



Partnership Catalogue 2020



Table of contents

| | |
|--|----|
| About CHIMA | 3 |
| Our vision | 4 |
| Health information professionals | 5 |
| Primary focus areas | 6 |
| À la carte opportunities | 7 |
| Events | |
| Chapter education days | 8 |
| Health Information Management Conference 2020 | 9 |
| Marketing campaigns | |
| 2020 Pinnacle Awards | 10 |
| Health information weeks | 11 |
| Advertising services | 12 |
| CHIMA's Learning Centre | 13 |
| Brand partnership levels | 14 |
| Partner rewards | 15 |
| Contact | 16 |

About CHIMA

The Canadian Health Information Management Association (CHIMA) is a national organization that represents over **5,000** health information management (HIM®) members across the country.

We help to promote the HIM profession, expand the job market for our members, facilitate continuing education, and monitor industry trends. We can't do it without you though – **collaborative partnerships** are key if we're going to continue to drive the HIM profession forward.

Our vision

We have a vision
of healthy Canadians
enabled by quality
health information.



Health information professionals

CHIMA members are leaders in health information, operating at every level within the fields of health care, technology, and business.

There's an understood value of data today. As this value increases, so too does the demand for health information professionals.

Major changes to our health care system are creating the need for professionals equipped to manage patient data in traditional health care settings. Beyond acute care, the value of health information is increasing within industries such as technology, insurance, business, law, and within provincial and federal governments.

Health information members hold many different roles, including:

- Decision support analyst
- Data quality manager
- Quality improvement director
- Chief information officer
- Chief financial officer
- Chief privacy officer
- Classification & coding specialist
- Clinical documentation improvement specialist
- Terminology standards specialist



Primary focus areas

Health information includes many focus areas. The health information space is broad and diverse, filled with many disciplines.

As the national voice for the profession, CHIMA is dedicated to highlighting the full scope of contributions our members make to the profession.

What focus area(s) do you think your organization relates to?

Not every focus area is represented in this visual, and some may overlap.

Health information management

Decision support

Research & analytics

Data quality

Classification & coding

Clinical documentation improvement

Information governance

Privacy & security

Terminology standards

Systems thinking

Project management

Finance



À la carte opportunities

We are here to ensure your partnership with CHIMA provides your organization with opportunities of value, tailored to your business goals.

Please select from a list of opportunities that best meet your needs. Your total investment will determine your brand partnership level.

Events

Chapter education days

Being recognized at chapter education days ensures your brand will be seen by CHIMA members across the country. Your support of these events will showcase commitment to personal and professional growth within the HIM industry.

Giveaways

We welcome giveaways at our chapter events; however, they must be pre-approved by CHIMA. You do not need to be an official partner to donate.

| Chapter education days | \$16,000 all | \$8,000 all | \$4,000 all |
|--|--------------|-------------|-------------|
| | \$2,000 per | \$1,000 per | \$500 per |
| Tickets to the event | 3 | 2 | 1 |
| Main-stage thank you | • | • | • |
| Logo recognition (print, digital) | • | • | • |
| Opportunity to provide a giveaway item | • | • | • |
| Signage at food & beverage station | • | • | |
| Table-top display | • | • | |
| Analytics (in-person and digital) | • | | |
| Marketing material provided to attendees | • | | |
| Mention on social media channels | • | | |
| Main-stage introduction | • | | |

The MBNU Chapter will support the HIM 2020 Conference, as it's being held in Winnipeg, Manitoba.



Events

Health Information Management Conference 2020

Bring visibility to your brand at the HIM Conference 2020 on October 5–6 in Winnipeg, Manitoba. Be present on the main stage, at a booth, or during education sessions. We have a few creative opportunities too, and are open to brainstorming more with you!

Please see the attached HIM Conference 2020 sponsorship catalogue for more information on these offerings.

HIM 2020 CONFERENCE

Presented by **chima** 

The HIM Conference 2020 will bring together an intimate group of industry leaders in health care, business, and technology. It's time to share knowledge on the following topic areas: data quality, leadership, the electronic health record, privacy, information governance, health equity, and technology.

himconference.ca



Marketing campaigns

2020 Pinnacle Awards

The Pinnacle Awards celebrate the best of the health information profession. Attach your brand to this distinguished set of awards to show your dedication to excellence.



| 2020 Pinnacle Awards package | \$10,000 | \$5,000 | \$2,500 |
|--|-----------|----------|---------|
| Recognition on CHIMA website | • | • | • |
| Recognition on the HIM 2020 Conference website | • | • | • |
| Logo placement in HIM 2020 Conference program | • | • | • |
| Logo placement in the 2020 Pinnacle Awards presentation | • | • | • |
| Recognition on CHIMA's social media channels | • | • | |
| Advertisement in HIM 2020 Conference program | Full page | 1/2 page | |
| Premium logo placement in campaign materials (print, digital) | • | | |
| Sponsorship of one article featuring an award recipient | • | | |
| Main-stage mention at the HIM 2020 Conference's Pinnacle Awards presentation | • | | |



Marketing campaigns

Health information weeks

Getting involved in a health information week is a great opportunity to reach our engaged members who are looking to spread the word about the work they are doing to impact the lives of Canadians.

Health Information Professionals (HIP) Week

Clinical Documentation Improvement (CDI) Week

Privacy Awareness Week

Health information week sponsorship

\$8,000 all

\$2,500 per

Logo on a website banner recognizing the profession week

Mention in all digital and print communications (social media, toolkit, etc.)

Your health information accounts for more than what you share in your doctor's office.

It's not just a list of symptoms and a medical diagnosis. Data is captured across your entire health care journey, including emergency wait times, specialist referrals, and immunization records, to name a few.

Health Information Professionals Week
Recognizing the professionals who ensure Canadians' health information is accurate, accessible, and relevant.

March 23-27 #HIPWEEK20 echima.ca chima

WHY CERTIFICATION MATTERS

As technology and health care evolve, so too do the responsibilities of health information professionals.

Certification visually identifies that the professionals handling Canadians' most sensitive information are receiving ongoing education and relevant training in all areas of health information.

Health Information Professionals Week
Recognizing the professionals who ensure Canadians' health information is accurate, accessible, and relevant.

March 23-27 #HIPWEEK20 echima.ca chima

Certified health information professionals guide the responsible collection, protection, and access to health data.

They curate information that provides an accurate and holistic health story for every Canadian.

Health Information Professionals Week
Recognizing the professionals who ensure Canadians' health information is accurate, accessible, and relevant.

March 23-27 #HIPWEEK20 echima.ca chima

Health Information Professionals Week

Recognizing the professionals who ensure Canadians' health information is accurate, accessible, and relevant.

March 23-27 #HIPWEEK20 echima.ca chima



Advertising services

Reach over 5,000 CHIMA members including professionals, students, and industry partners.

–
All ads can include hyperlinks of your choice.

Co-develop an asset

If you would like to work with CHIMA to co-develop an asset it would require a further discussion to scope the project and the costs associated.

| Advertising services | Value | Timeline |
|---|----------------|---|
| Job posting on website: Streamline your talent screening process by posting a job to our online career centre. Reach our health information members directly in their inbox. *Current job postings are sent out weekly | \$450 per post | 30 days in career centre + 1 weekly email blast |
| Targeted email blast: Send a curated message directly to a tailored list of members. *Limited space available | \$600 each | 1 email blast |
| CHIMA Connection sponsorship: Become a third-party sponsor for an upcoming CHIMA Connection newsletter. Limited spots available. | \$500 | 1 issue |
| Blog article (shared in our quarterly CHIMA Connection newsletter): Submit information about a product in the style of an editorial or objective journalistic article. | \$500 | 1 issue |
| Website big box advertisement: Place a big box ad on one content page of the CHIMA website. Some restrictions apply. | \$350 | 30 days |
| Website leaderboard advertisement: Place a leaderboard ad on one content page of the CHIMA website. Some restrictions apply. | \$550 | 30 days |
| Event listing: Sell more tickets to your events by posting them for all of our members to see. | \$100 | 30 days |
| Course, store, or resource card: Make your products visible for our members and direct them to your website for purchase. | \$100 | 30 days |



Advertising services

The CHIMA Learning Centre

The CHIMA Learning Centre showcases all the offerings available to members. There are five areas where our partners can get involved and feature their products: courses, events, resources, blog, and store. Here are a few examples of the types of products that can be featured here:

**Co-developed courses are built in CHIMA's learning management system and involve creating course sections, lessons, topics, quizzes, and/or certificates of completion. Customized content is quoted on a case-by-case basis.*

Ask about the annual learning subscription!

CHIMA works with the Canadian College of Health Information Management to approve content for continuing professional education (CPE) credits. Professional members must obtain a certain number of credits per CPE cycle.

Courses*

Event listing

Blog article

Resources

Store items

| | | | | |
|-------------------|---------------------------|-----------------------|--------------------------------|-----------------------|
| Series | Conferences | Written interviews | Reports or abstracts | Promotional materials |
| Online workshops | Focus groups or workshops | Guides or tutorials | Position papers or whitepapers | Subscriptions |
| Recorded webinars | Live webinars | Case studies | Textbooks | Software |
| Modules | Education sessions | Inspirational stories | eBooks or brochures | Applications |



Brand partnership levels

Platinum | Gold | Silver | Bronze

These partnership levels are determined based on the package investment you create in the à la carte opportunities.

Partnership

Rewards

Once your partnership level has been determined for 2020, rewards will be added to your package.

Please see the table to the right to view the appropriate rewards.

Rewards that require submission from a partner do not carry over to the next calendar year and expire on December 31, 2020.

| Partner rewards | Platinum \$50,000+ | Gold \$25,000 – \$49,999 | Silver \$10,000 – \$24,999 | Bronze \$5,000 – \$9,999 |
|--|-----------------------|--------------------------------|----------------------------------|--------------------------------|
| Website partnership listing | • | • | • | • |
| Event listing or course, shop or resource card (30 days) | 12 | 8 | 4 | 2 |
| CHIMA Connection advertisement (one time eblast) | • | • | • | • |
| Website big box advertisement (90 days) | • | • | • | |
| Website partnership page | • | • | | |
| Blog article (advertorial submitted, or CHIMA written) | 2 | 1 | | |
| Co-marketing & hosting of live event (ex. webinar, Q&A session) | 2 | 1 | | |

To develop your partnership
package please contact:



Betsy Nejat

Director – National Partnerships

email: betsy.nejat@echima.ca

phone: (647) 495-8288

echima.ca

We are happy to work with you to develop a custom package.