



OPEN MINDS MEDIA KIT: 2012-2013



In the United States, health and human service industry is a \$200+ billion per year market. To establish your organization in this highly competitive field, you need access key executives and decision makers.



The OPEN MINDS Circle is the most read publication for executives creating and executing strategy in the health and human services field.

It is the only market intelligence service with a focus on the organizations that regulate, finance and serve the consumer populations with chronic conditions and complex supported needs.

Organizations that rely **The OPEN MINDS Circle** as a source of market intelligence:

OptumHealth

NOVARTIS

MAGELLAN
HEALTH SERVICES
Getting Better All the Time™

CENTERSTONE

SAMHSA
Substance Abuse and Mental Health Services Administration



WWW

40,000+

executives subscribe to **OPEN MINDS** market intelligence services.

75%

of subscribers read **OPEN MINDS** content immediately when it is e-mailed to them.

125,000+

monthly page views on the **OPEN MINDS** web site by health care decision makers.

85%

of readers consider **OPEN MINDS** market intelligence while making purchasing decisions.

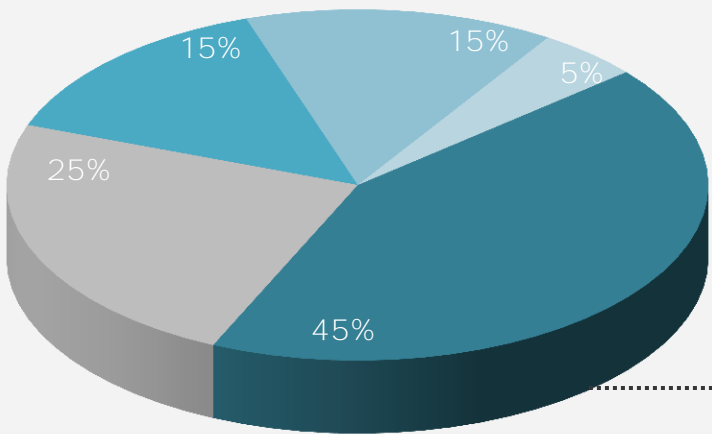
30,000+

resources, statistics updates, RFPs, reports and presentations are available on the **OPEN MINDS** web site.

OPEN MINDS Circle readers are true industry thought leaders with power and influence. As executives, their everyday decisions are helping to shape the future of the health care market. Over the past two decades, we have found that our readers are independent minds looking for the next big idea always aiming for excellence.



READERSHIP CIRCULATION BREAKDOWN BY BUSINESS:



- 45% Health and Human Service Provider Organizations
- 25% Managed Care Organizations
- 15% Health Related IT Organizations
- 15% Health Related Federal, State, & County Government Departments
- 5% Pharmaceutical Organizations

E-PUBLICATION STATISTICS:

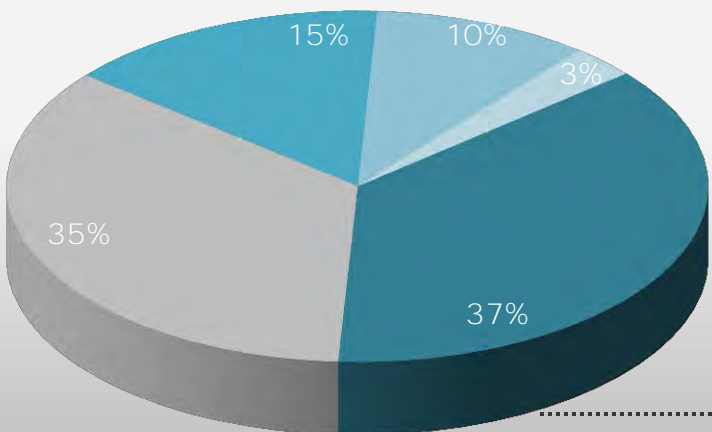
Executive Subscribers = 40,000+
Executive Readers = 110,000+

WEB SITE TRAFFIC:

Visitors = 125,000*
Hits = 1,000,000*
*Average Per Month



READERSHIP CIRCULATION BREAKDOWN BY JOB TITLE:



- 37% CEOs, Executive Directors, Presidents
- 35% Other C-level executives (CFOs, COOs, Executive VPs)
- 15% Department Directors, Managers, Team Leaders
- 10% Medical Directors, Clinicians
- 3% Consultants/Other

SPONSOR ASSOCIATIONS:



OPEN MINDS NEWSLETTER ADVERTISING

The OPEN MINDS Management Newsletter

Does Your Organization Need a New Leadership Team?

Monthly Version (Email/Web)

Change in a Chaotic Environment

Nonprofit Governance Primer: Background & Roles of the Board

Leading Through Change: How Can We Move Forward When We Don't Know Where to Go?

The Challenge of Developing a Behavioral System: Case Study of the Nebraska Behavioral Health Centers

The ACC Update: An Analysis of the Medicare Program's Proposed Rules

Industry Profile: Gateway Rehabilitation Center

Gold Space

Gold Space

Gold Space

Gold Space

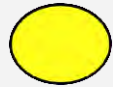
Gold Space

Gold Space

Silver

Silver

Silver



Gold Level Advertising Package: \$3,200
 ~ 1 web banner ad (250x250px) on monthly email newsletter
 ~ 1 full page print ad (8.5x11in) inside quarterly Special Collection print issue



Silver Level Advertising Package: \$2,100
 ~ 1 web banner ad (310x110px) on monthly email newsletter
 ~ 1 half page ad (8.5x5in) inside quarterly Special Collection print issue



Bronze Level Advertising Package: \$1,500
 ~ 1 web banner (250x250px) on monthly email newsletter (cover story web page)
 ~ 1 quarter page ad (4.25x5in) inside quarterly Special Collection print issue

TECHNOLOGY & INNOVATION

Quarterly Version (Print)

OPEN MINDS SPECIAL COLLECTION 2011-2012

Expand Your Package In Quarterly Print Collection

- ~ Full Page Ad (inside front cover): \$2,800
- ~ Full Page Ad (back cover): \$3,000
- ~ Full Page Ad (advertising section): \$1,800
- ~ Half Page Ad (advertising section): \$950
- ~ Quarter Page Ad (advertising section): \$600

Expand Your Package In Monthly Email Newsletter

- ~ Web Banner Ad (silver space): \$1,700
- ~ Web Banner Ad (bronze space): \$1,400

WHY THE MANAGEMENT NEWSLETTER?

- ~ 20,000 issues of the *OPEN MINDS Executive Special Collection* (print edition) are distributed by mail each quarter. Issues are also provided free of charge to attendees of select national behavioral health and mental health conferences.
- ~ 40,000 electronic editions are distributed monthly to *OPEN MINDS Circle* members and each edition (with ads in place) is permanently archived on the *OPEN MINDS* web site.
- ~ The monthly newsletter boasts the highest 'pass-a-long' rate of all our publications—76%!

DISTRIBUTION (PER ISSUE):

Electronic Version: 40,092

Quarterly Print Version: 20,000

OPEN MINDS DAILY MARKET INTELLIGENCE UPDATE ADVERTISING


The OPEN MINDS Circle

The 'go to' place for market intelligence and best practice management solutions for the behavioral health and social service fields.

Tuesday, February 8, 2011

The \$25 Billion+ Care Coordination Puzzle

A recent study estimated that lack of care coordination accounted for between \$25 billion and \$50 billion in preventable health care costs; this includes inefficient communication between care providers and lack of access to medical records, which leads to duplication of tests and inappropriate treatment. (See In U.S. Health Care System Unnecessary Care, Fraud, Inefficiency, Medical Errors, Preventable Conditions & Lack of Care Coordination Waste About \$700 Billion Annually [premium members](#) for further detail.)



We have covered a number of recent studies that support the premise that care coordination may be the "low hanging fruit" of health care cost containment. For example, we recently covered a study on medication adherence, [Study Finds Medication Adherence Leads to Lower Health Care Costs](#) [premium members](#), that found that patients with chronic health conditions who take their medications as prescribed can save as much as \$7,800 annually.

The problem is finding a way to make a coordinated, patient-centered, comprehensive model of care work both financially and practically in the market. We've covered these opportunities in previous articles:

- [Behavioral Health Opportunities in Chronic Disease Management](#) [premium members](#)
- [The Promise of Care Coordination: Models that Decrease Hospitalizations and Improve Outcomes for Medicare Beneficiaries with Chronic Illnesses](#) [premium members](#)
- [Predictive Population-Based Modeling & Disease Management in Behavioral Health: An Emerging Market Opportunity](#) [premium members](#)


As payers and policymakers plan to address the cost issues in the health care system (with or without health care reform), this care coordination issue is a key to success.

If you have any questions or comments on disease management or serving consumers with complex conditions, e-mail us at openminds@openminds.com.

Sincerely,
Monica E. Oss
Chief Executive Officer, OPEN MINDS

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For more information, see:
[Positioning for the Next Generation of Specialty Health Care](#) [all members](#)

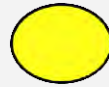


This is free for the next sixty days to all registered OPEN MINDS Circle members.

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Bronze

Bronze



Gold Level Advertising Space (\$2,500)

~ Entire resource column (200x1000px) can be used for 1 or multiple banner/text ads



Silver Level Advertising Package (\$1,500)

~ Middle of resource column (200x500px) can be used for 1 or multiple banner/text ads



Bronze Level Advertising Package (\$750/each)

~ Web banner (200x200px) on bottom of resource column beside issue's free resource



Sponsor Entire Edition (\$6,000/each)

~ Write all the content, choose all the free resources, and have all the advertising space.

WHY ADVERTISE ON THE DAILY INTELLIGENCE UPDATE?

- ~ 40,000 electronic editions are distributed daily to *OPEN MINDS Circle* members.
- ~ Due to the high volume of topics covered, and editions available, your advertisement can be held to run with an article topic of your choice.
- ~ At the conclusion of your campaign, you will be sent a lead generation report containing the contact information of who viewed and clicked your advertisements!

OPEN MINDS FEATURE EDITORIAL ADVERTISING



Alcohol & The Brain: Looking At Addiction Through A Science-Based Approach

In the not-so-distant past, it was necessary to wait until an addict died before physically inspecting his or her brain, before weighing, measuring, and looking for damaged areas. This information was helpful but limited, for there's only so much to be learned from a dead brain.

Today, high-tech tools—including MRI (magnetic resonance imaging), DTI (diffusion tensor imaging), and PET (positron emission tomography)—allow us to see the brain in unprecedented new detail while it is alive and functioning. We can literally watch the brain in action, measure its ability to function, and track both damage and repair as they occur.

Because of these scientific advances, in just a few years we have learned a great deal about how the excessive ingestion of alcohol damages the brain over time. Perhaps the most obvious damage is structural: the destruction of brain cells. Months, years, or decades of excessive alcohol consumption cause a healthy, normal-sized brain to shrink. This, in turn, causes the brain to lose brain matter to some extent. This is a fact that has been documented in many studies.

Much of the shrinkage of the brain occurs in the cortex of the brain's frontal lobe. The cortex is the outer layer of the brain, a heavily folded area full of canyon-like grooves that wraps around and over the brain. The frontal lobe, which is located just behind the forehead, plays an important role in memory, judgment, impulse control, problem solving, and other executive skills, and also influences the regulation of social and sexual behavior. Damage to this area of the brain makes it difficult, if not impossible, for the addict to understand why getting "blitzed" all the time is so dangerous and why it's important to pay attention to things like work, family, and health. Not surprisingly, the damaged brain can find it nearly impossible to focus on recovery from the addiction.

The frontal lobe is not the only part of the brain that alcohol damages. The cerebellum and other parts of the cortex also shrink when swash in alcohol. Together, these parts of the brain help regulate thinking, reasoning, planning, organizing, balance, coordination, walking, turning, dancing, and all other kinds of movement.

Altering the Brain's Communication System

Alcoholism also harms the brain in more subtle ways that disrupt the brain's communication system. Essentially, the brain is a communication, data integration, and storage device. Brain cells receive data from inside the body (for example, the skin temperature of the big toe, the fullness or emptiness of the stomach) and from outside the body (for example, what the boss is saying, the color and size of the clouds in the sky). This information is analyzed and interpreted by the brain and then transmitted to other brain cells, which then forward these orders to the body. All of the incoming and outgoing information is communicated by and stored within appropriate brain cells.

In order for this complex system to work, the billions of brain cells in your head must be able to "talk" to each other quickly and easily. They do so via long rods called axons and dendrites that extend from the center of a nerve cell. The rods don't actually touch each other; instead, the end of one comes right up to the end of another, leaving a tiny gap between the two. When Cell #1 wants to "say something" to Cell #2, it secretes a specific communication chemical called a neurotransmitter that travels from one to the other. Which neurotransmitter is chosen will depend upon what Cell #1 wants to communicate.

Sliding across the gap between the rods, the neurotransmitter will slip into a little area called a receptor on Cell #2's end, but not into any receptor. It only fits a certain lock or receptor, just as a key only fits a certain lock. Once the neurotransmitter settles into the receptor, it triggers a flash of response in Cell #2, the presence of that specific communication chemical that Cell #1 actually wanted it to respond in. Depending on Cell #2's job in the brain, the response might be to order the heart to beat faster, the mouth to deliver a message, the left hand to hold a cigarette, and so on.

This explanation may seem simple, but the brain's communication system is very complex. In order for it to work properly, the right kinds and amounts of chemical messengers must be secreted by the "talking" cell. There must also be just the right number and right kinds of receptors on the receiving cells. Think of what might, in a very simplified sense,

if the "speaking cell" doesn't have enough of the

- If the "speaking cell" has too much of a
- If the "speaking cell" doesn't have enough of
- If the "speaking cell" has too many of a

Suppose every time your good friend tried to

Chronic alcohol ingestion can throw a

As Anyone Listening?

Unfortunately, we do treat addicts different

For the past several decades, the primary

Talking therapy" designed to influence

A great deal of the alcohol- or drug-related

That's why so many addicts relapse when

Researcher generally acknowledges

the good news is that, armed with

in many cases make a small step

recovery and achieve long-term recovery

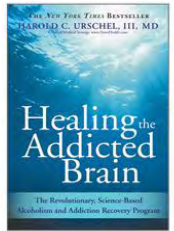
This excerpt is from *Healing the*

Harold C. Urschel, III, M.D.,

Urschel, Harold C. (2011). *Alcohol*

www.openminds.com

Chronic alcohol ingestion can throw a monkey wrench into the brain's internal communications by altering the amount, type, and ratios of neurotransmitters, as well as the numbers, kinds, and ratios of neurotransmitter receptor sites.



OPEN MINDS March 2018

Organizational Spotlight

Clark Hill Legal & Professional Services: Experts in Behavioral Health Care Practice & Compliance Programs

Clark Hill P.C. is a legal and professional services firm with offices in Atlanta, Dallas, Michigan, and Washington, D.C. Our Behavioral Health Care Team represents behavioral health care providers, inpatient and outpatient hospitals, managed care organizations, and state and federal agencies. Our attorneys and compliance experts provide legal and compliance services to our clients, including regulatory compliance, contract review, and risk management. Our attorneys and compliance experts provide legal and compliance services to our clients, including regulatory compliance, contract review, and risk management.

Our firm's many areas of expertise include:

- **Contract Compliance:** We assist our clients in reviewing and negotiating all contracts, including those related to behavioral health care services, to ensure they are compliant with applicable laws and regulations.
- **Regulatory Compliance:** We assist our clients in understanding and complying with the complex regulatory environment of behavioral health care, including HIPAA, ACA, and other federal and state laws.
- **Risk Management:** We assist our clients in identifying and mitigating risks associated with their behavioral health care practices, including malpractice, data breaches, and other risks.

For more information, please contact us at www.clarkhill.com.

- Newsletter Feature Editorial: \$5,000 (1 Page), \$6,000 (2 Pages)
- 1 editorial (written by sponsor) featured in monthly electronic newsletter
- Same editorial featured in quarterly print newsletter
- 1 summary of editorial (written by OPEN MINDS) featured in *Daily Intelligence Update*
- 1 web banner advertisement (250x250px) in content section of monthly electronic newsletter
- 1 full page print ad (8.5x11in) inside content section (front) of quarterly print newsletter

- News Wire Feature Article: \$4,000
- 1 article (written by sponsor) featured in *Weekly News Wire*
- 1 summary of article (written by OPEN MINDS) featured in *Daily Intelligence Update*
- 1 web banner advertisement (650x100px) in content section of *Weekly News Wire*

The OPEN MINDS Management Newsletter

Does Your Organization Need a New Leadership Team?

Leadership Advice from the Experts: Strategies for Managing Change in a Chaotic Environment

Web Banner

News Article

Newsletter Editorial

The OPEN MINDS Weekly News Wire

Behavioral Health Spending Share of National Health Expenditure Declines to 7.3%

Web Banner

News Article

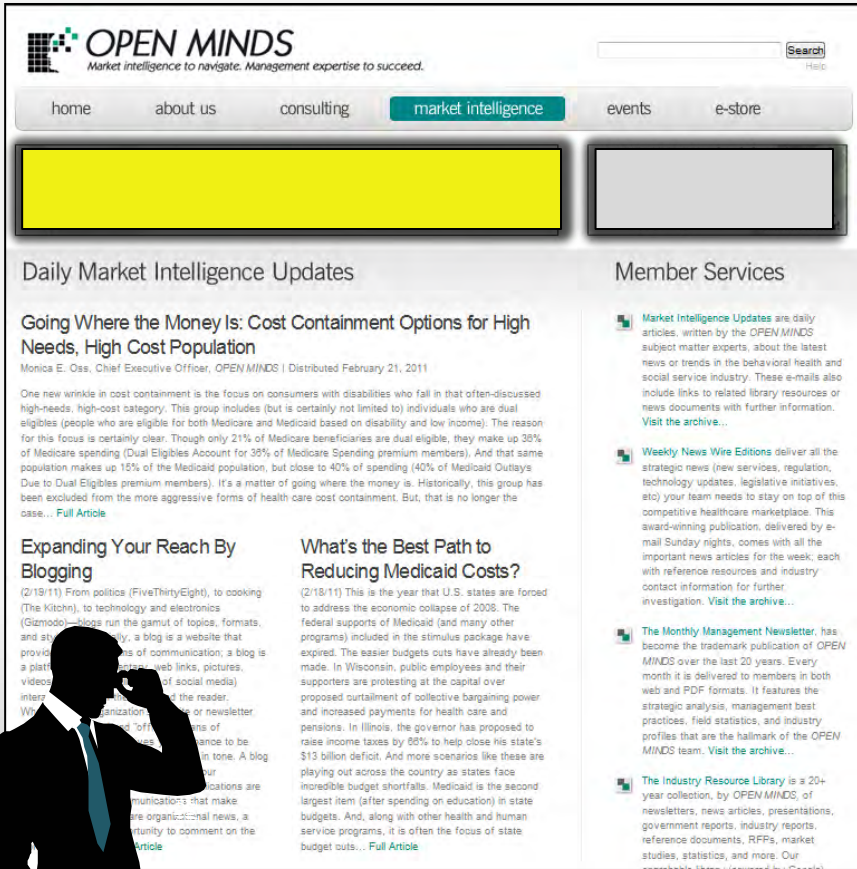
News Wire Recap

*** OPEN MINDS can write your feature editorial or news article for a small additional fee.**

WHY ADVERTISE THROUGH FEATURED CONTENT?

- Content advertising provides the unique opportunity to gently push your product or service while demonstrating the expertise of your organization or brand.
- Each feature includes an additional summary article (written by OPEN MINDS) that will direct traffic to your content a second time.
- Featured content (with advertising) is permanently archived on the OPEN MINDS web site, allowing each article to be referenced and linked to in future editions.

OPEN MINDS WEB SITE BANNER ADVERTISING



Not sure if your ad will be seen? We guarantee it. Our new program is based on web ad 'impressions' rather than amount of time. Web ads automatically rotate throughout all 30,000+ OPEN MINDS articles, resources, and web pages. You purchase the exact number of times you want your web banner to be seen and we won't remove it until that number is reached. At the end of the campaign, we provide you with a statistical analysis of how each of your ads fared. This includes impressions per banner, clicks per banner, and click through rate.

	LARGE BANNER (Gold Space) 650x110px	Rate Per Impressic	Total Price
1,000 Impressions		.50/each	\$500
3,000 Impressions		.35/each	\$1,050
5,000 Impressions		.25/each	\$1,250
10,000 Impressions		.20/each	\$2,000
	SMALL BANNER (Silver Space) 310x110px	Rate Per Impressic	Total Price
1,000 Impressions		.30/each	\$300
3,000 Impressions		.25/each	\$750
5,000 Impressions		.20/each	\$1,000
10,000 Impressions		.15/each	\$1,500



WHY ADVERTISE ON THE OPEN MINDS WEB SITE?

- Our web site is the 'go-to-place' for market intelligence, industry research, upcoming events, professional opportunities, and more.
- It boasts an impressive average of 125,000+ page views a month — with over 72% of the visits coming from c-level executives.
- The comprehensive web site library of newsletters, news articles, presentations, government documents, research reports, market updates, RFPs, statistics, and more contains over 30,000 resources – making it the ultimate research tool for industry decision makers.

Average Impressions Per Month = 125,000
Average Web Site Hits Per Month = 1,000,000

OPEN MINDS EXECUTIVE WEBINAR PROGRAM

The screenshot shows the OPEN MINDS website with a navigation bar (home, about us, consulting, market intelligence, events, e-store) and a search bar. The main content area features a banner for a free on-line webinar presented by OPEN MINDS Senior Associate, Joseph P. Naughton-Travers, ELM. The webinar title is "90 Days to Optimal Performance: Why Rapid EHR Implementation is Essential in Today's Market" on August 2, 2011. It is sponsored by Defran Systems. Below the banner is a detailed description of the webinar, including the agenda and a list of topics to be discussed. A registration link is provided at the bottom.

Gain Leads & Visibility While Demonstrating Expertise. Gain qualified leads and branding visibility with our executive web briefing (webinar) program. Our free webinars will increase awareness and interest in your organization while our dedicated marketing team builds attendance and manages every detail surrounding the event. Whether *OPEN MINDS* subject matter experts present, or just moderate, your product, service, white paper, or promotional document will be highlighted extensively.

How Do We Promote Each Webinar?

- ~ Promotional e-mails sent to your target audience and our subscribers
- ~ Promotional e-mails sent to our member associations
- ~ Advertising packages on the *OPEN MINDS Daily Market Intelligence Updates*
- ~ Advertising packages in the *OPEN MINDS Monthly Newsletter*
- ~ Advertising packages on the *OPEN MINDS Weekly News Wire*
- ~ Continuous web banner advertisements rotated on the *OPEN MINDS* web site
- ~ Promotional listing on *OPEN MINDS* Industry Calendar and Upcoming Events web pages

Base Pricing:

- OPEN MINDS* Presents (Already Scheduled Topic) = \$4,000
- OPEN MINDS* Presents (New Topic Chosen By Sponsor) = \$7,000
- Sponsor Presents (*OPEN MINDS* Moderates/Manages) = \$5,000

What Happens After The Webinar?

- ~ Sponsor receives the full registration list with contact information
- ~ Recording and presentation slides (with sponsor logo and link) will be sent to all attendees
- ~ The web seminar will be archived permanently in *OPEN MINDS* Industry Resource Library
- ~ The web seminar will be used as a 'free resource' on future Daily Intelligence Updates



WHY OPEN MINDS EXECUTIVE WEB BRIEFINGS?

Bring your message to industry executives in a one-on-one format. Nowhere else will your marketing team have a more targeted audience with whom to share your product. *OPEN MINDS* has a long history of offering unparalleled executive education through 90-minute web briefings and our faculty and nationally-known curriculum draw the target market sponsors look to attract. Collaboration with *OPEN MINDS* will draw attention to your organization as a partner in providing quality education on issues most critical to today's service providers.

OPEN MINDS READERS SAY...

"The daily intelligence updates are the first thing I read every morning and the web site has become my home page. I truly do not know what I would do without my *OPEN MINDS* membership."

- Chief Executive Officer

"I can't count the number of articles and newsletters that we've printed as discussion topics for our monthly strategic planning meetings. *OPEN MINDS* is the only e-mail I look forward to receiving every day."

- President

"Monica Oss and the *OPEN MINDS* team stand head and shoulders above the rest of the industry in terms of strategic analysis and industry insight."

- Chief Executive Officer

"The *OPEN MINDS* executive webinars are very informative and question friendly. They're always on a current topic and they're free so I encourage my whole team to attend."

- Marketing Director



CONTACT US FOR
MORE INFORMATION:

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