

DIGITAL OPPORTUNITIES

# HFM E-newsletters

## HFM INSIDER

Circulation: 58,000 | Average Open Rate: 11%

This weekly e-newsletter covers health care facility operations hot topics, including codes and standards information, ASHE updates, and other relevant news.

AD UNIT	1x	6x	12x	24x
Top Leaderboard	\$1,700	\$1,615	\$1,500	\$1,360
Medium Rectangle	\$1,300	\$1,225	\$1,150	\$1,050
Sponsored Content 1	\$1,700	\$1,615	\$1,500	\$1,360
Sponsored Content 2	\$1,700	\$1,615	\$1,500	\$1,360
Ad Takeover	\$6,500			

All rates are net. See page 16 for ad specifications.

## HFM PDC NEWS

Circulation: 35,000 | Average Open Rate: 14%

This monthly e-newsletter provides original reporting and contributed expert guidance from the profession's top thought leaders in health care planning, design, and construction.

AD UNIT	1x	6x	12x	24x
Top Leaderboard	\$1,345	\$1,280	\$1,200	\$1,075
Medium Rectangle	\$1,050	\$1,000	\$925	\$840
Sponsored Content 1	\$1,345	\$1,280	\$1,200	\$1,075
Sponsored Content 2	\$1,345	\$1,280	\$1,200	\$1,075
Ad Takeover	\$4,500			

All rates are net. See page 16 for ad specifications.

Source: Higher Logic, July 1, 2020 - June 30, 2021

**728x90**

**HEALTH FACILITIES MANAGEMENT INSIDER**

September 14, 2021

**ADVOCACY**  
**ASHE provides clarification on FDA medical device guidance**  
 The public commenting window for the Food and Drug Administration's Remanufacturing of Medical Devices draft guidance closes Sept. 23. The guidance was written to help clarify whether activities performed on devices are truly "remanufacturing" and provide consistency and further understanding of applicable regulatory and regulatory requirements. After reading the guidance, ASHE has provided comments and recommendations on how health care organizations get involved in the commenting process.  
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**HEALTH FACILITIES MANAGEMENT PDCNews**

September 15, 2021

**RESOURCE**  
**Designing the future**  
 A recent report from partners walks through operational and sustainability goals.

**ADVOCACY**  
**Get in your voice**  
 This guide helps ASHE's ASHE Advisory Board associate members and regional representatives.  
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**EDUCATION**  
**ASHE Academy continuing education**  
 Join peers at the Fall 2021. The Academy is customized to fit the participant.  
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**IN THE FIELD**  
**Bringing real health care**  
 Health care facilities and how they're built.  
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**Hospitals reduce carbon footprint through sustainable design**  
 From smart hardware energy to LEED designed buildings, hospitals across the country are joining in the decarbonization movement.  
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**Hospitals dig into the science of building with new projects**  
 ASHE's, which newly and accelerated reality help to create connections between design and health care.  
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**SPONSORED CONTENT**  
**Set the Foundation for Healing Spaces**  
 When it comes to healthcare design, having it done right just isn't enough. It's a key factor in patient and caregiver safety and overall experience. That's why healthcare clients need building solutions that are designed for health care environments. For a complete guide to healthcare design, visit [www.healingspaces.com](#).  
 Not only are these solutions cost-effective, overall better building to specifically designed for high-quality healthcare spaces in order to reduce noise and provide added comfort and safety.  
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