

Answers Media Network



# Answers Media Company Overview April 2022

# About Answers Media Company

Answers Media Company LLC owns and operates Answers Media Network, a series of topic-driven websites and multi-media channels dedicated to covering current issues and Federal initiatives driving change in healthcare delivery. Established in 2009 with the debut of HITECHAnswers.net, the multi-media network includes two websites, an Internet radio station and podcast channel, conference Pop-up studios, and a social media footprint of 39,000 followers. In 2019 the news sites HITECH Answers, Health Data Answers, and RCM Answers were merged into Health IT Answers. The content focuses on Health IT adoption.

# About Answers Media Company

Healthcare NOW Radio is an Internet radio station and podcast channel operated and produced as part of Answers Media Network. The station streams programming 24/7. The station offers interviews, and commentary from industry leaders in healthcare and health information technology, as well as originally produced programming hosted by industry leaders. The station currently averages over 38,000 listeners per month; the companion podcast channel averages 80,000 plays per month.

# Answers Media Company Footprint

- Healthcare NOW Radio annual listeners 2021: 474,000
- Healthcare NOW Radio podcast channel plays 2021: 610,000
- Healthcare NOW Radio average listeners per episode per week: 600+
- Healthcare NOW Radio average podcast plays per episode: 500+
- Health IT Answers and Healthcare NOW Radio unique visitors 2021: 200,000
- Collective Twitter followers: 26K
- Collective LinkedIn followers: 12K
- Email subscribers: 40K

# About Health IT Answers

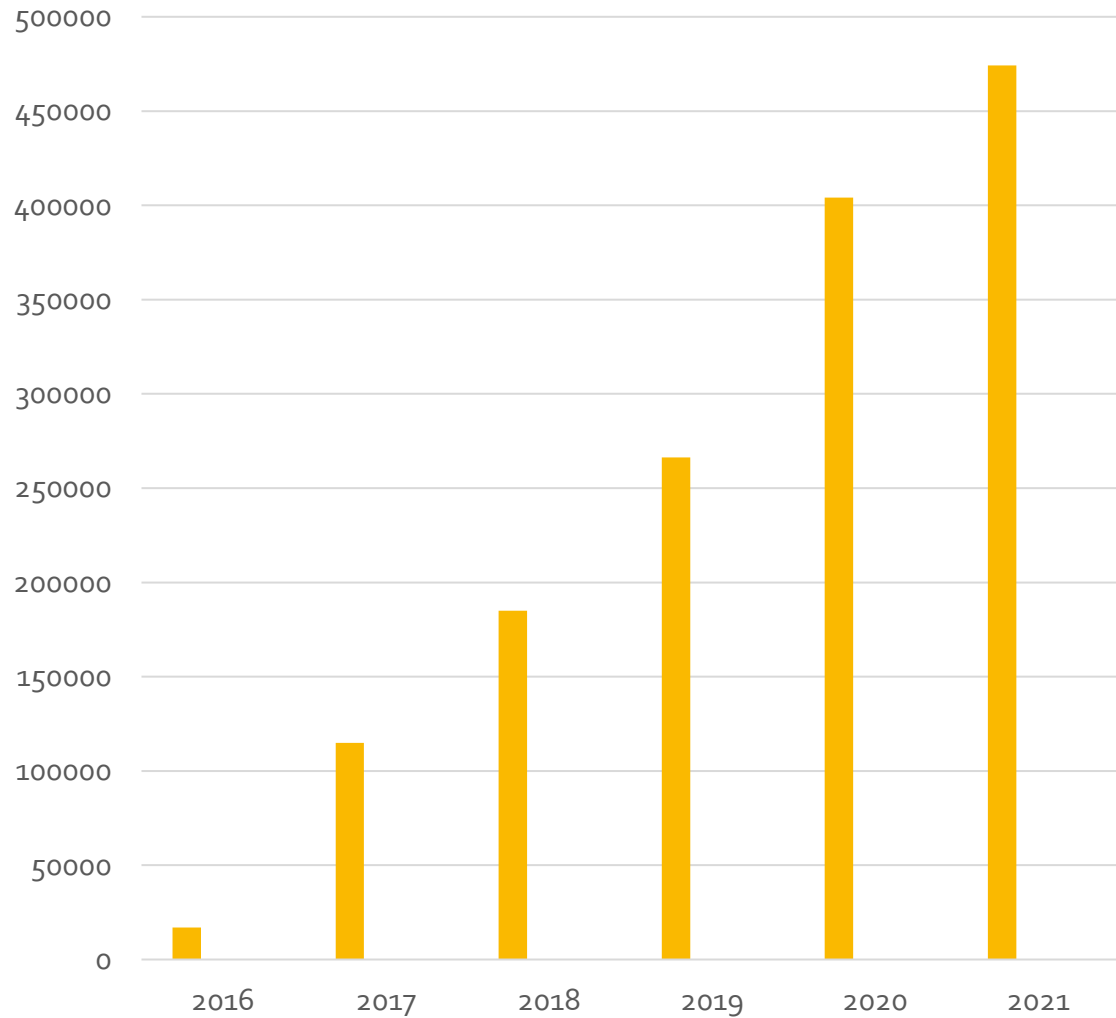
- Health IT Answers Launched in March of 2009 as HITECH Answers
  - Content Focused On:
    - Health IT Innovation
    - Interoperability
    - Regulatory
    - Privacy and Security Compliance
    - Digital Health and Telemedicine
    - Analytics and Pop Health
    - Revenue Cycle/Finance
  - Companies may submit byline (non-marketing) articles for publication consideration
  - 40,000 e-mail subscribers get Weekly News Digest

# About Healthcare NOW Radio

- Healthcare NOW Radio Debuted in 2012
  - Sixteen 30-minute shows (8 hours of content)
  - Shows air 3x a day M-F to create continuous 24/7 streaming in the U.S. and around the world
  - Weekend content – Show Marathons
  - Healthcare NOW Radio average listeners per episode: 600+
  - Companion Podcast Channel
    - Episodes of 16 radio shows go on demand as podcast
    - Another 18 podcast only shows
    - 34 shows total with new podcast shows added through our Syndication Program
    - Healthcare NOW Radio average plays per episode: 500+

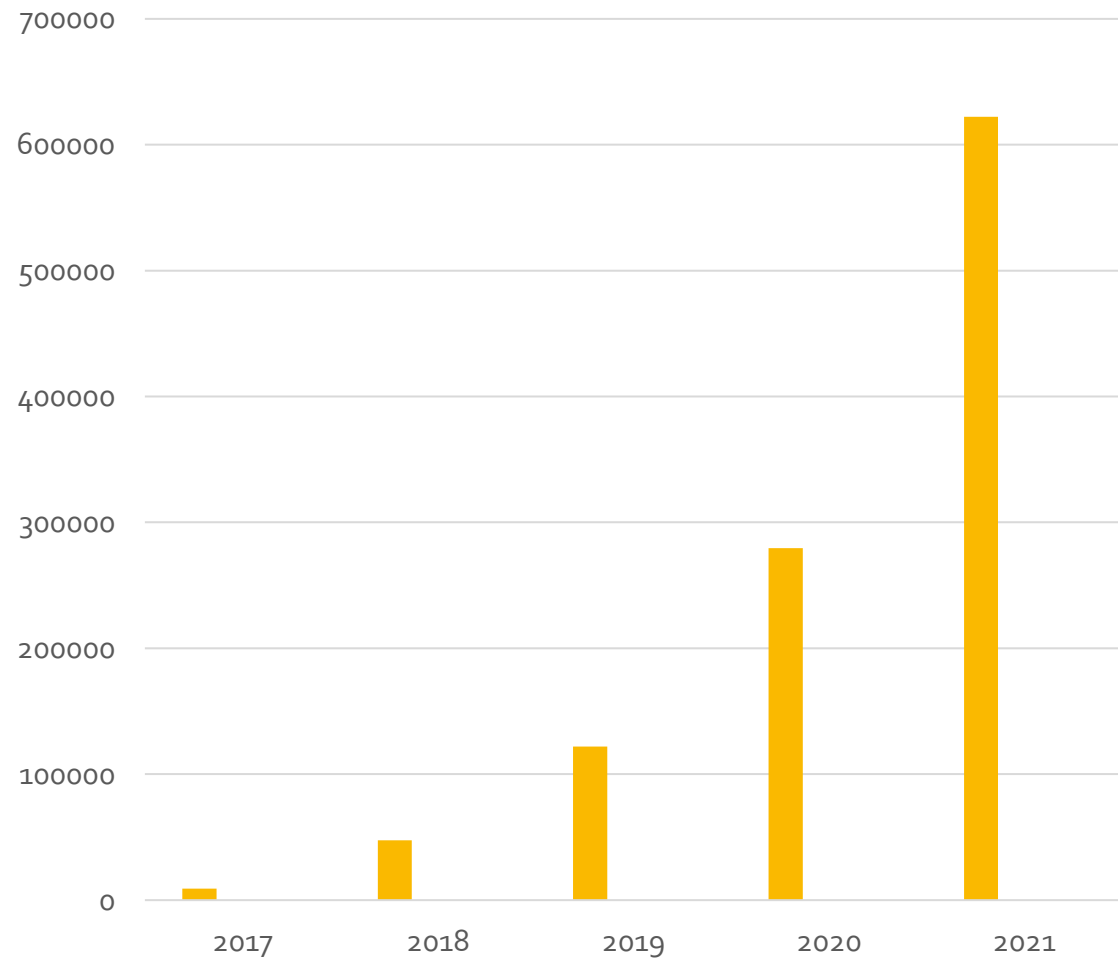
Growth Last  
6 Years –  
Radio  
Station

## Streaming Radio Listeners



# Growth Last 5 Years – Podcast Channel

## Podcast Channel Plays





# Healthcare NOW Radio - Streaming

- Healthcare NOW Radio Streaming
  - On radio players on Healthcare NOW Radio and Health IT Answers
  - On station platform – <https://healthcarenowradio.airtime.pro>
  - On Alexa – “Alexa, play Healthcare NOW Radio:
  - On Apple Music – “Siri, play the radio station Healthcare NOW Radio
  - On TuneIn
  - On Streema
  - On My Tuner

# Healthcare NOW Radio - Podcast

Can be found on over 40 podcast networks

Soundcloud  
Apple Podcasts  
Audible  
Amazon Music  
Google Podcasts  
Spotify

Spreaker  
Podcast Addict  
iHeartRadio  
Pandora  
CastBox  
Podchaser

## How Companies Engage with Us

### Healthcare NOW Radio

- Hosted 30-minute Radio Shows
  - Company leader(s) host
  - Episodes Air then go On Demand on our Podcast Channel
- Podcast Show Syndication
  - Existing podcast shows are added to our network (note: we can provide outsourcing to help launch your show)
- Radio Interviews of Company Leaders
  - Airs then goes on demand as a podcast; includes companion article
- Radio Commercials and Education Shorts
- Conference Exhibit Pre/During/Post Promotion Packages
  - Package includes radio interviews, promotion of company conference activities through articles, inclusion in e-mail digests, and social media campaigns

## How Companies Engage with Us

### Health IT Answers

- Sponsor one of our Answers Media Virtual Roundtable Discussions
  - One sponsor
  - Company leader on the panel
  - Guarantee 300 registrations
  - Video delivered post event
- Dedicated eMail Blasts for lead capture (company webinars, white papers, etc.)
- Company spotlight in our e-mail Weekly News Digests
- Sponsored content articles for publication
  - Guaranteed publication
  - Can include product marketing
  - Included in our Weekly News Digest
  - Includes link backs
  - Includes social media support

To Learn More

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