

eHealthNews.nz

NZ'S TRUSTED SOURCE OF DIGITAL HEALTH NEWS



MEDIA KIT

PUBLISHED BY



HiNZ

Health Informatics New Zealand

About eHealthNews.nz

eHealthNews.nz is a free magazine published by Health Informatics New Zealand (HiNZ) for the digital health community.

HiNZ is a not-for-profit organisation with a focus on events and professional development. Its annual HiNZ Conference is the only large-scale digital health event in New Zealand. The conference typically attracts over 1400 delegates, 350 speakers and 120 exhibitors. HiNZ's mission is to encourage the sharing of digital health ideas throughout the sector and across New Zealand.

eHealthNews is free

The news and views articles are free for anyone to read! We don't put our news behind a paywall. From time to time, HiNZ will publish special reports that are accessible only to HiNZ members, but the news will remain free to all.

eNewsletter

HiNZ has a database of 8,500 active email addresses who receive our existing HiNZ eNewsletter, which is continuing to grow rapidly. The eNewsletter newsletter is sent out every second Thursday morning. To sign up for the newsletter [go here](#).

eHealthNews.nz home page

Articles are loaded onto the eHealthNews.nz and hinz.nz websites as they are completed, to encourage readers to come back each day for updated content.

HiNZ.nz website

All eHealthNews.nz news, articles and directory listings are hosted on the HiNZ website, so they are a fully searchable using the HiNZ website search engine.

eHealthNews.nz readership

Launched in 2018, eHealthNews.nz has a loyal audience.

eHealthNews is read by a broad cross section of professionals.

The digital health community in New Zealand includes health sector managers, clinicians, IT experts, industry managers, academics, students, and government personnel. include clinicians, IT professionals, health sector managers, government, industry, academics, students, and other NGOs.



Infographics: Attendance statistics from 2019 HiNZ Conference

eHealthNews team

The eHealthNews team are all experienced media professionals. We know how to create engaging editorial, and we enjoy developing promotional opportunities that will deliver results for our sector partners. Our readers rely on us to keep them fully informed.

Rebecca McBeth – Editor of eHealthNews

Rebecca McBeth joined HiNZ as founding editor of eHealthNews.nz in January 2018.

Rebecca was previously news editor at Digital Health Intelligence in London for five years. Prior to that, she was the senior health reporter at The Christchurch Press.

Rebecca can be contacted at editor@hinz.org.nz

Press releases can be sent to news@hinz.org.nz

Kylie Williams – General Manager Sales & Marketing, HiNZ

Kylie joined the HiNZ team in January 2019 as GM for sales and marketing. She has extensive experience in the not for profit and commercial areas of marketing, communications, event management and publishing. Kylie worked for BBC Worldwide in the UK for five years, and previously for The New Zealand Herald.

Kylie can be contacted at advertising@hinz.org.nz

eHealthNews advertising specs are on [this page](#) of the HiNZ website.

Kim Mundell – Chief Executive, HiNZ

Kim Mundell is an award-winning magazine publisher. Prior to HiNZ, Kim was the owner and publisher of Healthy Food Guide magazine, which became the #1 selling food magazine in New Zealand less than three years after launch. Kim was deputy-chair of the NZ Magazine Publishers Association for four years. Prior to her magazine career she was Advertising Marketing Director for The New Zealand Herald.

Sector Updates – press release


It is free to be on this page!

The Sector Updates page, puts your company news in the spotlight. This section is highlighted in the eHealthNews.nz newsletter and on the home page.

To get your information featured within sector updates, please send us a heading for your item and your article copy (max of 400 words). Email to sector@hinz.org.nz

Sector update page

eHealthNews.nz: Sector Updates

 [Email to a Friend](#)

Distance no barrier to healthcare with 'Bettr'

Monday, 27 July 2020

 Share |    

[Return to eHealthNews.nz home page](#)

Kiwis across the country can see the doctor from the comfort of their own home with the launch of virtual health consultation platform, Bettr.

Bettr is the first at scale virtual consultation platform backed by a network of trusted doctors from 48 Local Doctors and White Cross clinics, owned by New Zealand's largest independent primary healthcare group, Tāmaki Health.

Tāmaki Health Chief Executive Officer, Steffan Crausaz, says the platform demonstrates the company's commitment to improving delivery of healthcare in New Zealand and has been well received by both patients and doctors.

"Bettr is a secure, easy to use and affordable platform and while it will never eliminate the need for face to face consultations altogether, there are many health concerns that can be addressed via phone or video.

"This is the first purpose-built virtual platform that gives Kiwis the opportunity to fit healthcare into their schedule, no matter where they are. It is also about ensuring better access for all so no one has an excuse to put off important conversations with their doctor," says Steffan.

This option is free

HiNZ reserves the right to make minor changes to the submitted copy before publication to improve its readability and impact.

Premium Sector Update – promotional upgrade

Add links, an image, and a website link – for only \$290!

Add more oomph to your announcement with links and an image. It will be highlighted in the eHealthNews.nz newsletter and on the home page for two weeks.

Premium Sector Update page with advertisement and links



New Zealand's meeting place for c

To have your links and advertising featured on your sector updates page, please send us a rectangle shape ad (300px wide x 250px high) and the links you wish to have added to your news item. Email to sector@hinz.org.nz

The screenshot shows a navigation bar with links: HOME, NEWS, VIDEO, EVENTS, MEMBERSHIPS, EDUCATE, RESOURCE. Below the navigation is a header for 'eHealthNews.nz: Sector Updates'. The main article is titled 'Telehealth in Aged Care – How technology can help' and is dated Wednesday, 5 August 2020. It includes social media share buttons and a 'Return to eHealthNews.nz home page' link. The article text discusses the challenges of the second wave of the pandemic in aged care and how telehealth can help. A small image of a person using a visionflex device is also visible.

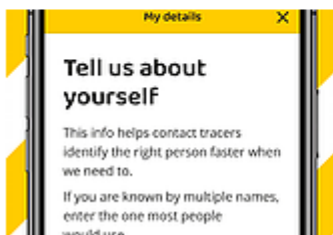
Sector updates highlighted on the eHealthNews.nz home page



Pandemic prompts thousands to use eMental health tools

17 August 2020
Thousands of Kiwis are using eMental Health tools to deal with stress, anxiety and other issues related to the Covid-19 pandemic. Government funding for a range of online support is confirmed until October.

COVID-19



COVID Tracer App alert sent as virus re-emerges

13 August 2020
The alert function on the COVID Tracer App was used by government for the first time this morning to warn people who may have been exposed to the virus, as app registrations reach almost one million.

COVID-19

18 August 2020
NZHIT View: Election season is upon us
22 July 2020

SECTOR UPDATES

>> MEG Launches Cloud-Based Audit Management System in NZ and Australia with a Free 'PPE Audit Offer'

>> Quanton delivers intelligent automation to free up OmniHealth GPs

>> Telehealth in Aged Care – How technology can help

>> InterSystems Launches TrakCare® 2020 Enabling Rapid Response & Flexible Care

>> New Kiwi Virtual Triage Tech Identifies Skin Cancer In High-Risk Patients

>> InterSystems TrakCare® delivers better patient care during the COVID-19 Pandemic

Only \$290 per release

HiNZ reserves the right to make minor changes to the submitted copy before publication to improve its readability and impact.

Advertise in the eHealthNews.nz eNewsletter

Every second week, on a Thursday morning, the latest news and articles are emailed to the HiNZ eNewsletter database. [Signing up for eHealthNews.nz is free.](#)

The screenshot shows the layout of the eHealthNews.nz eNewsletter. At the top, there is a header with logos for ZEDOC and The Clinician, followed by the eHealthNews.nz logo and the HiNZ logo. Below the header is a 'NEWS' section. The first article is titled 'Momentum builds for data and digital investment' and features a portrait of a man. The second article is 'Health NZ to take on national data and digital roles' with a teal background. The third article is 'DHBS eye up 'quick wins' in digital maturity' with the Himss logo. The fourth article is 'South Island sustaining shift to telehealth' with a portrait of a man. The fifth article is 'Industry contracts should ensure data sharing - report' with a blue background. At the bottom, there is a 'Browse article library >>' button and a horizontal banner for research-led innovation.

Leaderboard
(728 pixels wide x 90 pixels high)

Rectangles
(300 pixels wide x 250 pixels high)

Horizontal banner
(728 pixels wide x 90 pixels high)

Advertising Packages: eHealthNews.nz

The ad rates below give you exclusive ownership of that ad space for selected duration:

eNewsletter - Leaderboard (728 pixels wide x 90 pixels high)

PLUS *eHealthNews.nz Leaderboard (728 pixels wide x 90 pixels high)

PACKAGE RATE – 2 for 1

- 1 issue – 2 weeks - **\$890**

eNewsletter – Rectangle LEFT (300 pixels wide x 250 pixels high)

PLUS *eHealthNews.nz Rectangle ONE at top (300 pixels wide x 250 pixels high)

PACKAGE RATE – 2 for 1

- 1 issue – 2 weeks - **\$790**

eNewsletter – Rectangle RIGHT (300 pixels wide x 250 pixels high)

PLUS *eHealthNews.nz Rectangle TWO at top (300 pixels wide x 250 pixels high)

PACKAGE RATE – 2 for 1

- 1 issue – 2 weeks - **\$790**

eNewsletter – Horizontal Banner (728 pixels high x 90 pixels high)

PLUS *eHealthNews.nz Horizontal banner within page (728 pixels high x 90 pixels high)

PACKAGE RATE – 2 for 1

- 1 issue – 2 weeks - **\$590**

Multiple bookings of more than one advertising space cannot be booked during the same publication period.

***2 for 1 – PLUS FREE advertising on the eHealthNews.nz home page**

The eHealthNew.nz home page on the HiNZ website is the front door to sector news, investigative analysis, case studies and academic research. Your advertisement can be placed in a high impact position above or beside the editorial headlines.

There is no paywall, so all readers (members or non-members) can easily browse news and opinion on eHealthNews.nz.

The screenshot shows the eHealthNews.nz website layout. At the top is a SPARX banner with the text 'TAKE CONTROL with Smart, Positive, Active, Realistic, 4 Factor thoughts'. Below this is the eHealthNews.nz logo and the HiNZ logo with a 'Sign up for our free newsletter' button. A navigation menu includes Home, About eHN, Submit News, Advertise, Directory, Channels, C&N, Webcasts, About HiNZ, and Join HiNZ. The main content is divided into 'NEWS' and 'FEATURES' sections. The 'NEWS' section contains several articles with images and category tags like 'ANALYTICS', 'CHANGE MANAGEMENT', 'COVID-19', and 'DIGITAL PATIENT'. The 'FEATURES' section includes articles like 'Data and the pandemic - Waimata's story' and 'Creating resilience through cloud technologies'. There are also 'VIEWS' and 'SECTOR UPDATES' sections. At the bottom, there are more news articles and a 'Staying on Track' banner.

Leaderboard
(728 pixels wide x 90 pixels high)

Rectangles
(300 pixels wide x 250 pixels high)

Horizontal banner (728 pixels wide x 90 pixels high)

Advertise in the CiLN (Clinical Informatics Leadership Network) exclusive eNewsletter

Advertise in the clinical leads newsletter: Reach 500+ clinical leaders through our newly launched CiLN (Clinical Informatics Leadership Network) newsletter. CiLN is a NZ-based, multi-disciplinary and responsive health network for people with a clinical background and interest in data and/or digital.

Leaderboard
 (728 pixels wide x 90 pixels high)

Rectangles
 (300 pixels wide x 250 pixels high)

Horizontal banner
 (728 pixels wide x 90 pixels high)

Advertising Packages: CiLN newsletter

The ad rates below give you exclusive ownership of that ad space for selected duration:

CiLN eNewsletter - Leaderboard (728 pixels wide x 90 pixels high)

- 1 issue – **\$890**

CiLN eNewsletter – Rectangle LEFT (300 pixels wide x 250 pixels high)

PLUS *eHealthNews.nz Rectangle ONE at top (300 pixels wide x 250 pixels high)

PACKAGE RATE – 2 for 1

- 1 issue – **\$790**

CiLN eNewsletter – Rectangle RIGHT (300 pixels wide x 250 pixels high)

PLUS *eHealthNews.nz Rectangle TWO at top (300 pixels wide x 250 pixels high)

PACKAGE RATE – 2 for 1

- 1 issue – **\$790**

CiLN eNewsletter – Horizontal Banner (728 pixels high x 90 pixels high)

- 1 issue – **\$590**

Special offer: Advertise in both eHealthNews.nz newsletter and CiLN newsletter

Get 25% off PLUS eHN home page advertising for FREE

If you book advertising in both newsletters in the same month you can receive 20% off your total booking, for example:

eHealthNews.nz newsletter – horizontal banner \$590+gst

plus CiLN newsletter horizontal banner \$590+gst

plus free horizontal banner on eHealthNews.nz home page

- Usual price: \$1180+gst
- **Discount price: \$880+gst**

Industry Innovation article

The cost is \$1140 per article

Putting your article into the 'industry innovation' section reinforces your brand as being at the leading edge of the changes happening within digital health. Your article is pinned in a prime position on the eHealthNews home page for two weeks and featured prominently in the fortnightly eHealthNews.nz newsletter.

The Industry Innovation package includes:

- Your article headline, image and 30 words featured in one eHealthNews.nz newsletter, with a link to the full case study on the hinz.nz website
- Your article headline, image and first sentence in a prime position on the eHealthNews.nz home page for two weeks
- Your article hosted on the hinz.nz website (your article remains on the HiNZ website after the promotion period and is searchable) **

Optional extra: We can arrange for a qualified journalist to provide you with interview, writing, editing services on request (\$75 per hour)

To arrange an Industry Innovation article, you need to provide us with:

- Article image - 330 w x 227 pixels h *
- Article copy ** plus your contact details
- The URL you wish the reader to land on after reading your case study.
- *(Optional) Large image for article page * - 950 pixels w x 200 pixels h - the width of this image is fixed, but the height may be less or more than 200 pixels.*

**We can suggest a stock library image if you don't have anything suitable.*

*** HiNZ reserves the right to suggest changes to case study editorial copy before publication to improve readability, impact and relevance to the eHealthNews.nz audience.*

FEATURES



Creating resilience through cloud technologies

21 July 2020

In the wake of the Canterbury earthquakes, Canterbury District Health Board (CDHB) embarked on an intensive digital transformation programme. It's now helping other DHBs and healthcare providers around the country build their own resilience, boost access to health services and unlock better collaboration to improve patient outcomes across New Zealand.

INFRASTRUCTURE

Industry
Innovation
Article in
eHealthNews
newsletter

Events – Advertising package

Exclusive to one advertiser per eNewsletter Cost is \$590 per event

Promote your event to our targeted audience. This advertising package puts your company event in the spotlight by pinning it at the top of the Upcoming Events section on the eHealthNews.nz home page for two weeks, featuring it within one eNewsletter, and a listing page within the HiNZ event calendar.



Your package includes:

- Guaranteed position of your event image (330px wide x 227px high), headline and description (30 words) as the top item under the Upcoming Events heading in one eNewsletter, and on the eHealthNews.nz home page for two weeks.
- Your event listed in the HiNZ event calendar at hinz.nz until the event date.
- Your event listing page (maximum of 300 words) within the HiNZ event calendar, at hinz.nz until the event date. This needs to include your contact details, event date(s), event name, event venue, event location (town/city), event URL.

Event calendar at hinz.nz

