



velatura



THE EXCHANGE – BLOG CONTRIBUTOR GUIDELINES

Thanks for your interest in contributing content to ***The Exchange*** - a blog by Michigan Health Information Network Shared Services (MiHIN) and its affiliated companies: Velatura, Interoperability Institute, and USQHIN.



Collectively, our group of companies are working to realize the vision of seamless, secure, flexible, and robust electronic health data interoperability at national scale. ***The Exchange*** supports this goal by delivering content that “explores the intersection of healthcare and technology”. Each week, we showcase insights, observations, opinions, and thought leadership from our own staff, as well

as perspectives from industry experts across the Health IT milieu.

To submit a post to be considered for publication in ***The Exchange***, please take note of the following guidelines in their entirety. They should answer any questions about content and the submission process:

AUDIENCE(S)

Content surfaced through ***The Exchange*** may represent perspectives from any or all of the MiHIN affiliated companies – and by extension each of their unique audiences:

- **MiHIN** – Healthcare technologists, administrators, providers, payers, policy makers, and patients within the state of Michigan
- **Velatura** – Health information exchanges/networks, state governments, health systems, health plans, Medicaid administrators
- **Interoperability Institute** – IT researchers, Agile developers, synthetic data users, Academicians, human capital in health IT
- **USQHIN** – “Gateway Partners” (organizations that contribute and collect ADT data), health information exchanges, national payer organizations, regional provider orgs, federal and state governments

STYLE

- Your unique narrative voice is welcome and encouraged
- Articles should reflect the style and tone of ***The Exchange***
- Topics should focus on subject matter pertinent to healthcare and/or healthcare technology
- High quality writing (spelling, grammar, punctuation, syntax) matters
- Format counts – Always include an introduction, body, and conclusion
- Aim to be informative, helpful, and easily understood (limit jargon and buzzwords; always spell out acronyms)

- Unique perspectives, original concepts, and compelling (factually supportable) arguments

TOPICS

- Thought Leadership – Expert commentary on topics impacting the intersection of healthcare and technology. Contributions should be authored by established industry leaders and represent original thoughts and perspectives.
- Policy & Regulation – Submissions that offer insight, explanation, or reaction to current or pending government policies and/or regulations that directly impact healthcare and technology. Contributors should have an established background and understanding of governmental process and dynamics related to regulatory policy.
- Technology – Articles that unpack and bring clarity to technological topics or advancements in health tech or health IT. Credentials in healthcare technology development, and proficiency in the subject matter is an expected requirement for acceptance.

SPECIFICATIONS

- Images & Graphics – Including appropriate images with your blog copy is a highly recommended way to improve readership and engagement with your content. Here are some important tips for the use of images in **The Exchange**:
 - Images submitted with blog posts should be in PNG file format
 - Images should have a minimum width of 150 px. and a maximum width of 800 px.
 - Images should tie back to the topic/content of the post and enhance the narrative
 - ALL images MUST be accompanied by documented proof of use, license, and/or permissions, attributions, etc.
- Word Count – Generally speaking, submissions should be a minimum of 500 words, and not exceed 800 words. Exceptions will be made for Infographic style posts with fewer words or for longer-form submissions that offer a significant depth of detail into a particular topic.
- Originality & Attribution – The expectation is that ALL content submitted for inclusion in **The Exchange** is original to the author.
 - Content may have appeared elsewhere if that information is disclosed at the time of submission
 - Any references, quotations, images, graphs, or illustrations not original to the author MUST be attributed to the owner
 - The author may include a headshot, brief bio, social media accounts, and a company web link to be included with their post
- Exclusions – The following are not acceptable for publication in **The Exchange**:
 - Posts promoting a specific product or company without pre-approval
 - Posts disparaging MiHIN, Velatura, Interoperability Institute, USQHIN, their leadership, employees, or products
 - Posts that are interpreted as offensive or inaccurate
 - Posts that are construed as a link-building scheme

EDITORIAL

- Content published in **The Exchange** becomes the property of Michigan Health Information Network Shared Services (MiHIN)
- Submissions must meet **The Exchange** team's quality standards. Editors reserve the right to reject contributions at their discretion

- Editors reserve the right to edit and adapt guest blog content for spelling, grammar, syntax, and length as needed; as well as update it in the future for accuracy and comprehensiveness
- Editors reserve the right to include calls-to-action to content, including but not limited to social media posts, email newsletters, eBooks, and other downloadable content
- Editors reserve the right to use guest blog author's bio and likeness for promotional purposes across platforms, including but not limited to social media channels
- Editors reserve the right to control the timing that posts appear in ***The Exchange***
- Authors are welcome to repost links to their post as it appears in ***The Exchange*** to their own website and social media channels

SUBMISSION

For consideration to be included in ***The Exchange*** submit your blog post to marketing@mihin.org with the following:

- Subject line: "The Exchange Guest Post Submission: [Tentative Title of Post]"
- Provide a description of the post in the body of the email, along with the target audience and desired objective (what should the reader take away)
- Attach the completed post as a Word document
- If including images, make sure they're compressed, in PNG format, and added as attachments with proper attribution for each (e.g., Image source) included in the body of the email
- Include a short author bio, headshot, website, and any desired social media accounts (LinkedIn or Twitter)