



YOUR DIRECT LINE TO HEALTH TECH DECISION-MAKERS

Trusted and Independent Since 2003

WHERE VENDOR PERCEPTION TURNS INTO PURCHASE INTENT

- 58% of readers have buying authority ¹
- 91% pay more attention to companies that are mentioned on HIStalk ²
- 51% pay more attention to companies that sponsor HIStalk ¹
- 53% recently made a business decision based on HIStalk content ¹
- 97% say that reading HIStalk helps them do their job better ¹

RANKED #1 BY THE PEOPLE YOU'RE TRYING TO REACH

- #1 in Trust Index Rankings among health tech media ³
- #1 in engagement and influence vs. 35 other outlets ²

PR FATIGUE IS REAL, AND READERS SEE THROUGH IT

- 94% skip native ads ³
- 87% ignore vendor-created content ³
- 93% distrust PR-driven media ³
- 40% don't trust outlets that fail to disclose paid relationships ³

HISTALK DRIVES THE NARRATIVES THAT SHAPE DEALS, STRATEGIES, AND EXECUTIVE ACTIONS.

"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." (2)

LET'S TALK SPONSORSHIP

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SOURCES:

1. HIStalk reader survey (March 2025)
2. "Reader Engagement and Influence of HIStalk Among Healthcare IT Professionals Survey" (Black Book Research, April 2025)
3. "Healthcare News Trust Survey" (Black Book Research, April 2025)