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THOUGHT LEADERSHIP

**THOUGHT (yours) + LEADERSHIP (yours) =
SHARING WHAT YOU HAVE LEARNED in Healthcare Revenue Cycle.**

Are you a Thought Leader? Does your company produce Thought Leadership content? Fantastic! Let us help you share your knowledge and promote your articles.

We are reaching out to you, our subscribers, to share your wisdom, insights, real-life examples, knowledge, understanding, creativity, enthusiasm, success stories, failures, lessons learned, and especially your humor – did we leave anything out? – with all of our members and the entire Revenue Cycle community.

Q: Why is revcyclenatch.com rolling out a Thought Leadership program?

A: Content matters. Our hope is our Thought Leadership pieces will educate, inspire, and entertain. And if we are lucky enough, a combination of all three.

We want to promote all Thought Leadership articles that understand our Revenue Cycle community and cater to its specific needs. True Thought Leaders deliver content to educate, not just sell themselves or their services or solutions.

Q: When will it start?

A: In May 2021, we will be releasing and promoting our first Thought Leadership article.

Q: How often will revcyclenatch.com publish and promote subscribers' Thought Leadership articles?

A: Our team will choose and promote one thought leadership article per month.

Q: Is there a cost to submit articles?

A: No

Q: How will articles be chosen?

A: We are looking for articles containing guiding principles that the entire Revenue Cycle community can benefit from reading. This includes meaningful observations, topics that evoke contemplation, unique thoughts and ideas, cited references and data sources that are useful, and almost anything else with value you can share. (With very little mention of your company.)

Q: How do subscribed members, providers, and vendors submit articles for consideration?

A: Articles need to be submitted in PDF format to april.langford@revcyclenatch.com.

Q: What content can be submitted?

A: Articles that relate to all facts of healthcare Revenue Cycle can be submitted for consideration.

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It is essential that your article(s) contain elements that:

- 1 → Add value to the conversation by being knowledgeable and up-to-date with industry trends.
- 2 → Identify with the Revenue Cycle community. How can you accomplish this to provide insight, guidance, and encouragement to build trust with your community?
- 3 → Are authentic. This resonates with others and allows them to identify with you on a more personal level.
- 4 → Engage our audience. Feel free to include graphics, analytics, infographics, and more.
- 5 → Structure your Thought Leadership to make sure you are understandable to your audience.
- 6 → Teach people with free content. This can open the doors to your brand by allowing people to walk in, look around, and find out who you are.



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