

CANADIAN EMR™

Podcast Advertising Package

November 2009



Introduction

CanadianEMR provides a unique Quarterly and Weekly communications platform for organizations interested in reaching Canadian physicians and practice managers adopting or considering the adoption of Electronic Medical Record systems. The CanadianEMR podcast series provides brand visibility for participating sponsors and establishes immediate credibility amongst the key critical audience of physicians, practice managers, government representatives, and senior program managers.

Guests over the past year have included Canadian and International physician and industry leaders:

- Dr. Ed Brown, CEO of the Ontario Telemedicine Network (OTN)
- Bill Pascal, Chief Technology Officer for the Canadian Medical Association
- Ib Johansen, Deputy Director for MedCom, the Danish Centre for Health Telematics
- Khaled El Emam, Canada Research Chair in Electronic Health Information at the University of Ottawa
- Tom Bowden, Chief Executive for HealthLINK, New Zealand
- Dr. Alexandra Tcheremenska, Associate CEO for the BC Medical Association
- Dr. Doug Urness, Clinical Director, Telemental Health Services with the Alberta Mental Health Board
- Dr. Clifford Goldsmith, Microsoft Healthcare Strategist and previously Chief Medical Officer for Aptima, a human factors engineering company
- Dr. Chris Rauscher, Geriatric Specialist and medical and clinical improvement advisor to the BC Ministry of Health
- Doug Stich, Alberta, Program Director for Towards Optimized Practice, Alberta
- Shelagh Maloney, Executive Director of Certification Services and External Liaison for Canada Health Infoway
- Dr. Jack Kitts, CEO for the Ottawa Hospital
- Dr. Robert Schertzer, EMR user and glaucoma sub-specialist
- Dr. Ron Joe, Family Physician and expert in document scanning
- And many more...

Podcasts are available directly through CanadianEMR.ca, via RSS, iTunes, and featured on external websites, as well as in a twice-monthly eNewsletter that reaches a growing audience of over 1,400 subscribers.

Past Topics

The EMR Quarterly Roundtable Podcast

- CanadianEMR Roundtable Forum – Can Telehealth Really Improve Patient Care?
- CanadianEMR Roundtable Forum – Using IT to Support the Management of Chronic Disease

The EMR Weekly Report

- July 27, 2009 – Privacy and the Electronic Health Record. What is the Right Model?
- June 29, 2009 – Hardware as a Service. Protecting Confidential Information on your Laptop or Tablet PC.
- June 22, 2009 – Lessons Learned from the New Zealand EMR and Health Information Exchange Strategies
- June 8, 2009 – The Benefits of Primary Health Care Teams. An Interview with the CEO of the Health Council of Canada.
- May 18, 2009 – Are EMRs Usable? Why do Usability Requirements for EMRs Not Get More Attention?
- May 11, 2009 – Thinking Through Personal Health Records and Selecting the Right Hardware for Your EMR
- April 20, 2009 – Lessons Learned. Why has Denmark been Successful with Their EMR Program?
- April 6, 2009 – Solving System Problems— Putting IT and EMR into Context
- February 26, 2009 – Performance Measurement and Healthcare System Transformation
- February 2, 2009 – Implementing and Using an EMR in a Community of Practice
- January 19, 2009 – The Value of EMRs in Rural and Remote Communities
- November 17, 2008 – Privacy and Security Principles for the Medical Office
- November 10, 2008 – EMR Implementation Strategies for Office Staff
- November 3, 2008 – Evaluating Electronic Medical Record Usability
- October 6, 2008 – Consumer eHealth and Personal Health Records

Publishing Calendar

Quarterly:

- November 2009
- February 2010
- May 2010
- August 2010
- November 2010

Weekly Exception:

- No podcasts during the final two weeks of December.

Advertising Mechanicals

Banner Size	180 x 180 px
Color Space	RGB
Resolution	72 DPI
File Format	JPG or GIF

Advertising Rates

Quarterly EMR Roundtable Podcasts

The Quarterly Roundtable Podcasts feature discussions by the leading EMR and healthcare experts worldwide. Featuring topics of specific interest and application to the Canadian healthcare situation, these podcasts provide an opportunity for organizations interested in raising brand visibility with Canadian physicians and practice managers.

Sponsorship includes:

- Recognition of your organization's sponsorship within the Quarterly Roundtable Podcast
- CanadianEMR podcast page advertising banner
- CanadianEMR newsletter coverage
- Transcripts of the Quarterly Roundtable podcasts
- Quarterly Roundtable Podcasts CD-ROM

Co-Sponsorship Rate:

- \$5,000/Quarterly Roundtable Podcast

Exclusive Sponsorship Rate:

- \$8,000/Quarterly Roundtable Podcast

Weekly EMR Report Podcasts

Sponsorship includes:

- Exposure to Canadian physicians and practice managers adopting or considering the adoption of Electronic Medical Record systems
- CanadianEMR Weekly Podcast advertising banner

Sponsorship Rate:

- \$1,500/Weekly EMR Report Podcast

Six-Month Rate:

- 25 Podcasts \$1,250/Weekly EMR Report Podcast

Annual Rate:

- 50 Podcasts \$1,000/Weekly EMR Report Podcast