Audience Demographics

### Job Level



- Staff: **62%**
- Director/Manager: **27%**
- Senior Leadership: **11%**



# NAHRI Corporate Partnership

Your partnership puts you in front of members and prospective members as we drive forward the importance of revenue integrity initiatives. Limited spots available on a first come, first serve basis.

| Benefit                                                                                              | Description                                                        |
|------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|
| Five NAHRI memberships                                                                               | Full website access and all other membership benefits              |
| Use of NAHRI corporate partner logo                                                                  | Use membership logo online and in collateral                       |
| Company logo listed in the conference Revenue Integrity Symposium program guide as corporate partner | "We would like to thank our corporate partners"                    |
| Profile on NAHRI.org                                                                                 | Company logo and description on NAHRI website as corporate partner |
| Two months of banner advertising on NAHRI.org                                                        | Two medium rectangle (300x250) ad placements on NAHRI.org          |
| Two banner ads in NAHRI Revenue Integrity Insider eNewsletter                                        | Takeover advertising: medium rectangle and leaderboard             |
| One white paper posting                                                                              | Posting of one white paper in Resources section of website         |

**RATE: \$6,000**

# Online and eNewsletter Advertising

## Run of Site Online Ads

With membership information as well as resources for the NAHRI community, online advertising puts you in front of members who frequent our site. Ads run for one full month.

| Unit                                                                                               | Size    | 1x    | 3x    |
|----------------------------------------------------------------------------------------------------|---------|-------|-------|
|  Leaderboard      | 728x90  | \$800 | \$700 |
|  Medium Rectangle | 300x250 | \$700 | \$600 |

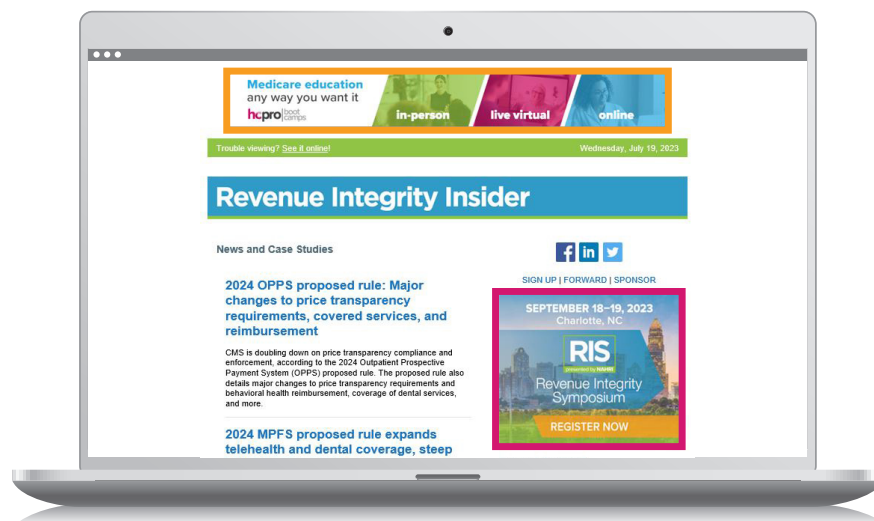
**Specs:** GIF, JPG, HTML, JavaScript, HTML5, third-party tags. 15-second animation length and three loops max. No Flash creative accepted.

*Reservations and materials due two weeks prior to run date.*

## eNewsletter Advertising

With options of a display ad or text advertising, eNewsletter advertising aligns you with our weekly conten.

| Unit                                                             | Size   | 1x    | 3x    |
|------------------------------------------------------------------|--------|-------|-------|
| <b>Takeover advertising:</b><br>leaderboard and medium rectangle | 728x90 | \$600 | \$500 |



**Specs:** JPG or GIF, no rich media or animation allowed, 100KB file max, click thru URL

*Reservations and materials due two weeks prior to run date.*

# Revenue Integrity Week Sponsorship

- 📁 Full-page ad in our annual Industry Survey
- 📁 Your full-page commentary included in Industry Survey
- 📁 Exclusive sponsorship of one of five emails deployed that week in Revenue Integrity Insider eNewsletter
- 📁 Banner (rotating) on Revenue Integrity Week page for 12 months
- 📁 Run of site 300x250 for the month of June on [NAHRI.org](http://NAHRI.org)
- 📁 Multi-sponsor Panel Discussion webinar discussing the results of the Annual Industry Survey results. Sponsor receives logo on promotions, verbally acknowledged on webinar and receives leads of registrants and attendees

## REVENUE INTEGRITY WEEK

**RATE: \$9,500**

*Five spots are available. First-come, first-served basis.*



# eBlasts and Lead Generation

## Dedicated Email campaigns

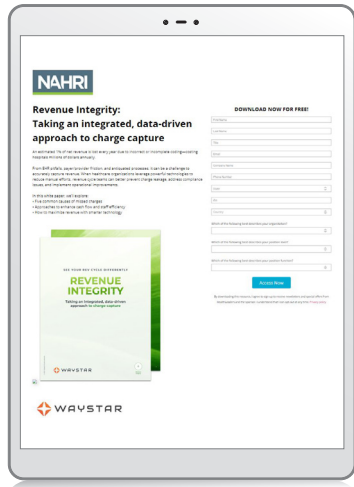
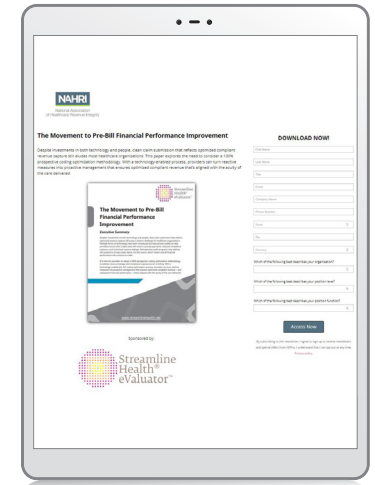
Bring your company's exposure to another level! Whether you are promoting a new solution or just looking to maximize your exposure, a sponsored dedicated eBlast to our members is the way to go.

This program delivers your HTML email right to the inbox of revenue integrity professionals.

**RATE:** \$395 per thousand

**Specs:** Full HTML—600px–700px width is preferable; Also supply text version and URL

*Reservations due three weeks prior to deployment. Materials due two weeks prior to deployment.*



## Content Asset Posting Program

Harness our reach to generate quality sales leads with our Content Asset Posting program.

We'll host your content (white papers, case studies, research briefs, and otherwise) to generate 75 downloads. Full contact information will be provided on a weekly basis.

### BENEFITS:

- 📄 Posting of content (whitepapers, case studies, etc.), gated for lead generation
- 📄 75 downloads delivered
- 📄 Excludes vendors and consultants

**RATE:** \$3,500



# Sponsored Webinar

Introduce your thought leaders and supportive clients to our membership with a webinar program. You choose the content and speaker(s), and we take care of the marketing and project management.

## Sponsorship Includes:

- 📁 Kick-off call to review campaign topic, overview, and timeline
- 📁 Creation of audience development campaign materials including registration page, dedicated email, and online banners
- 📁 Audience development to generate registration
- 📁 Online platform/tech review call
- 📁 Management of platform on day of event
- 📁 Moderation of event if requested
- 📁 Ability to do live polling of the audience with immediate results
- 📁 Post-event delivery of registration and attendee reports
- 📁 Post-event “thank you” email campaign to attendees
- 📁 Post-event “we missed you” email campaign to non-attendees
- 📁 Posting of on-demand webinar online for lead generation for 30 days following live event
- 📁 125 minimum registration guarantee

**RATE:** \$14,000 NET

*Limited monthly slots available. Reservations due 75 days out.*





# NAHRI Leadership Council Sponsorship

The NAHRI Leadership Council is the platform revenue integrity leaders need to remain on the cutting edge of thought leadership and strategy. Through focused research reports, customized analysis, and peer-to-peer networking, the Council acts as a sounding board for revenue integrity leaders who seek to stay up to date with current trends in hospital reimbursement while blazing new paths for an ever-evolving industry.

## Sponsorship opportunities include:

- 📁 Custom research with digital report for leads
- 📁 Editorial research sponsorship
- 📁 Roundtable discussions

## CALL FOR RATES AND DETAILS

*Limited spots available.*



# NAHRI Mastermind Sponsorships

In 2023, we launched two NAHRI Mastermind committees. We wanted to give select NAHRI Council leaders the opportunity to commit to advancing concrete business goals and helping their peers do the same by:

- 📁 Seeking advice from peers on their challenges and opportunities
- 📁 Identifying the steps they take to advance their goals—and following through
- 📁 Sharing insight to help fellow members make progress toward their priorities and holding them accountable for the action items they've claimed



## Mastermind Sponsorship

### SPONSORSHIP INCLUDES:

- 📁 The Mastermind members attend five meetings with six to eight members: four virtual and one in-person.
- 📁 Sponsor may have one person (same person) participate in all five meetings and have a second person attend the in-person meeting and listen in to the four virtual meetings.
- 📁 The in-person meeting is held the evening prior to NAHRI's Revenue Integrity Symposium and includes a meeting, dinner, and reception.
- 📁 Sponsor has input on overall topic/theme of Mastermind.
- 📁 Panel discussion webinar at conclusion of final meeting. Sponsor's SME is one of the panelists. This webinar would be part of our Mastermind Summit and would be promoted to entire NAHRI audience.
- 📁 Sponsor receives the leads from all the registrants as well as the attendees for their session.

**RATE:** \$37,500 (Mastermind plus webinar)

# NAHRI Mastermind Sponsorships (Cont.)

## **EXCLUSIVE** ACDIS and NAHRI Joint Denials Management Mastermind Sponsorship

A successful denials management process requires a multidisciplinary team approach. CDI leaders, with their intimate knowledge of clinical and coding guidelines related to documentation, and revenue integrity leaders, with their broad view of reimbursement and regulatory guidelines, represent the perfect pairing for the complex denials problem. The Denials Management Mastermind brings together a diverse group of CDI and revenue integrity leaders from the ACDIS and NAHRI Leadership Council ranks to problem-solve and brainstorm solutions to the denials problem facing today's healthcare organizations.

## denials management mastermind

brought to you by



### **SPONSORSHIP INCLUDES:**

- 📁 Five meetings with six to eight members: four virtual and one in-person (approximately three hour meeting, including breakfast or lunch, which takes place before or after the Denials Management Exchange).
- 📁 Sponsor may have one person (same person) participate in all five meetings, and have a second person attend the in-person meeting and listen in to the four virtual meetings.
- 📁 Sponsor has input on one of the topics at one of the meetings.
- 📁 Panel discussion webinar which will take place during the Mastermind Summit. Sponsor's SME would be one of the panelists.
- 📁 Sponsor receives the leads for all the registrants, as well as the attendees, for their session.

**RATE:** \$40,425 (Mastermind plus webinar)

# 2025 Events



## Revenue Integrity Symposium

September 25-26, 2025, Westin, Westminster, CO

The Revenue Integrity Symposium is the premier event for revenue integrity, revenue cycle, and Medicare compliance education and networking. Learn from trusted experts with cutting-edge insight that will empower you to ensure compliance with regulatory changes, maximize revenue, and enhance workflow and program design. Presented by the National Association of Healthcare Revenue Integrity (NAHRI), the Revenue Integrity Symposium is the first conference to look at essential hospital reimbursement and compliance issues through the lens of revenue integrity.

**Platinum Sponsorship: SOLD**

**Gold Sponsorship: SOLD**

### Silver Sponsorship

- 🗑 One six foot skirted table, two chairs, and wastebasket included
- 🗑 Optional hardwired internet and electrical services for additional fee
- 🗑 Logo on signage as Silver sponsor
- 🗑 Logo and link conference website
- 🗑 Company logo, URL, and description (50 words) in program guide
- 🗑 Break sponsorship which includes logo on napkins and signage
- 🗑 One push notification on event app
- 🗑 Access to direct mail list of attendees\*
- 🗑 One Symposium full conference pass
- 🗑 One exhibit-only pass
- 🗑 Discount rates for additional conference passes

**RATE: \$8,350 (4 spots available)**

### Exhibit

- 🗑 One six foot skirted table, two chairs, and one wastebasket
- 🗑 Optional hardwired internet and electrical services for additional fee
- 🗑 Company listed on conference website
- 🗑 Company logo in program guide
- 🗑 One exhibit-only pass
- 🗑 One Symposium full conference pass
- 🗑 Discounted rates for additional conference passes

**RATE: \$3,550**

\*One-time use only before or after event. List available approximately four weeks before event or one week following event.



# 2025 Events (Cont.)

## Denials Management Exchange

September 23-24, 2025, Westin, Westminster, CO



This 1.5 day event will take place at the same location as the Revenue Integrity Symposium and will begin 1.5 days prior to this event. The Denials Management Exchange brings together a diverse group of CDI and revenue integrity leaders from the ACDIS and NAHRI Leadership Council ranks to problem-solve and brainstorm solutions to the denials problem facing today's healthcare organizations. This is an invitation-only event and will allow for only four sponsors.

**RATE:** \$25,000

### Sponsor would receive:

- 🏠 One 90-minute roundtable with five attendees.
- 🏠 Networking for the duration of the event (kick off with an evening welcome reception on day one, then full day of sessions and networking opportunities, followed by reception/dinner on day two).
- 🏠 Two executives or subject matter experts from each sponsoring company can attend all meals, editorial sessions and networking opportunities.
- 🏠 Sponsors receive contact information for everyone in their session and emails for all attendees.
- 🏠 First right of refusal for the 2026 event
- 🏠 Maximum of four sponsors—minimum ratio will be five attendees to one sponsor

# 2025 Events (Cont.)

## ACDIS/NAHRI Joint Virtual Demo Discussions

This will be a unique opportunity for your company to demonstrate your solution only to our qualified NAHRI and ACDIS Leadership Council members (directors/manager titles or equivalent). There are no vendors allowed to be part of this membership. To qualify to be on the Council, NAHRI and ACDIS subscribers must complete a lengthy application and be willing to fulfill requirements to show they will be an active participant. We currently have approximately 150 NAHRI Council members and 400 ACDIS Council members, so it will be a very small, but targeted promotion to these leaders.

- 📅 Duration: 30 minutes
- 📅 When: Third Thursday of each month, dates available on a first come, first served basis.
- 📅 Leads: Full contact information for everyone that comes to your session, no lead guarantee since new program
- 📅 Promoted only to approximately 550 Leadership Council members who are directors, managers, or supervisors. We are targeting this audience to ensure the most influential attendees, and best chance to avoid vendors/competitors listening to your presentation.
- 📅 Opportunity to share a demo of your solution, but meant to be educational—what challenges can this solution solve, etc.
- 📅 Materials: Logo and 150-word abstract that includes a session overview, title, speaker information, and learning objectives.

**RATE:** \$6,700

*Dates are available on a first come, first served basis.*







**CARRIE DRY**

**P:** 630-235-2745

**E:** [CARRIE.DRY@HCPRO.COM](mailto:CARRIE.DRY@HCPRO.COM)