



HX360™

HX360 BLOG SUBMISSION GUIDELINES:

Thank you for your interest in blogging for HX360!

Our blog is designed to:

1) Educate and inform readers about topics/issues related to 8 Contemporary Provider Challenges:

- Existing patient retention
- New patient acquisition
- Patient experience improvement
- Primary care provider efficiency
- Post-acute care management
- Care coordination for chronic conditions
- Mandated quality metrics improvement
- Supply chain optimization

2) Reinforce HX360's Index components:

- Next generation technology adoption and use
- Innovation capacity
- Degree of care delivery integration
- Payment model
- Foundational preparedness (platform technology adoption and use)
- Financial performance
- Quality and safety organization

Blogger/author guidance:

Pitch:

Pitch blog post idea to blog manager at blog@hx360.org any time for approval to move ahead with post idea.

Submit:

Blog posts and photos/art are to be submitted to blog manager at blog@hx360.org a minimum of 48 hours before desired posting time. Creating or responding to breaking news is always an exception to this rule.

Editing:

Blog manager will return edited piece to writer for final signoff. Your prompt response is much appreciated ☺.

Cross-Posting:

Guest bloggers **can** link to their own company's website on a post, in addition to providing links to other content mentioned in the post

Guest bloggers **can** re-publish their post on their own or their company's blogs but no more than 50% of the content must not be reposted and all content must link back to HX360's original post.

TIPS:

- Word count should span 300-600 words
- Please tie your main thesis or Point-of-View back to the bulleted lists above for maximum impact
- Topics can be on case studies, news, company happenings, opinion pieces
- Write in short sentences; break up large blocks of text with bold headings and bullet your major points
- Please limit your spaces to one after each comma or period
- We recommend you submit an image with your blog posting to make your post more pleasing to the eye. If you do include an image, please provide the URL from which you copied the image so we may attribute correctly. Note: image can be your own headshot, but we'd also like an image related to your content, to support the blog post
- Have fun! Our blog's personality is to be authoritative and informative but also *lively, informative and inspiring*

Please direct any questions to the blog manager: blog@hx360.org