



Dedicated Email Blasts and Email Advertising

HealthcareScene.com offers a limited number of dedicated email blast and eNewsletter sponsorship options. Open rates usually vary between 10-30% depending on email. We require that all email blasts and sponsorships are of potential value and interest to our readers. Our goal is to have any emails we send add value to those who subscribe to the list.

Our header and footer email sponsorships are a great value since they work as a mini-email blast for your company. Each blog post we create gets emailed to their respective email list and the header and footer sponsorship are included in every email. For our top blogs (EMRandHIPAA.com, EMRandEHR.com, HealthcareScene.com, etc) that means that your company will be part of an email campaign 5 times a week (*see example campaign below*).

EMRandHIPAA.com

- 4,730 email subscribers
- Dedicated Email Blast - \$3000
- Header Sponsorship - \$500 per week, \$1500 per month
- Footer Sponsorship - \$500 per week, \$1500 per month

EMRandEHR.com

- 2,350 email subscribers
- Dedicated Email Blast - \$2200
- Header Sponsorship - \$350 per week, \$1100 per month
- Footer Sponsorship - \$350 per week, \$1100 per month

HospitalEMRandEHR.com

- 1,761 email subscribers
- Dedicated Email Blast - \$1500
- Header Sponsorship - \$250 per week, \$750 per month
- Footer Sponsorship - \$250 per week, \$750 per month

HealthcareScene.com

- 3,262 email subscribers
- Dedicated Email Blast - \$2500
- Header Sponsorship - \$300 per week, \$1000 per month
- Footer Sponsorship - \$200 per week, \$700 per month

EMRandEHRNews.com

- 1,489 email subscribers
- Dedicated Email Blast - \$1500
- Header Sponsorship - \$250 per week, \$750 per month
- Footer Sponsorship - \$200 per week, \$700 per month

SmartPhoneHC.com

- 1,281 email subscribers
- Dedicated Email Blast - \$1000
- Header Sponsorship - \$125 per week, \$375 per month
- Footer Sponsorship - \$125 per week, \$375 per month

HIM Scene

- 1,085 email subscribers
- Dedicated Email Blast - \$1000
- Header Sponsorship - \$400 per week, \$1250 per month
- Footer Sponsorship - \$400 per week, \$1250 per month

EHRVideos.com

- 550 email subscribers
- Dedicated Email Blast - \$750
- Header Sponsorship - \$100 per week, \$300 per month
- Footer Sponsorship - \$100 per week, \$300 per month

HealthcareITCentral.com

- 16,885 email subscribers
- Weekly eNewsletter Sponsorship - \$2000
- Dedicated Email Blast - \$3500

**Note: We can offer a package discount to those interested in sponsoring 3 or more email blasts. We're also happy to rotate your header and footer sponsorships between multiple email lists.*

***Email subscriber counts are constantly changing, so ask for the latest counts.*

Sample Email Header Sponsorship:

- 1 month email header sponsorship of EMRandHIPAA.com
- ~22 blog posts created and emailed
- ~103,000 emails sent with sponsor
- Cost: \$1500

Sponsored Content – All of our sponsored content packages also get emailed out to their respective lists. Check out our sponsored content section for more details on sponsored content.

Dedicated Email Blast Examples:

HIPAA Compliance Officer Training - <http://eepurl.com/OHqL1>

Santa Rosa Consulting at HIMSS - <http://eepurl.com/OCfpP>

Header and Footer Sponsorship Examples:



Header Sponsorship Area

Featured Healthcare IT Resource

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Telemedicine A Critical New Approach To Primary Care

Aug 15, 2014 12:40 pm | By: Katherine Rourke

Telemedical treatment has been a tantalizing possibility for many years, for reasons including a failure of health plans to pay for it and too little bandwidth to support it, but those reasons are quickly being trumped by the need for quick, cheap, convenient care.

In fact, according to [research by Deloitte](#), 75 million of 600 million appointments with general practitioners will be via telemedicine channels this year alone.

While one might assume that this influx is coming from traditional primary care practices which are finding their way online, that doesn't seem to be the case.

Instead, a growing number of entrepreneurial startups are delivering primary care via smart phone and tablet, including Doctor on Demand and HealthTap, which offers videoconferences with PCPs, and options like Healthcare Magic and JustAnswer, which offer consumers the opportunity to get written responses to their healthcare queries from doctors.

Primary care doctors going into [direct primary care](#) are also joining the primary care telemedicine revolution; a key part of their business is based on making themselves available for consultation through all channels, including Skype/Facetime/Google Hangout meetings.

To date, most of the thinking about telemedicine have been that it's an add-on service which is far to one side of the standard provision of primary care. However, with so many consumers paying out of pocket for primary care — and virtual visits typically priced far more cheaply than on-site visits — we may see a new paradigm emerge in which victims of high-deductible plans and the uninsured rely completely on telemedical PCPs.

Rather than being merely a new technical development, I believe that the delivery of primary care via telemedical channels is a new form of ongoing primary care delivery.

It will take some work on the part of the telemedicine companies to sustain long-term relationships with patients, notably the use of an EMR to track ongoing care. And telemedicine PCPs will need to develop new approaches to working with other providers smoothly, as coordination of care will remain important. Health IT companies would be wise to consider robust, unified platforms that allow all of this to happen smoothly.

Regardless, the bottom line is that primary care telemedicine isn't an intriguing sideline, it's the birth of a new way to think about financing and delivery of care. Let's see if traditional providers jump in, or if they let the agile new virtual PCP companies take over.

Related Posts

- [The Fiscal Cliff of Primary Care](#)
- [Bad Boy EMR List, EMR Apology Letter, and Direct Primary Care](#)
- [Telemedicine Panel at CES Hosted by HealthSpot](#)

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Footer Sponsorship Area

Health IT Toolkit Download

[The Essentials of Healthcare IT](#)

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The *Healthcare IT Toolkit*, brings together the latest in information, coverage of important developments, and expert commentary to help with your Healthcare IT related decisions.

The following kit contents will help you get the most out of your Healthcare IT research:

- *Practical Guide to Secure File Transfers*
- *Solution Brief: Enterprise Apps for Healthcare*
- *5 Practical Ways Apps Can Streamline Your Healthcare Business*



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