



The Journal of
Healthcare
C O N T R A C T I N G

*Healthcare's
only publication
dedicated
solely to the
contracting
arena.*

Media Guide 2011

Circulation

- 13,800 executives involved in healthcare contracting comprised of:
- **7,200 IDN executives** involved in healthcare contracting for health systems at 1,100+ health systems. These include president/CEO, CFO/Controller, VP/Purchasing Director and Pharmacy/Formulary Director.



- **4,200 Hospital supply chain executives.**
- **1,300 GPO executives** in sales, marketing, logistics and contracting for national and regional GPOs and distributors.
- **1,100 supplier/manufacturer community members**, including president/CEO, VP sales, VP corporate sales and marketing, and corporate and national accounts executives.

More demands will be placed on contracting executives to contribute to the delivery of cost-effective, high-quality healthcare. But they can't do it alone. Instead, they must work closely with colleagues within their facilities and IDNs, and outside them. For that reason, the year 2011 will be a test of their planning, communication and leadership skills. *The Journal of Healthcare Contracting* will offer a blueprint for success through articles, reader surveys, our "Model of the Future" case studies, "Executive Interviews" with industry leaders, and more.

Key topics for 2011

- **Physician engagement.** Why is it so essential in a post-healthcare-reform world? What are the challenges facing contracting executives as they seek to work with physicians to achieve cost-effective healthcare? How are successful IDNs meeting these challenges?
- **Supplier engagement.** It's no secret that trust can be a rare commodity in the buyer/seller relationship. That being the case, contracting executives question whether and how they can work with their suppliers to improve efficiencies and outcomes.
- **The non-hospital challenge.** It's a fact of life that contracting executives already have been – or soon will be – called on to be supply chain leaders for professionals in non-hospital locations. Which of their existing skills and experiences can they bring to the table? What new skills must they master?
- **Ten People to Watch in Healthcare Contracting and Contracting Professional of the Year.** The best ideas often come from peers, as these two *JHC* features illustrate. This year, *JHC* will also introduce a Model of the Future award to a hospital or health system that truly embodies a leadership/visionary position in the industry.

In addition, *JHC* will monitor important developments in the industry, including:

- The push toward data standards.
- Prudent acquisition of new technology.
- The impact of electronic medical records on supply chain management.
- Back to the basics: Negotiating skills.
- ...and more.

And *JHC* will continue to offer on a regular basis:

- **Model of the Future.** Stories of contracting executives who have moved beyond the talking stage to action, as they tackle innovative supply chain projects in their hospitals, IDNs and RPCs. This is where the rubber meets the road.
- **Regional Purchasing Cooperative profiles.** As this sector of the market continues to evolve, we'll keep an eye on it.
- **Executive Interviews.** Discussions with industry leaders, who have the ability to put into context some of the issues facing *JHC* readers today. Past topics include comparative effectiveness research, healthcare reform legislation, and technology assessment.
- **Reluctant Salesperson.** Contracting executives don't think of themselves as salespeople, but in order to be effective today, they had better master some basic selling skills. Sales trainer Brian Sullivan can teach them how to do just that, in his column, the Reluctant Salesperson.

The Journal of Healthcare Contracting Digital Issues

Follow the latest trends in healthcare contracting with JHC's 2011 digital issues. Available every other month as a supplement to the printed magazine, JHC digital issues will include health system and hospital profiles, interviews with the industry's top executives, updates on the health legislation front and news, notes and analysis from thought leaders.

2011 Annual Sponsor

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Additional \$10,000 to Annual Sponsorship

"At our health system, our focus is on innovation. The *Journal* helps me learn of innovative practices at work throughout the nation. Your publication is invaluable to me."

Dan McDow

*Chief Operating Officer,
Iowa Health System Consolidated Services*

"As we build a world-class Supply Chain Organization, we rely on the *Journal* as one of our resources to stay in touch with issues and the market."

Brent T. Johnson

*Vice President of Supply Chain, Chief Purchasing Officer
Intermountain Healthcare*

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Ad Materials Due	Feb: 1-24	April: 3-21	June: 5-20	Aug: 7-21	Oct: 9-20	Dec: 11-17
Mail Date	2-25	4-12	6-10	8-10	10-11	12-13

DIGITAL DEADLINES

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Online	1-10	3-10	5-10	7-11	9-12	11-10

Size	Per issue	1x	2x	3x	4x	5x	6x
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Two-Page Spread (two full pages)		\$10,233.00	\$10,081.00	\$9,933.00	\$9,786.00	\$9,642.50	\$9,500.00
Inside Front Cover Premium – \$575.00		Inside Back Cover Premium – \$550.00		Back Cover – \$700.00			

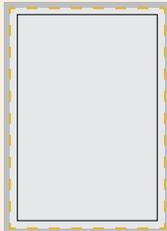
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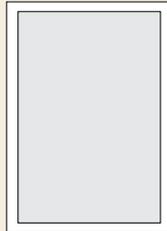
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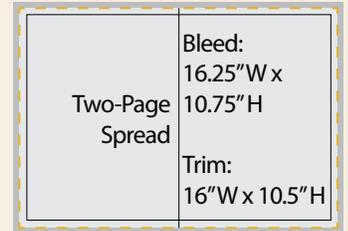
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