



The National Clearinghouse Association

Sponsorship Opportunities

The Cooperative Exchange is the recognized resource and representative of the healthcare transaction clearinghouse industry for the media, governmental bodies and other outside interested parties. We are committed to promote and advance electronic data exchange for the healthcare industry by improving efficiency, advocacy, and education to industry stakeholders and government entities.

The Cooperative Exchange addresses regulatory and compliance issues pertaining to the industry through data, whitepapers, testimony and dialogue with government officials. We were at the forefront of the NPI roll-out, adoption of the 837 electronic claim and responses, and meet regularly with regulatory decision-makers to discuss the impact of HIPAA on the e-health industry.

The Cooperative Exchange currently offer the following Sponsorship / Advertising opportunities

Supporting Organization - \$2,500 Annually

Non-voting membership category open to for profit organizations that share the goals of the CE but do not meet the criteria for voting membership.

Contact: lisa@cooperativeexchange.org

Website

Advertise on the Cooperative Exchange Website: www.cooperativeexchange.org

- Skyscraper (\$3,250 non-member , \$2,750 CE Member)
 - 1 Year
 - Ad Size: 160 X 600

Contact: MULTIVIEW @ 972.402.7023 or jsmith@multiview.com

eNews

Distributed Weekly on Mondays. Prices are for participation in 13 emails to 1,539 Decision makers at medical claims clearinghouses, health plans, and providers (one 90 day cycle).

- **Leaderboard - \$3,750**
Ad size: 728 x90
- **Lower Leaderboard - \$3,500**
Ad size: 580 x 70
- **Skyscraper - \$3,200**
Ad size: 120 x 600
- **Top Banner - \$3,200**
Ad Size: 468 x 60
- **Bottom Banner - \$2,800**
Ad size: 468 x 60
- **Product Showcase - \$3,000**
Ad size: 175 x 125
- **Callout Text - \$2,000**
Ad size: 125 x 100
- **Traditional Text Ad - \$1,500**
Ad size:120 x 50

Contact :

<http://mk.multibriefs.com/MediaKit/Pricing/ce>

The screenshot shows the Cooperative Exchange eNews website. At the top, there is a navigation bar with links: Home, News, About the CE, Our Members, Our Advocacy, Join Now, and Payer Survey. Below the navigation bar, there are several featured articles and advertisements. On the left, there is a 'wex HEALTH' logo with the text 'Replace checks with virtual payments'. In the center, there is an article titled 'The Next Generation of Clearinghouses' with a sub-headline 'CLEANER CLAIMS. MORE PROFIT. LESS WORK.' and a 'Learn More' button. On the right, there is an advertisement for 'SMARTDATASTREAM Clearinghouse Services'. At the bottom, there is an article titled 'Creating healthcare cloud security for cancer research' with a sub-headline 'Healthcare cloud security is becoming an increasingly important issue in the healthcare space...' and a 'READ MORE' button. There are also social media sharing icons for Facebook, Twitter, and LinkedIn.

Clearinghouse Caucus Sponsorship

The Cooperative Exchange would like to communicate to all of its membership an upcoming Sponsorship Opportunity for the ASC X12 Clearinghouse Caucus. **Sponsorship will put your Companies name, Company Logo and Contact URL information in front of attendees representing Provider organizations, Payers, Vendors, CMS, representation from other national standard organizations and other Clearinghouses.** These events are extremely well attended due to the relevant topics and open forum discussion format.

We promote the ASCX12 Clearinghouse Caucus through various communication methods that includes direct email to the attendee list and industry communication channels.

Upcoming Clearinghouse Caucus Dates:

January 26, 2016 - Portland, OR

June 7, 2016 - Addison, TX

Sponsorship cost is \$250 for each event. If your company is interested, please complete the information and return it to lisa@cooperativeexchange.org no later than 2 weeks prior to the Caucus date..

Clearinghouse Caucus Sponsorship Commitment Form

Yes we would like to sponsor the Cooperative Exchange ASC X12 Clearinghouse Caucus.

_____ **Clearinghouse Caucus: January 26, 2016 - Portland, OR (\$250)**

_____ **Clearinghouse Caucus: June 7, 2016 - Addison, TX (\$250)**

Company Name _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

**Please mail payment by check to: Cooperative Exchange
P.O. Box 380124
Birmingham, AL 35238-0124**

**TO PAY BY CREDIT CARD, PLEASE CALL OUR OFFICE AT (205) 585-4000.
YOU MAY EMAIL YOUR FORM TO: lisa@cooperativeexchange.org
OR FAX TO: (205) 981-2901**

Thank you for supporting the Cooperative Exchange as we reach out to educate the industry on the important role Clearinghouses play.