

## Healthcare Trends Institute (HTI) Guest Blogging Guidelines

Thank you for your interest in blogging for the Healthcare Trends Institute!

### Editorial Standards:

- Blogs must be high quality, well-written, and original. Guest blogs are on average longer than 600 words.
- Avoid advertising and self-promotional content. If the blog feels like an advertisement, we will pass.
- No affiliate links are permitted
- Please use proper attribution of any outside sources used for data, quotations, or images that you use/reference in your blog post.
- Provide a short bio and headshot for the end of your blog. Maximum of 1 link allowed in bio

### Other Guidelines:

- Healthcare Trends Institute (HTI) reserves the right to include links or "calls-to-action" to our own content, such as other blogs, white papers, newsletters, etc.
- Healthcare Trends Institute (HTI) reserves the right to reject submissions that do not meet our editorial standards
- Please do not republish your guest post to your own blog. Once your blog post is published, we will notify you with a link to the blog, which you can promote.

To submit your blog post for review, please submit a Word document to [heather@healthcaretrendsinsitute.org](mailto:heather@healthcaretrendsinsitute.org)

