

Health Services Daily

Media Kit 2024

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Why *Health Services Daily*?

Health Services Daily was launched in July 2023 with the purpose of connecting our disparate health services community across Australia. Our readership includes senior managers, analysts, policy people, regulators and decision makers within hospital networks such as LHDs, HHS and LHNs, PHNs, federal and state health departments and agencies, community health organisations, doctor organisations and colleges, technology vendors, consultants and other related service providers to the healthcare sector.

We are the only daily service targeting this sector in this manner on a daily basis which gives us the most extensive reach and frequency of engagement into the sector.

Health Services Daily is part of the *Medical Republic* group the largest independent medical media group with the largest team of journalists in the country with channels to GPs, specialists and digital health professionals under brands such as *The Medical Republic*, *Rheumatology Republic*, *Oncology Republic*, and *Wild Health*.

Webinars

Engage With Our Community

Health Services Daily's direct daily access to 18,162 senior decision makers, combined with its innovative provisioning of first-class content across a range of targeted events and digital assets, makes it an ideal group to partner with to target specific audiences with tailored communication.

- Top level branding
- Creating market awareness

Health Services Daily webinars provide a unique opportunity to showcase your product or services while making a personal connection with an engaged audience of motivated prospects.

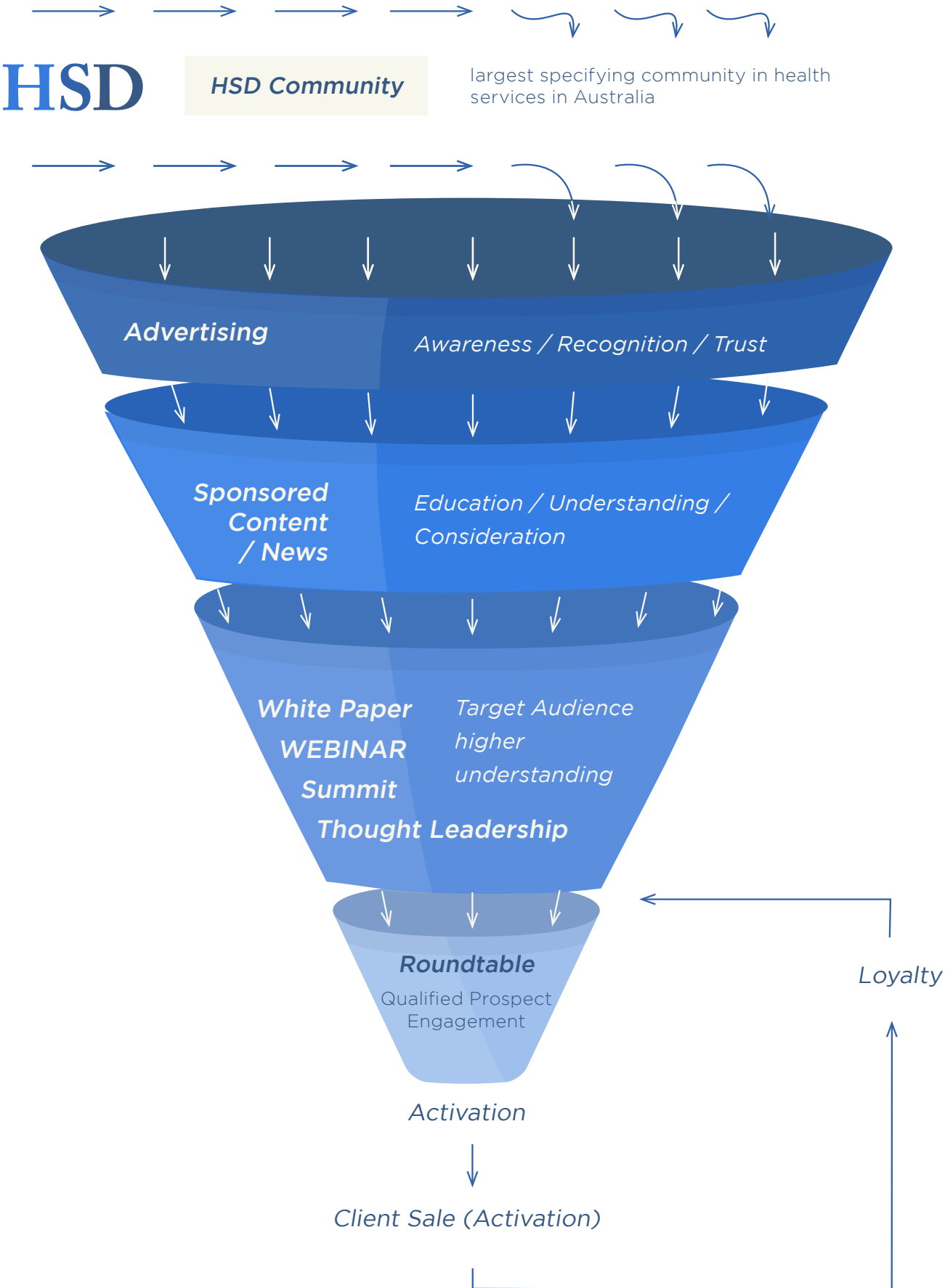
Measurable Outcomes and a Clear ROI

Key benefits of the Wild Health webinar channel:

- Lead generation
- Thought Leadership
- Measurable ROI
- Engage and communicate with the people who matter

Health Services Daily's experienced editorial and content team can collaborate with you to create relevant and compelling webinar content. Webinars are a fantastic way to educate the healthcare sector on your expertise, brand and solution – and of course a fantastic lead generation mechanism.

Digital Health Marketing Funnel



Webinar Packages

*all pricing is ex GST

Complete Webinar Package

- Following a briefing from the client the Wild Health content/ editorial
- team creates a compelling content proposition and a tailored direct
- marketing campaign to capture the audience you wish to target
- 6-Week Newsletter Promotion via Health Services Daily newsletter
- Banner Advertisements Running on Health Services Daily Newsletter + Website.
- Health Services Daily manages the audience acquisition process.
- Health Services Daily manages the webinar marketing process.
- Client can also market the webinar.
- 1 - Pre-Event Articles on Webinar Topic, written by WH
- 1 - Post-Event Article written by WH
- If needed Wild Health could source a subject matter expert
- Health Services Daily will source and provide a moderator for the event
- All technology and end-to-end event management
- Webinar uploaded to the Health Services Daily website post event including promotion on newsletter
- Client has the use of the webinar post event for marketing purposes.

Prices*

1 Webinar: \$10,000 +GST

2 Webinars: \$9,000 each +GST

3+ Webinars: \$7,000 each +GST

Promotion Only Package 1

- 3-Week Newsletter Promotion
- Banner Advertisements Running on *Health Services Daily Newsletter*
- Pre-Event Article *f* Client provides all materials (HTML, Banners)

1 Webinar: \$3,900 +GST

2 Webinars: \$3,500 each +GST

Promotion Only Package 2

- 3-Week Newsletter Promotion
- Banner Advertisements Running on *Health Services Daily Newsletter*
- Pre-Event Article *f* Client provides all materials (HTML, Banners)
- Post event article - Health Services Daily writes

1 Webinar: \$6,200 +GST

2 Webinars: \$5,900 each +GST

Modified Promotion Only Package

- 2-Week Promotion Cycle
- 1 - Promotional Emails Sent to Target Audience
- Banner Advertisements Running on *Health Services Daily Newsletter*
- Client provides all materials (HTML, Banners)

1 Webinar: \$2,500 +GST

Newsletter *Daily and Weekly*



Frequency: Daily + Weekly edition

Website: 54,390

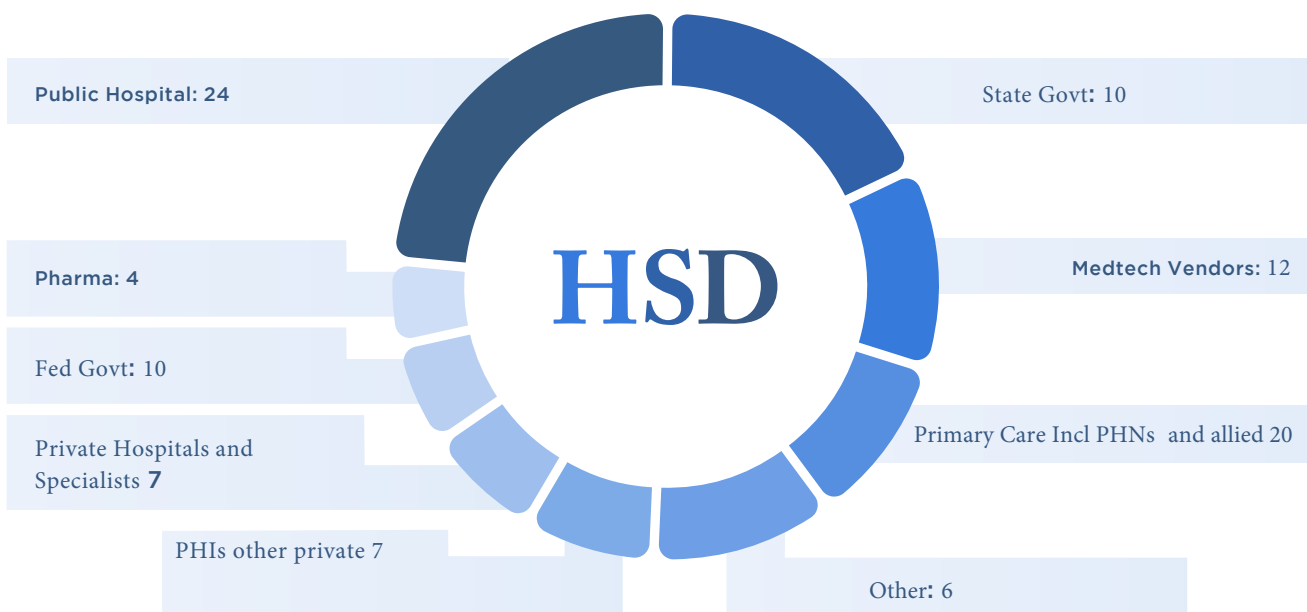
page views / month
(growing rapidly)

Circulation: 18,164*

**Average
Open Rate
in 2023:** 42%

* total free circulation (not paid subscribers)

Demographics



Enterprise subscribers include:

- 3M Australia
- Adelaide PHN
- Alcidion
- Allied Health Professions Australia
- Australian Primary Health Care Nurses Association (APNA)
- Australian Institute of Health Innovation
- Darling Downs & West Moreton PHN
- DOHAC
- Gold Coast PHN
- Healthdirect Australia
- Healthy North Coast
- MediRecords
- Murrumbidgee PHN
- Medical Software Industry Association
- Precedence Health Care
- Rebbeck Consulting
- Southern NSW LHD
- Sydney North Health Network
- Telstra Health
- Western Victoria PHN

Newsletter *Rates + Specs*

Media Option	Rate*	Distribution	Other
HTML Newsletter MREC 1	\$600 + GST	Full Distribution	3 Edition Sends
HTML Newsletter MREC 2	\$600 + GST	Full Distribution	Minimum 3 Edition Sends
Website MREC	\$1000 + GST	n/a	per week
Website Billboard	\$1500 + GST	n/a	per week
Native Content (supplied)	\$1900 + GST	Full Distribution	12 sends, In line content position
Native Content (Produced)	\$3900 + GST	Full Distribution	2 Sends Production POA
Podcast	\$4900 + GST	Full Distribution	2 Sends 5 minutes Q&A format
Summit/Newsletter Content Package	POA	Full Distribution	See Sumits 2024

**all pricing is ex GST*

Specifications

Enews MREC - W300 x H250 pixels

Web MREC - W300 x H250 pixels

Web BILLBOARD - W970 x H250 pixels

Max 3 frame GIF

One URL per MREC

e-news Broadcast Dates

Daily

Additional Weekly edition send on Thurs AM

HSD 2024 PR Distribution Rate Card

Media Option	Rate*	
200 word press release		
3 items up to 1200 words	900 per item	\$2700 +GST
5 items up to 1200 words	800 per item	\$4000 +GST
10 items up to 1200 words	600 per item	\$6,000
White paper et al		
white paper up too 3500 words	\$2500 per item	\$2500 +GST
3 white papers up to 3500 words	\$2200 per item	\$6600 +GST
Other content formulations	POA	Toby Pack 0402154 411

**all pricing is ex GST*

Note: content must be supplied and can be edited for clarity by HSD staff. Content can be rejected for sponsored publication if inaccurate or without sufficient information merit.

Contracts are over a 12 month period: content will appear in the style of a normal story but be labelled 'Sponsored' and have a contact number at the end for supplier

Consulting

Communication Strategy and Market Scoping Session

2hrs - \$650

Face-to-face (Sydney) or virtual

Digital health expert: Michelle O'Brien Head of Strategy Health Services

This session gives your strategy and marketing team two hours with one of Australia's leading Digital Health experts and health thought leaders to help you better understand policy changes, funding opportunities and the rapidly changing regulatory environment in Australia.

[Michelle O'Brien has over 30 years working in technology and commercial strategy](#) and has worked across the health and social care sector in clinical integrations and senior growth and strategy roles .

Michelle can assist you to optimize messaging for your target audience to drive the maximum impact. She has a deep understanding of the challenges and opportunities in the sector and regularly posts her insights on [LinkedIn](#). Her insight can help you to best navigate the many challenges MedTech and digital therapeutic vendors face navigating the Australian healthcare system. She can also provide advice on strategic partnerships and introductions to those partners where appropriate.

Press Coverage

Level up your press release coverage

Send us your press release for guaranteed media coverage with a story published in *Health Services Daily*.

One story \$2000 + GST
Five stories \$5000 + GST

Content requires editorial approval by HSD and will be identified as sponsored content.



Events

1 *The Medical Republic's "Burning GP"* *An alternative look at the future of Primary Care Summit* *June 14/15 Mantra Salt, Gold Coast* *350 PAX*

Burning GP will see 350 of primary care's leading thought leaders and specifiers come together in a unique new conference looking at the future of general practice through the lens of significant changes to the business, technology and culture of sector.

Key themes will include: navigating and thriving in a complex and evolving general practice tax environment, targeting new business models in virtual care and aged care, productivity in the cloud, better connectivity to patients, hospitals, allied care and specialists, beyond bricks and mortar, working for a corporate, new models of funding and operation for rural and remote GPs, starting your own virtually connected care group, the problem with doctors as peers, what are our colleges good for, being part time, why being a GP is the most interesting and flexible choice for aspiring doctors in an age of cloud and AI, GPs in creative jobs, mixing your career, and lots more.

The summit is targeting owners, corporates, college and AMA thought leaders and influencers, alternative GP employers, virtual and aged care providers, key government policy makers and regulators, both federal and state, relevant rural and



remote health organisation leaders, PHN leaders, and interested forward thinking GPs wanting to break out of siege mentality thinking around general practice.

Sponsorship opportunities include relevant panel participation, TedX style case study presentations, exhibition booths, video and written content packages, networking function sponsorships and more.

Key theme summit sponsorships in business, technology and culture.

Hurry as sponsorship spaces in this unique event are limited.

Events

2 **Wild Health Summit 2024** *Collins Square Events Centre, Melbourne, 22 October*

The Wild Health Summit returns to Melbourne in 2024 with its usual razor sharp look at bleeding edge issues of reform in the healthcare system interrogated with a panel of industry leading speakers.

Topics for 2024 will include: “sharing by default” one year on, digital health standards legislation for vendors and providers, where now for the My Health Record, hospital-general practice connectivity, rural and remote state based funding models for primary care, the rise and rise of hospital based virtual care, the state of telehealth, EMRs big and lite, IHE’s between the states and territories, hospital in the home, connecting aged care, and lots more.

The core target audience of Health Services Daily is the typical audience of a Wild Health Summit and includes: hospital CXOs, including CEOs



and CTOs, CIOs and CNOs, PHN management, state and federal health department policy and regulatory managers, software vendors, rural and remote health managers, key health agency personnel, community health organisation management, and more.

Sponsorship opportunities include relevant panel participation, TedX style case study presentations, exhibition booths, video and written content packages, networking function sponsorships and more.

Events

Customised Roundtables

- Engage with the Decision Makers



The fully inclusive cost includes IP, event management, participant acquisition, venue, AV, food and beverage, on site management, venue and client liaison. Pricing is dependent on PAX and scope of work. Typically 8-12 C level attendees. Your organisation moderates or we can provide a moderator and MC.

Customised Events

- Tailored to Suit Your Audience and Message



The fully inclusive cost includes IP, event management, participant acquisition, venue, AV, food and beverage, on site management, venue and client liaison. Pricing is dependent on PAX and scope of work. The Wild Health Team collaborates on every aspect of the event and manages the process end to end.

Contact

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