

Health Services Daily

Media Kit 2025

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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.

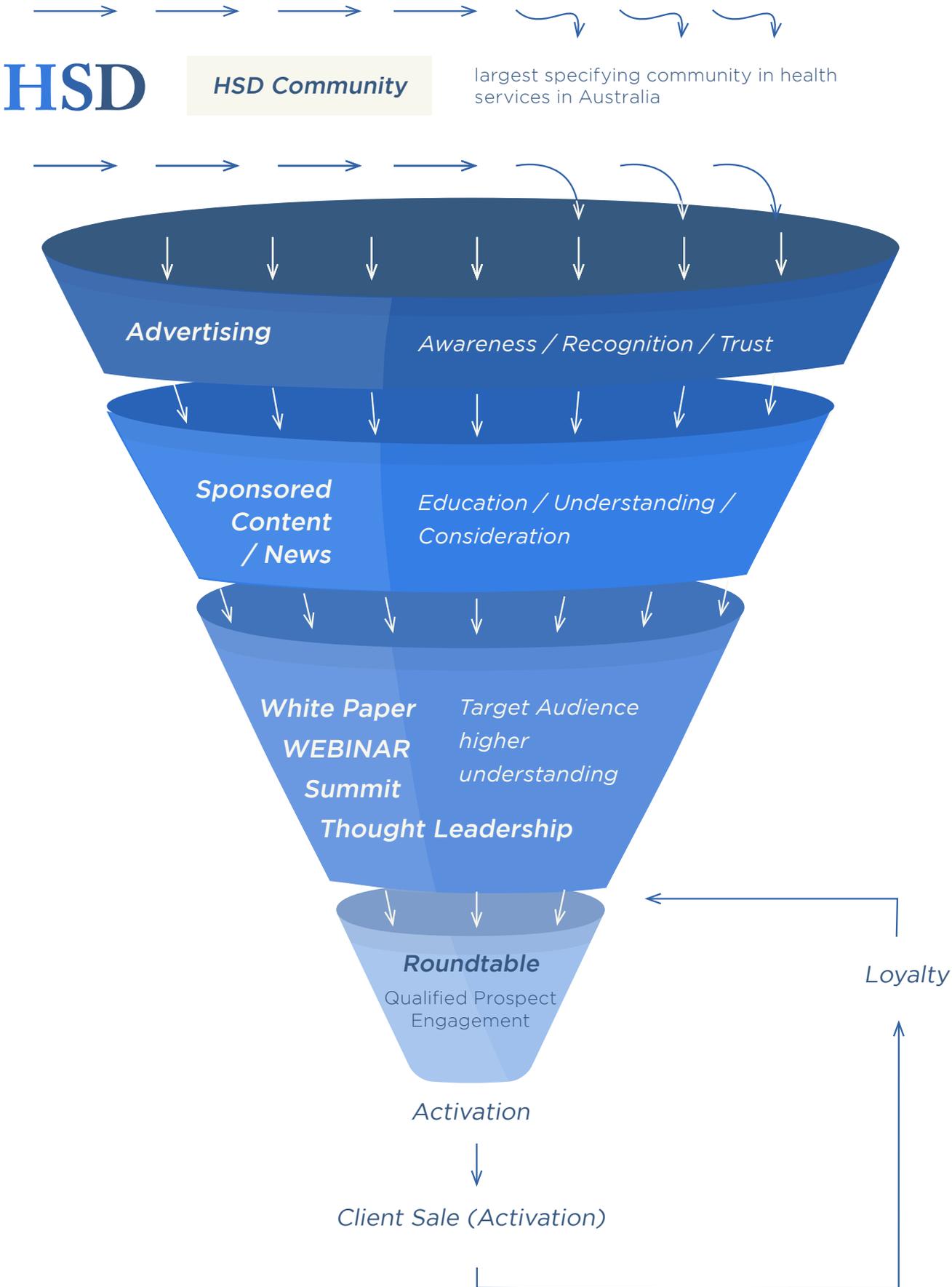
Measurable Outcomes and a Clear ROI

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: \$12,000 +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*



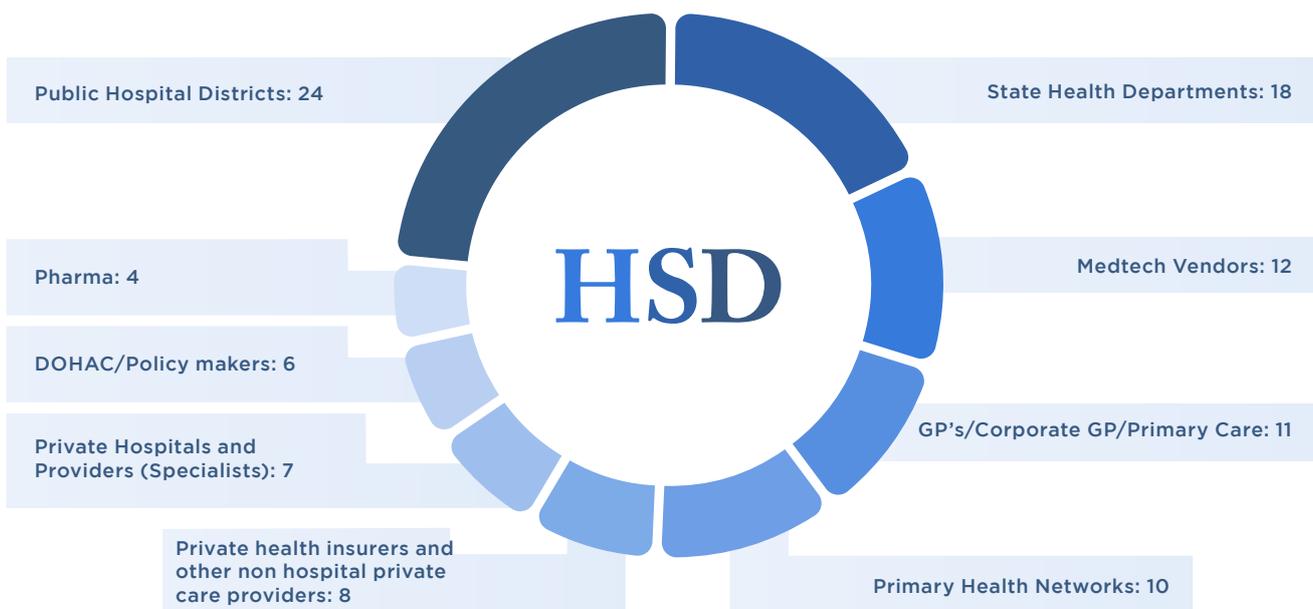
Frequency: Daily + Weekly edition

Website: 72,000 page views / month
(growing rapidly)

Circulation: 18,164*

**Average
Open Rate** 42%

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
- 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

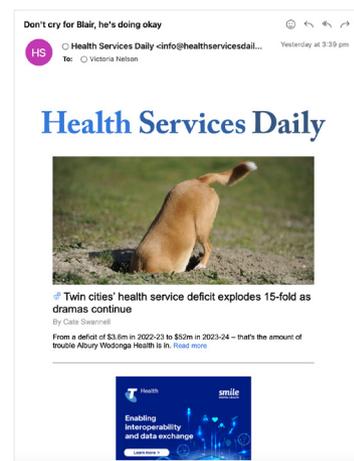
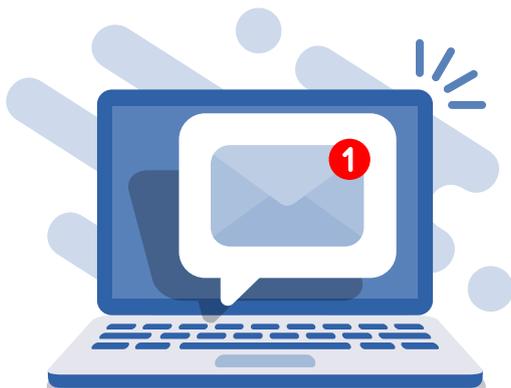
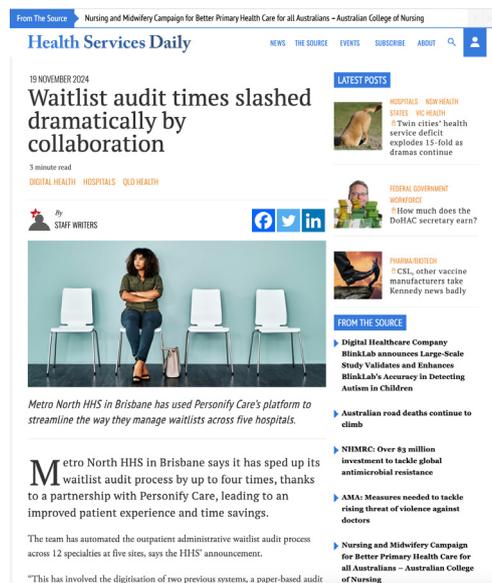
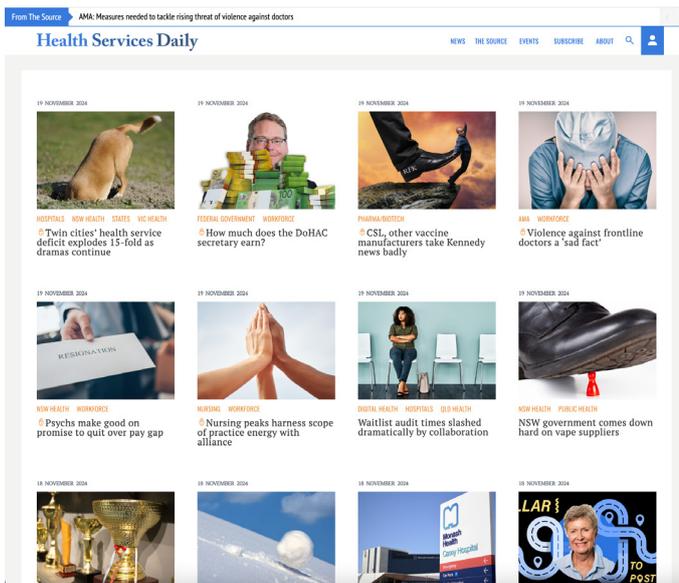
Press Coverage

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

One Health System Summit 25

QT Canberra
June 17th and 18th 2025, 350 PAX

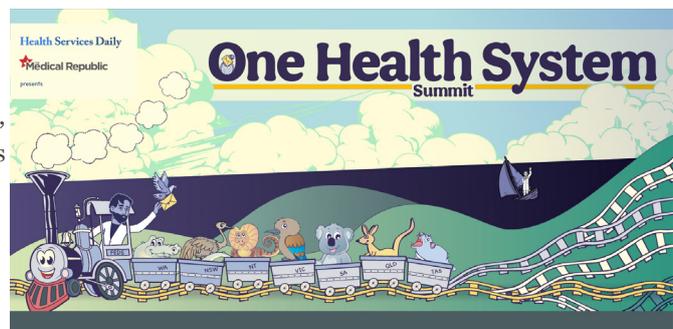
Brought to you by Health Services Daily, Wild Health and The Medical Republic

A workshop and summit, bringing together key thought leaders from state and federal governments and agencies, hospitals, PHNs, primary, specialist and allied care provider groups, consumer health advocates, private health insurers and leading technology vendors, to examine what practical steps we could take from here to help better align current disparate policies, regulation, initiatives, technology and politics towards a framework that would facilitate our entire healthcare system operating more like it was one integrated system.

It will aim to surface and discuss obvious, practical and achievable initiatives to shift the system away from the many redundancies and inefficiencies that have built up as natural consequence of a federated model of funding and care and a now large legacy technology base.

Topics will include:

- What changes to our technology base can do over and above any structural and/or funding reform:
- A strawman for piloting a single integrated regional health funding and management paradigm
- Workforce and technology, particularly AI
- The role of the private sector and public private



- partnerships in a one system model
- Evolution not revolution of funding models
- Coping with the politics and emotion of system change within a system that is changing

The summit is targeting key thought leaders from state and federal governments and agencies, hospitals, PHNs, primary, specialist and allied care provider groups, consumer health advocates, private health insurers and leading technology vendors.

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

Events

2 Future of Hospitals Summit

*UTS Aerial Function Centre Sydney,
Tuesday October 16 2025*

*Brought to you by Health Services Daily, Wild Health
and The Medical Republic*



A one day summit bringing together key thought leaders from state and federal governments and agencies, hospitals, the aged and primary sectors and the virtual care technology vendor community to deep dive on the key emerging elements helping to facilitate the extension and integration of hospital care delivery beyond bricks and mortar institutions and into the home, workplaces, aged care, community health facilities, primary care settings and more, via emerging virtual care technology and state and federal policy and funding settings.

This transition is the key to creating a more sustainable and equitable public and private health system into the future and to the economics of the state hospital system.

The event will aim look at practical and achievable initiatives and technology which can help hospital management migrate more efficiently to virtual care solutions in the near term, including the presentation of current successful case studies from across the country.

Topics will include:

1. **Practical short to mid term access block and ED avoidance strategies** for big and small hospitals
2. **Large hospital interoperability and community connectivity solutions**
3. **Small or rural and remote hospital interoperability and connectivity solutions**
4. **Regional needs assessment commissioning** and co-commissioning to identify regional virtual care services potential and strategies
5. **Best practice models of hospital virtual care from overseas** that inform Australian hospital strategy

6. **Alignment of policy, technology and funding** within our current federated funding model
7. **The role of private public partnerships in facilitating better hospital virtual care**
8. **Practical emerging technologies for hospital virtual care:** AI for access and patient cycle management analytics, cloud based referral and discharge summary solutions, new telehealth platforms, cloud based EHRs for small or rural and remote hospitals,
9. **Major state and federal government initiatives impacting hospital virtual care:** eg, the national HIE, state based HIE projects, single digital patient record initiatives, sharing by default, interoperability technology standards, urgent care clinics, virtual front door projects and more

Who would benefit from attending this Summit?

- Hospital and hospital network C Suite and technology management
- State and federal government e-Health and policy leaders and managers
- Software platform vendors in hospital AI and analytics, virtual care, telehealth, cloud based EMR and EHRs, FHIR and open APIs, et al
- PHNs and other relevant primary and community care management facilitators
- Private health insurance group management and other private funders
- Primary and allied healthcare leadership including corporates
- Relevant consultants
- Consumer advocate leaders

Events

Customised Roundtables



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



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.

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