

# ANNUAL REPORT 2018



BRIDGING THE GAP BETWEEN  
HEALTH CARE AND HEALTH POLICY

# REFLECTING ON 2018

Dear State of Reform community:

It might sound cliché to say that you made this possible – but it's true.

Because of the stakeholders, speakers, Convening Panel members, readers, sponsors and attendees that support State of Reform, we have grown in 2018 to hold events in nine markets. We provide coverage of state health policy covering six states – and we're on the front end of expanding into three new states in 2019.



So, we wanted to share some of the data points from this progress with you, our State of Reform community, in this Annual Report. We wanted to keep it simple, giving you a few numbers and a handful of graphics.

The point is that we're growing – and that is because of your support and engagement. So, thanks again for that.

Here is to 2019, and the work we are all doing together and in collaboration to create healthier lives and healthier communities.

More soon!

A handwritten signature in black ink, appearing to read 'DJ Wilson'.

DJ Wilson  
Host

945

STORIES  
PUBLISHED

86

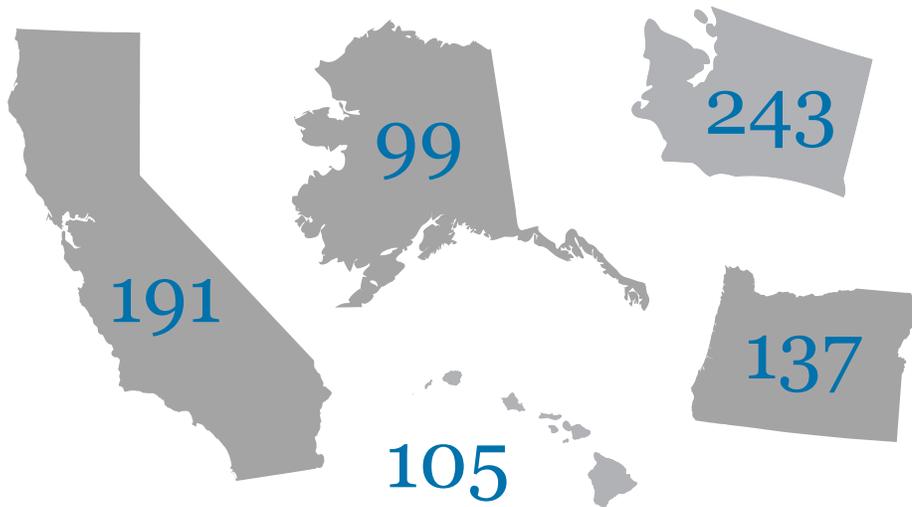
EDITIONS OF 5 THINGS  
WE'RE WATCHING

34

EVENTS

# OUR YEAR IN CONTENT

## NUMBER OF STORIES BY STATE



## WEST COAST EDITION

Our West Coast Edition of State of Reform includes our oldest, most mature markets.

In these five states, we now have a combined 85,000 email subscribers. Our reporters produced 775 original stories tracking state health policy and market activity.

## SOUTHWEST EDITION

Texas, a state in which we launched in 2016, anchors our Southwest Edition. In 2018, we began reporting on Utah, Arizona, and Colorado, as well.

We'll host five conferences in the Southwest Edition region in 2019.

# 147

VIDEOS

# 55

STORIES ON  
FEDERAL POLICY

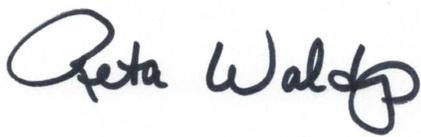
# 14

PODCASTS

# OUR YEAR IN EVENTS

“I’ve spent a career producing events of all sizes and scales. But there is something special, something unique about a State of Reform event. Whether it’s a Policy Breakfast, a VIP Dinner, or one of our signature annual conferences, State of Reform events foster collaboration and goodwill that engenders the kind of trust we need to reform our health care system.

It’s an honor for us to host these events for so many folks across the spectrum of America’s health care system.”



Reta Waldrop, CMP  
Vice President



9  
CONFERENCES

2,933  
ATTENDEES

101  
SPONSORS

# THE VISION FOR 2019

In 2019, we launch four new conferences in three new states. We plan to double the amount of stories we produce, covering health policy and market activity where it happens: at the state and local level.

State of Reform is filling a need for better information on the most important health policy discussions of the day. It's something we've only been able to do because of your support and engagement.

So, for 2018, thank you! And, for 2019, we are looking forward to the challenges in the road ahead!



A handwritten signature in black ink that reads "Karianna Wilson".

Karianna Wilson  
Host

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## THE STATE OF REFORM TEAM

|                 |       |                       |
|-----------------|-------|-----------------------|
| DJ WILSON       | ..... | HOST                  |
| KARIANNA WILSON | ..... | HOST                  |
| MARJIE HIGH     | ..... | VICE PRESIDENT        |
| RETA WALDROP    | ..... | VICE PRESIDENT        |
| EMILY BOERGER   | ..... | SENIOR REPORTER       |
| SARA GENTZLER   | ..... | REPORTER              |
| LAURA LUNDBERG  | ..... | PROJECT COORDINATOR   |
| AARON HORTON    | ..... | VIDEOGRAPHER          |
| BRANDON JOHNSON | ..... | GRAPHIC DESIGNER      |
| TIM HENDERSHOT  | ..... | WEBMASTER/CODE JOCKEY |
| ELLIOTT JOHNSON | ..... | NETWORK SECURITY      |