

THE AUDIENCE YOU'RE TRYING TO REACH

HISTalk readers are C-suite executives, CMIOs, clinical informaticists, and HIT decision-makers at health systems and vendor organizations. They are the people who decide which platforms get bought, which vendors get shortlisted, and which companies get talked about in board meetings.

91%

of readers pay more attention to companies mentioned on HISTalk¹

53%

recently made a business decision based on HISTalk content¹

58%

of readers have buying authority¹

#1

in Trust Index Rankings and engagement vs. 35 other health tech outlets²

"HISTalk occupies a unique position where candid commentary, insider knowledge, and curated vendor visibility converge — influencing perception, credibility, and market momentum at the highest levels. HISTalk stands out for its influence, independence, and continued relevance to the decision-makers shaping the future of health IT."

¹ HISTalk Reader Survey, March 2025 ² Black Book Research, April 2025

WHY COLUMN SPONSORSHIP WORKS

94%

skip native ads²

87%

ignore vendor-created content²

93%

distrust PR-driven media²

Column sponsorship is different. A clearly disclosed, editorially independent attribution that readers respect rather than skip. Your brand appears in content they already trust, in a format they already read.

Each sponsored column carries an attribution with up to two links in this format:

This column is sponsored by [Company], helping health systems do [thing]. This month: Join us at HIMSS Booth 1234 for a live demo.

A Practicing Physician Speaks Candidly

Two columns per week

Dr. Jayne is an anonymously practicing emergency physician who writes what clinicians actually think about HIT vendors, EHR implementations, and health system decisions. Her column has a loyal following and a distinct identity matched by no other HlStalk content.

Sponsorship includes:

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Annual and monthly commitments available. Existing HlStalk sponsors receive preferred pricing.

The Weekly AI Intelligence Briefing for HIT Leaders

One column per week

Healthcare AI News delivers focused weekly coverage of artificial intelligence across health systems, clinical applications, and HIT vendors. It reaches executives actively evaluating, purchasing, and implementing AI solutions — the buyers your company needs to reach.

Sponsorship includes:

- Attribution at the top of every column
- Custom two-sentence brand message, refreshable monthly
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Inquire about availability:

lorrewisham@gmail.com | 520.991.1817