

# HLTH USA 2026 Blog Post Guidelines

## Guidelines

We want to provide an "insider's view" from industry experts to our audience, and share data, knowledge and/or points of view they may not be able to get elsewhere. Keep content non-promotional, instead focusing on industry issues and thought leadership perspectives. **Blogs should be about 700 – 1000 words in length.** Please note, we are not able to add images to the body of your blog.

## Process

1. **Launch Date**

Select a launch date for your blog via [Calendly](#). Select your blog publication date by **October 20, 2026**.

2. **Headshot**

Send to HLTH ([himanshu@hlth.com](mailto:himanshu@hlth.com)) author's full name, title, company, email address and color high resolution headshot.

3. **Submission Deadline**

Submit the blog piece to the HLTH team one week prior to the launch date - we will review and offer any comments.

4. **Publication**

After the piece is finalized, we will publish on our site (on the selected date) and send over the link along with custom marketing graphics for your use.

5. **Promotion**

We will promote in tandem with our marketing calendar on LinkedIn and X.

## Contact

If you have any questions about your blog sponsors, please reach out to **Himanshu Dubey** ([himanshu@hlth.com](mailto:himanshu@hlth.com)).