



HFMA corporate partnership, commercial and engagement opportunities

The professional association for
healthcare finance in the UK

Contents

HFMA annual conference 2023	3
HFMA awards	4
Virtual roundtables	5
Webinars	6
Events	7
Video advertising	8
Joint briefings	9
Healthcare Costing for Value Institute partnership	10
HFMA hub partnership	11
Digital advertising opportunities	12
Print advertising opportunities	13
Podcasts	14
Rate card	15

Working with the HFMA

The HFMA has been working with the commercial sector for almost 20 years. We offer a range of opportunities for every budget; to raise your company profile and share industry insights and expertise, in addition to branding and presence at key events.

These include:

- **Thought leadership** - connect with our audience and stand apart from competitors by sharing your thought leadership through HFMA webinars, networks and online events.
- **Shaping policy** – be in the room as our team works with healthcare finance leadership colleagues to contribute to the development of the sector. We offer opportunities to join us as a partner of the HFMA hub, the Healthcare Costing for Value Institute, or to sponsor a virtual roundtable.
- **Brand exposure** – increase your brand awareness with our extensive community of healthcare finance professionals through our member emails, podcasts, online events, industry awards and more.
- **Networking** – build relationships, keep up-to-date with latest issues and connect with prospective clients through the HFMA's online events, member networks, and national conferences.



The HFMA has a community of **21,801** members including **7,853** full members.
83% of NHS DOFs/CFOs are HFMA members.

HFMA annual conference

The HFMA annual conference, our flagship event, is highly regarded by our members and the most important event in the NHS finance calendar. The event attracts senior healthcare finance professionals from across the NHS.

The conference brings together decision-makers, influencers, and opinion leaders to address the challenges, identify solutions and the complex issues related to healthcare finance, to develop ways of working together to influence change.

The HFMA annual conference 2022 was run as a hybrid event, which proved to be hugely successful. There are opportunities both to exhibit and sponsor at our flagship event.

Stats from the HFMA annual conference 2022:

- over 1,300 online attendees
- over 700 senior finance face-to-face attendees
- 98% excellent/good feedback on the event.



A group of people are networking in a well-lit exhibition hall. A woman in a black hijab and a man in a blue jacket are talking to a man in a white shirt. In the background, there are exhibition booths with the HFMA logo.

HFMA National Healthcare Finance Awards

The HFMA's National Healthcare Finance Awards programme recognises the work of finance teams and individuals across the UK. The awards cover the fundamental aspects of the finance team role: including the production of the accounts, costing, governance, training and development, as well as the vital areas of innovation. Crucially, given the importance of spreading financial awareness outside of finance departments, the awards also focus on the importance of engaging clinicians in financial management.

Allocated on a first-come-first-served basis, a select number of commercial organisations are invited to associate their corporate brand with any of the eleven award categories for significant recognition of the success and innovation displayed by our award winners.

Benefits include:

Pre-conference

- invitation to be on the senior panel that adjudicates the award
- exclusive access to the entries - providing valuable business intelligence
- profiling on all marketing material used to promote the award
- full-page advertising in Healthcare Finance magazine
- logo and profiling on the HFMA awards website section.

During conference

- recognition from the HFMA chief executive during the award presentation
- profiling during the awards ceremony, viewed by senior finance professionals
- corporate logo to appear on the award prize
- company logo and 150 word company profile on event platform.

Post conference - award supplement

- the award supplement sent to all HFMA members
- full-page advertising in the awards supplement plus company logo and recognition for award editorial
- profiling in post award ceremony e-newsletter.



Virtual roundtables

The HFMA's roundtables have long been a key opportunity for senior finance leadership to add their voice to current topics of discussion with experts in the field.

The HFMA's virtual roundtables allow commercial organisations to facilitate a joint roundtable session. Our aim will be to get the right people around the virtual roundtable to enable a meaningful group discussion that is engaging and helpful to both your organisation, the HFMA, and the wider healthcare finance community.

The virtual roundtable will provide the opportunity to take part in the debate and experience the reaction and input from senior finance representatives within the NHS.



HFMA Hub commercial partnership package

Pre-event:

- Conference call with a member of the policy and research team, Healthcare Finance editor and your organisation – topic and goals to be defined and agreement on a suitable date and time for the roundtable to take place and follow up prior to roundtable.
- Select a target list for the roundtable (ideally 30 potential organisations), the aim is to have no more than 12 representatives involved.
- Identify a Chair for the session.

During the event:

- roundtable will last two hours and be hosted by the HFMA via Microsoft Teams
- recognition by the Chair of the sponsor at the start and finish of session
- intro at start of the session by the client
- sponsor logo can be positioned on Teams background throughout session (behind Chair).

Post Event:

- debrief after the roundtable to make sure that everything has been captured
- write-up piece
- content will be written by the HFMA and we will retain editorial control.

Webinars

The HFMA regularly runs free online events for finance staff across the NHS. Our aim is to provide our audience with the opportunity to listen and interact with NHS thought leaders so they can share their insights, their ideas, and their most up-to-date knowledge.

We work with our commercial clients to deliver valuable technical content and to demonstrate to our network the high-level knowledge and thought leadership offered by your organisation.

Our webinars:

- ✓ average 4.5 out of 5 star rating
- 🕒 100 average listeners
- 🎯 in 2022 we held 21 webinars with over 1,500 live attendees.

Webinar benefits:

- up to 60 minutes' audio presentation with slides presented by you
- opportunity for audience to ask live questions
- ability for presenters to ask poll questions
- registration details provided
- webinar will be available to watch on the HFMA channel after live event.



Events

The HFMA runs over 150 online, hybrid, and face-to-face events throughout the year on a wide range of topics, attracting highly respected names in healthcare finance and business. Our events bring together decision makers, influencers, and opinion leaders to address the challenges within healthcare finance. Alongside this, they help identify solutions to address issues with the aim of develop ways of working together to influence change.

Some of these events include:

HFMA members' summer series

The HFMA members' summer series is an online event taking place between 20 and 22 June. It is a free event and open to all our members. The unique series of online events will provide members with a variety of engaging sessions over three days and will be centred around the key themes: career development, thought leadership and 'The bigger picture'.



HFMA costing conference

The Healthcare Costing for Value Institute's annual costing conference provides the NHS with the latest developments and guidance in NHS costing, aimed at healthcare costing professionals and those with an interest in the costing agenda.



Video advertising sponsorship

Increase your brand awareness and raise the profile of your products and services to delegates ahead of keynotes and thought-leaders.

Benefits include:

- short promotional film clips played on the virtual conference platform during breaks and before sessions start
- prime positioning ahead of key speaker slots – POA
- social media announcement – recognising support of conference
- access for sponsor to main stage conference sessions.

Exhibition booth package:

- booth in the virtual exhibition - with full company profile, live-stream with up to 10 colleagues or delegates, playing case study videos
- live-chat function – chat directly with all delegates visiting your booth, participate in event wide chat or directly contact delegates for private chat
- receive a list of all delegates to your booth
- pre & post-conference delegate list.



Joint briefings

The HFMA's policy and research team work in partnership with commercial clients to develop jointly branded briefings. The briefings carry the name and branding of the HFMA and we ensure that they are of high quality, evidence based and of interest to HFMA members.

We have strict guidelines when producing briefings with external bodies and our relevant committees approve the topic and review the content produced. The result is a joint briefing that is relevant to our community and ultimately brings value to our members and your organisation.

This is a great opportunity to get involved with a high-level piece of work with the HFMA's policy team and be recognised by HFMA members as a thought leader through this joint working approach.

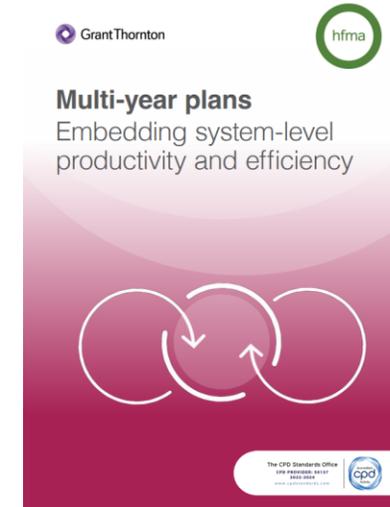
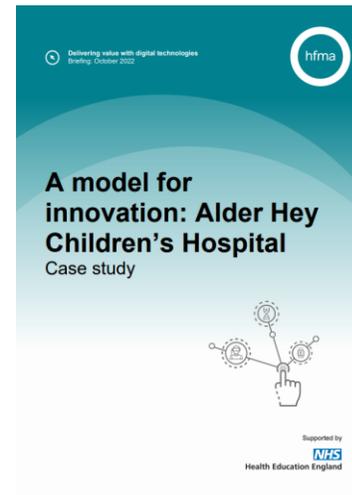
Stats for 2022

-  published 76 briefings and consultations for our members
-  69,562 pageviews to the publications section of the website
-  reached 55,352 website users.

HFMA

Benefits include:

- branding alongside the HFMA branding featured on the briefing paper
- opportunity to work with the Association to demonstrate your organisation's thought leadership to the NHS finance and wider healthcare community
- briefings are shared across the HFMA's communication channels with 4000+ HFMA members
- briefings are featured in HFMA's publication section which receives on over 5,000 pageviews on average.



Healthcare Costing for Value Institute



The Institute supports the NHS to improve costing, turn data into powerful patient-level information, champion multi-disciplinary engagement, and ultimately drive value across patient pathways.

Through innovation, the Institute and its partners push the boundaries of value nationally and internationally. We work with our NHS members, commercial partners and arm's length bodies to challenge current practices and strive to be at the cutting edge of value-based healthcare.

This is supported by Institute-led projects which aim to challenge current practices and existing culture.

Areas of thought leadership explored by the Institute include:

- linking costs and outcomes to measure value
- exploring value-based population health
- measuring value across health and social care systems
- bringing clinicians and finance together to discuss value-based healthcare
- innovating with the healthcare industry through research, webinars and roundtables.

Institute benefits include:

- networking with Institute members and associates - a combined audience of senior clinicians, senior finance and costing practitioners
- delegate places at every listed Institute event (excludes the Costing Together events)
- option to propose a speaking session at all Institute national events and webinars throughout the year (subject to Institute consultation and approval)
- recognition from the chair at all Institute events
- establish your branding at all Institute events and on numerous publications
- opportunity to advertise and submit content in the quarterly Institute newsletter sent to all Institute member contacts
- opportunities to propose ideas for value roundtable discussions (subject to Institute consultation and approval).

HFMA hub

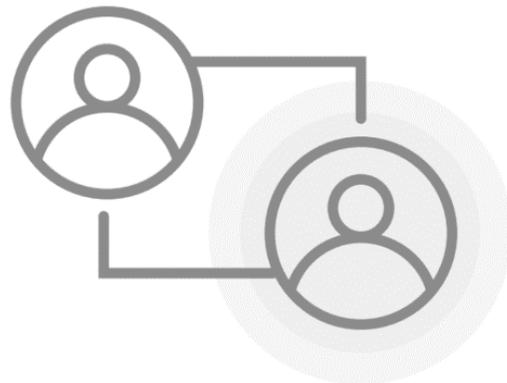


The HFMA hub provides NHS organisations, systems and commercial partners a platform to come together to network, share expertise, and influence decision-making.

Commercial HFMA hub partnership is designed to increase engagement with our membership through networking opportunities, relationship building, and thought leadership.

Why should your company support the HFMA hub:

- position your company as a leader in supporting the healthcare finance sector
- year-round exposure to more healthcare finance and board level professionals from across the UK
- access to industry research that will help inform best practices
- opportunity for exposure for your brand and business to an audience that are often difficult to reach
- access to an engaged and varied NHS audience, including finance directors, chairs and board-level executives' positions.



HFMA hub commercial partnership package

- one delegate place at each forum – online, hybrid and face-to-face
- pre/post conference delegate list – allowing for meetings to be planned in advance
- video advertising – opportunity to include 2 x video adverts at 2 x HFMA hub events across 12 months partnership
- profiling on the HFMA hub branded materials
- access to the secure partners HFMA hub section on the HFMA website
- potential opportunity to host virtual forums
- discount on exhibition packages available at events with exhibition
- recognition by the Chair at all events
- speaker sessions during events – subject to approval
- opportunity to host forums – subject to approval.

Digital advertising opportunities

The HFMA has long been established as the trusted source of news for healthcare finance professionals. Our community trusts us to cover the issues that matter most to them. Every week the latest news is shared with over 5000+ individual full members of the association, via the *Healthcare Finance* weekly, in support of the long-standing magazine.

Featuring your advertorial in the HFMA news section exposes your organisation to the healthcare finance community and raises your profile amongst our trusted news reporting. The HFMA news team offers two opportunities for commercial exposure:

Paid Content

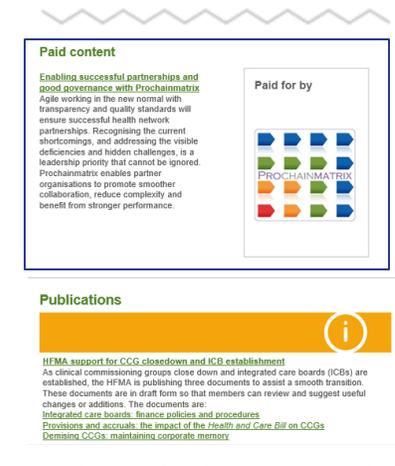
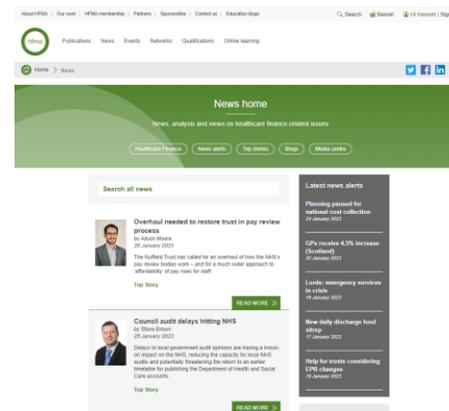
- full advertorial sits within the 'News' section of the HFMA website
 - depending on the length of the campaign this will be refreshed weekly to stay at top of the listing
 - all advertorials are subject to approval from the HFMA policy team and that for legal reasons will include the word 'advertorial' at the top of the page.
- Featured in its own 'Paid content' section of the *Healthcare Finance* weekly email.

Banner advert in *Healthcare Finance* weekly email

- small banner in prominent position in the email.

Stats

-  **4,200** average opens of the *Healthcare Finance* weekly email
-  **2,498** average clicks of the *Healthcare Finance* weekly email
-  approx. **7500** average pageviews to the news section per month.



Podcasts

The HFMAtalk podcast was established to give members, and people interested in NHS finance, a new way to learn more about different sectors and various technical issues. During the pandemic, the podcast has been an invaluable way of documenting our members' experiences of Covid-19, providing a voice for our community.

Through in-depth interviews with senior finance and NHS colleagues, the podcast provides discussion on different topics within NHS finance such as costing improvement and efficiency savings, auditing the annual accounts, the value of collaboration between clinical and finance teams to improve services and much more.

Since the podcast was launched in 2020, another major focus has been the impact of Covid-19 on different areas of the health system across the country. With individual episodes focusing on a specific organisation, the podcast encourages listeners to gain a fuller understanding of the wider impact of Covid-19 and shines a light on the challenges faced by different parts of the health system, as well as highlighting potential solutions to common issues caused by the pandemic.

- ✓ Over 50 podcast episodes released
- ✓ Over 13,000 all-time plays.

Benefits include

- 30 second ad featured in up to 4 podcast episodes.



Rate card

Virtual roundtable sponsorship	£15,000 per event
Webinar delivery	£5,500 per event
Events	£1,800 per event
Costing institute partnership	£8,000 per annum
HFMA hub partnership	£8,000 per annum
Paid content/advertorial	£1,500 per week
Banner advert	£750 per week
Annual conference sub-plenary speaker session	£7,300 per online session
Annual conference exhibition stand	POA
Award sponsorship	POA
Joint briefings	£15,000 per publication
Podcast advertising	£3,000 per campaign
Blogs	£2,000 per blog

For more information or to book contact the HFMA business development team:

Paul Momber

Head of corporate business development

E: paul.momber@hfma.org.uk

T: 07539 118121

Kevin Taylor

Senior corporate business development

E: kevin.taylor@hfma.org.uk

T: 07507 561300

Prices listed do not include VAT



About the HFMA

The Healthcare Financial Management Association (HFMA) is the professional body for finance staff in healthcare. For over 70 years, it has provided independent and objective advice to its members and the wider healthcare community. It is a charitable organisation that promotes best practice and innovation in financial management and governance across the UK health economy through its local and national networks.

The association also analyses and responds to national policy and aims to exert influence in shaping the wider healthcare agenda. It has particular interest in promoting the highest professional standards in financial management and governance and is keen to work with other organisations to promote approaches that really are 'fit for purpose' and effective.

The HFMA offers a range of qualifications in healthcare business and finance at undergraduate and postgraduate level and can provide a route to an MBA in healthcare finance. The qualifications are delivered through HFMA's Academy which was launched in 2017 and has already established strong learner and alumni networks.

© Healthcare Financial Management Association 2023. All rights reserved.

www.hfma.org.uk

Healthcare Financial Management Association (HFMA) is a registered charity in England and Wales, no 1114463 and Scotland, no SCO41994. HFMA is also a limited company registered in England and Wales, no 5787972. Registered office: 110 Rochester Row, Victoria, London SW1P 1JP