

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

Crain Communications Inc.  
150 North Michigan Avenue  
Chicago, IL 60601  
Tel. No.: (312) 649-5350  
Fax No.: (312) 397-5510  
www.modernhealthcare.com

**MODERN HEALTHCARE** provides leaders in the healthcare industry with healthcare business and policy news, research and information. Modern Healthcare's brand content and editorial focus is healthcare news, trends, analysis and data which it communicates through its weekly print and digital magazine, website, e-newsletters, mobile products, research products, data products and events.

### BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

## CHANNELS

### MODERN HEALTHCARE MAGAZINE



25 issues in the period  
69,547 average circulation

### MODERN HEALTHCARE SITE LICENSE



1,250 average

### MODERN HEALTHCARE WEBSITE



917,803 average users

## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>MODERN HEALTHCARE MAGAZINE</b> (25 issues in the period)	55,521	14,026	69,547
(See Paragraph 3b for Format Type and Source)			
<b>MODERN HEALTHCARE SITE LICENSE</b>	1,250	-	1,250
<b>MODERN HEALTHCARE WEBSITE</b> (Monthly Users with 1,569,926 average Pageviews)	917,803	-	917,803

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 22/29, 2020

Qualification Source	Print	Digital	Unique Total Qualified*	Percent
<b>I. TOTAL – Direct Request:</b>	<b>45,705</b>	<b>13,302</b>	<b>52,276</b>	<b>76.0</b>
a. Written	19,111	10,601	23,648	34.4
b. Telecommunication	16,046	308	16,140	23.5
c. Electronic	10,548	2,393	12,488	18.1
<b>II. TOTAL – Request from recipient's company:</b>	<b>176</b>	<b>22</b>	<b>184</b>	<b>0.2</b>
a. Written	159	4	159	0.2
b. Telecommunication	16	11	18	-
c. Electronic	1	7	7	-
<b>III. TOTAL – Membership Benefit:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Individual	-	-	-	-
b. Organizational	-	-	-	-
<b>IV. TOTAL – Communications (other than request):</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Written	-	-	-	-
b. Telecommunication	-	-	-	-
c. Electronic	-	-	-	-
<b>V. TOTAL – Sources other than above (listed alphabetically):</b>	<b>16,347</b>	<b>10</b>	<b>16,347</b>	<b>23.8</b>
Association rosters and directories	-	-	-	-
Business directories	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-
**Other sources	16,347	10	16,347	23.8
<b>VI. TOTAL – Single Copy Sales:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>62,228</b>	<b>13,334</b>	<b>68,807</b>	<b>100.0</b>
<b>PERCENT</b>	<b>90.4</b>	<b>19.4</b>	<b>100.0</b>	

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

\*\*See Additional Data

Note: In these unprecedented times caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, consent and renewal campaigns are impacted. Therefore, BPA Worldwide has granted an exception to reporting Age of Source for all 2020 reports. Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 22/29, 2020

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	52,011	5,271	54,629	79.4
Individuals by name only	8,230	8,013	12,185	17.7
Titles or functions only	22	11	25	-
Company names only	73	10	76	0.1
Multi-Copy Same Addressee copies	1,892	29	1,892	2.8
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>62,228</b>	<b>13,334</b>	<b>68,807</b>	<b>100.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

### AVERAGE ANNUAL AUDITED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019*	January – June 2020*
Unique Total Audit Average Qualified***:	67,630	68,284	70,021	70,622	70,519	69,547
Unique Qualified Non-Paid Total***:	54,999	54,391	56,573	57,396	56,746	55,521
Print:	54,030	53,138	55,442	56,302	55,359	53,871
Digital:	1,139	1,415	1,321	1,260	1,553	1,799
Unique Qualified Paid Total***:	12,631	13,893	13,448	13,226	13,773	14,026
Print:	8,490	8,362	8,120	8,210	8,680	9,176
Digital:	7,432	9,070	9,884	9,366	10,276	10,775
Post Expire Copies included in Total Qualified Circulation:	0.7%	0.7%	1.2%	1.4%	1.6%	1.6%
Average Annual Order Price:	\$110.17	\$117.93	\$117.08	\$122.78	\$121.83	\$123.26

**\*NOTE: July 2019 – June 2020 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

\*\*\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

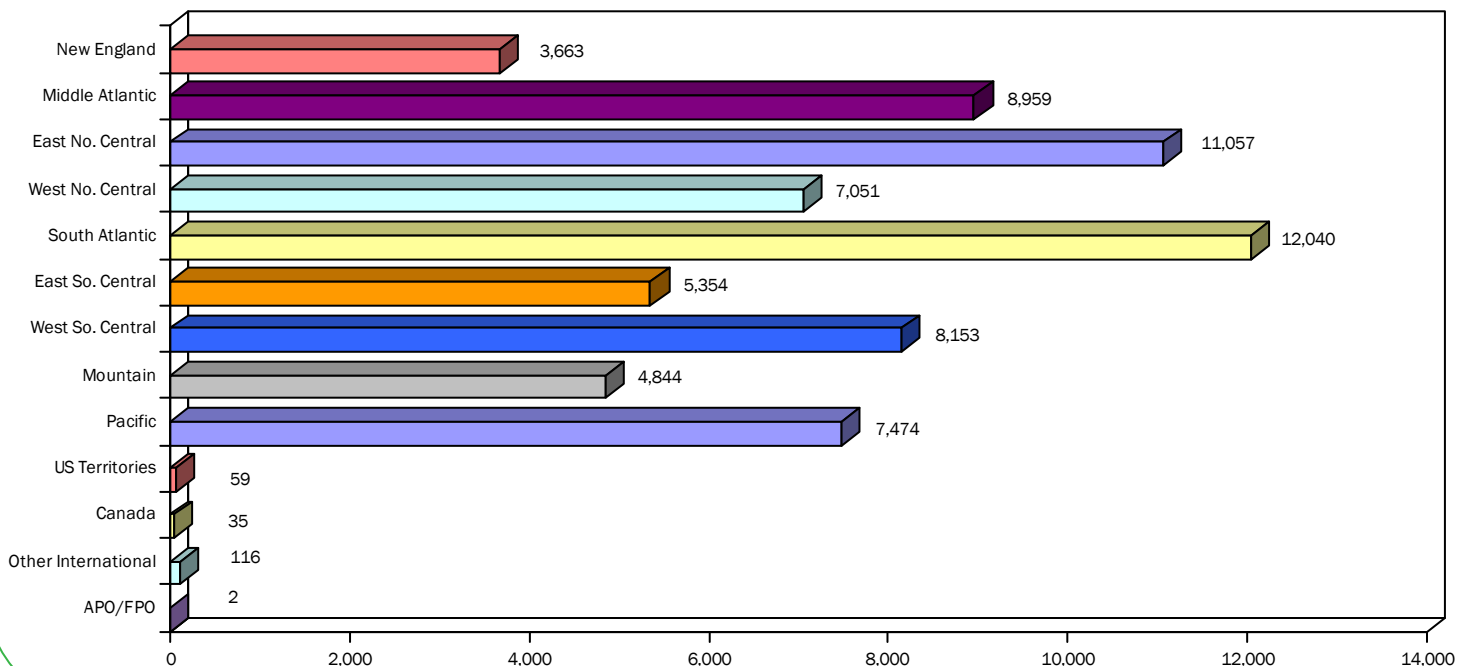
**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 22/29, 2020\*\***

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	427	34	436		Kentucky	1,202	129	1,270	
New Hampshire	330	54	350		Tennessee	1,930	546	2,158	
Vermont	154	19	161		Alabama	1,087	136	1,150	
Massachusetts	1,388	474	1,628		Mississippi	762	36	776	
Rhode Island	202	47	218		<b>EAST SO. CENTRAL</b>	<b>4,981</b>	<b>847</b>	<b>5,354</b>	<b>7.8</b>
Connecticut	717	252	870		Arkansas	757	75	803	
<b>NEW ENGLAND</b>	<b>3,218</b>	<b>880</b>	<b>3,663</b>	<b>5.3</b>	Louisiana	1,308	103	1,350	
New York	3,554	1,108	4,188		Oklahoma	893	69	922	
New Jersey	1,387	431	1,617		Texas	4,678	869	5,078	
Pennsylvania	2,860	585	3,154		<b>WEST SO. CENTRAL</b>	<b>7,636</b>	<b>1,116</b>	<b>8,153</b>	<b>11.8</b>
<b>MIDDLE ATLANTIC</b>	<b>7,801</b>	<b>2,124</b>	<b>8,959</b>	<b>13.0</b>	Montana	423	21	435	
Ohio	2,408	370	2,579		Idaho	399	21	410	
Indiana	1,436	200	1,532		Wyoming	248	7	250	
Illinois	2,910	1,045	3,444		Colorado	1,122	347	1,280	
Michigan	1,852	387	2,035		New Mexico	407	28	416	
Wisconsin	1,396	192	1,467		Arizona	916	277	1,078	
<b>EAST NO. CENTRAL</b>	<b>10,002</b>	<b>2,194</b>	<b>11,057</b>	<b>16.1</b>	Utah	446	161	548	
Minnesota	1,270	287	1,434		Nevada	402	63	427	
Iowa	1,052	75	1,098		<b>MOUNTAIN</b>	<b>4,363</b>	<b>925</b>	<b>4,844</b>	<b>7.0</b>
Missouri	1,645	270	1,775		Alaska	143	13	152	
North Dakota	322	23	331		Washington	1,048	214	1,140	
South Dakota	444	24	453		Oregon	597	115	651	
Nebraska	782	121	872		California	4,868	1,042	5,245	
Kansas	1,037	94	1,088		Hawaii	283	12	286	
<b>WEST NO. CENTRAL</b>	<b>6,552</b>	<b>894</b>	<b>7,051</b>	<b>10.3</b>	<b>PACIFIC</b>	<b>6,939</b>	<b>1,396</b>	<b>7,474</b>	<b>10.9</b>
Delaware	188	25	197		<b>UNITED STATES</b>	<b>62,131</b>	<b>13,186</b>	<b>68,595</b>	<b>99.7</b>
Maryland	1,064	357	1,261		U.S. Territories	42	23	59	
Washington, DC	374	468	645		Canada	20	20	35	
Virginia	1,323	421	1,528		Mexico	-	-	-	
West Virginia	520	24	533		Other International	35	103	116	
North Carolina	1,581	333	1,751		APO/FPO	-	2	2	
South Carolina	785	131	842						
Georgia	1,698	396	1,883						
Florida	3,106	655	3,400						
<b>SOUTH ATLANTIC</b>	<b>10,639</b>	<b>2,810</b>	<b>12,040</b>	<b>17.5</b>					
					<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>62,228</b>	<b>13,334</b>	<b>68,807</b>	<b>100.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

\*\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**



## SITE LICENSE CHANNEL

2020	Site License	Seats
January 6	9	1,221
January 13	9	1,221
January 20	9	1,221
January 27	9	1,221
February 3	8	1,219
February 10	8	1,219
February 17	8	1,220
February 24	8	1,220
March 2	8	1,220
March 9	8	1,220
March 16	8	1,220
March 23	8	1,220
March 30	8	1,220
April 6	8	1,220
April 13	7	1,217
April 20	8	1,293
April 27	9	1,295
May 4	9	1,295
May 11	9	1,295
May 18	10	1,297
May 25	10	1,297
June 1	10	1,297
June 8	9	1,295
June 15	9	1,295
June 22/29	9	1,295
<b>AVERAGE:</b>		<b>1,250</b>

## WEBSITE CHANNEL

### WWW.MODERNHEALTHCARE.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	1,227,467	893,763	673,790	1:42
February	1,177,290	861,689	655,999	1:42
March	2,448,647	1,989,509	1,555,326	1:20
April	2,129,992	1,658,503	1,259,878	1:26
May	1,247,279	917,880	696,536	1:37
June	1,188,885	881,006	665,289	1:37
<b>AVERAGE:</b>	<b>1,569,926</b>	<b>1,200,391</b>	<b>917,803</b>	<b>1:34</b>

January – June 2020 data was provided by Omniture. All website activity is audited by BPA Worldwide.

#### WEBSITE GLOSSARY

**Pageviews:** A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Users:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The time visitors remain on a site per session.

## ADDITIONAL DATA

### MAGAZINE:

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### PARAGRAPH 3b:

Other sources include 3 sources of circulation for quantities of 1 copy or -% to 14,162 copies or 20.6%, including the Definitive list.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for Site License and Website are not reported at the media owner's option.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Fawn Lopez, Publisher

Geri Wilson, Sr. Audience Development Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

#### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

July 28, 2020

State

Michigan

City

Detroit

Received by BPA Worldwide

July 28, 2020

Type

BJ

ID Number

M100B0J0

#### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.

FIELD SERVED

**MODERN HEALTHCARE** serves hospitals, HMO/PPO's, medical clinics, multi-hospital systems, government and voluntary health organizations, group purchasing organizations, professional associations, academic medical centers, ambulatory surgery centers, specialty hospitals, vendors, IT vendors, real estate firms, financial firms, schools, insurance companies, investment firms, law firms, architecture firms, construction firms and design firms, consulting companies and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include senior management, operations management, financial management, information management, clinical management, materials management, general administration management, case management, medical imaging management, board members, other hospital personnel and other personnel serving the healthcare field.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	233
Allocated for Trade Shows and Conventions	26
All Other	1,061
<b>TOTAL</b>	<b>1,320</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	65,737	94.5	53,641	77.1	12,096	17.4
Sponsored Individually Addressed Membership Benefit	1,877	2.7	-	-	1,877	2.7
Multi-Copy Same Addressee	1,933	2.8	1,880	2.7	53	0.1
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>69,547</b>	<b>100.0</b>	<b>55,521</b>	<b>79.8</b>	<b>14,026</b>	<b>20.2</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Unique Total Qualified*	2020 Issue	Print	Digital	Unique Total Qualified*
January 6	64,669	12,146	71,121	April 6	62,291	12,214	68,763
January 13	64,278	11,806	70,694	April 13	63,341	12,237	69,744
January 20	64,320	11,978	70,837	April 20	62,554	12,657	69,092
January 27	64,403	12,103	70,960	April 27	62,255	13,024	68,902
February 3	65,373	12,180	71,961	May 4	62,265	13,125	68,907
February 10	65,260	12,136	71,816	May 11	62,402	13,286	69,051
February 17	65,278	12,233	71,857	May 18	62,268	13,630	69,094
February 24	62,146	12,060	68,554	May 25	62,483	13,319	68,871
March 2	62,101	12,078	68,499	June 1	62,230	13,175	68,534
March 9	61,922	12,018	68,311	June 8	62,348	13,370	68,734
March 16	62,368	12,117	68,780	June 15	62,487	13,574	68,926
March 23	62,474	12,244	68,933	**June 22/29	<b>62,228</b>	<b>13,334</b>	<b>68,807</b>
March 30	62,457	12,297	68,927				

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.  
\*\*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 22/29, 2020  
This issue is 1.1% or 771 copies below the average of the other 24 issues reported in Paragraph 2.

Business and Occupation	Unique Total Qualified*	Percent of Total	Print	Digital	Classification by Function										
					Senior Management	Operations Management	Financial Management	Information Management	Clinical Management		Materials Management	General Administration Management	Case Management	Medical Imaging Management	Others Allied to the Field
									Chief Medical Officer/Medical Dir, Chief of Staff, Chief Pharmacist/Dir of Pharmacy/Formulary Dir, Dir of Nursing, Asst. Dir of Nursing, Chief Nursing Informatics Officer, VP/Dir of Medical Affairs, Chief Medical Informatics Officer, Chief Nursing Officer/Chief Nursing Executive, Dir/Mgr Medical Informatics, VP/Dir. of Health Services, VP Clinical Informatics/CCIO, VP/Dir Clinical Engineering, Dir/Mgr Long-Term Care Admin, Physician	VP/Dir of Supply Chain/Material Management, Vice President of Supply Chain, Director/Mgr of Supply Chain					
<b>I. HOSPITALS</b>															
Hospital General/Acute	27,824	40.4	27,564	755	6,130	4,330	4,155	3,343	5,186	553	1,291	1,373	568	895	
Hospital Children's	1,599	2.3	1,541	118	375	357	158	122	258	24	146	72	25	62	
Hospital Rehabilitation	1,302	1.9	1,286	33	386	176	117	141	305	14	71	56	1	35	
Hospital Behavioral/Psychiatric	1,899	2.8	1,873	61	608	320	305	100	299	14	87	104	8	54	
Hospital Women's/Maternity	149	0.2	134	21	36	28	8	2	56	3	5	6	1	4	
Hospital Long Term Acute Care	1,780	2.6	1,764	28	482	156	146	143	418	30	176	182	21	26	
Hospital Special	1,160	1.7	1,124	77	218	155	109	120	281	25	105	51	47	49	
Hospital Undefined	737	1.1	675	117	188	125	34	35	156	12	40	29	14	104	
Multi-Hospital System Corporation (IDN)	9,453	13.7	9,262	725	3,753	2,084	901	694	636	230	677	326	86	66	
Subtotal I	45,903	66.7	45,223	1,935	12,176	7,731	5,933	4,700	7,595	905	2,598	2,199	771	1,295	
<b>II. INSURERS</b>															
HMO/PPO/Managed Care	3,674	5.4	3,395	480	1,171	1,072	158	176	400	13	311	91	5	277	
Subtotal II	3,674	5.4	3,395	480	1,171	1,072	158	176	400	13	311	91	5	277	
<b>III. MEDICAL CLINICS/GROUPS, SPECIALTY HOSPITALS</b>															
Academic Medical Center	624	0.9	337	434	151	106	34	13	112	3	28	23	1	153	
Ambulatory Surgery Center	855	1.3	827	62	381	124	24	9	191	14	30	35	6	41	
Medical Group/Clinic	4,298	6.2	3,949	722	1,424	435	156	74	1,261	39	179	141	37	552	
Subtotal III	5,777	8.4	5,113	1,218	1,956	665	214	96	1,564	56	237	199	44	746	
<b>IV. NURSING HOME/HOSPICE</b>															
Subtotal (I., II., III., IV)	1,175	1.7	1,131	122	380	200	87	25	196	45	57	60	5	120	
<b>V. OTHERS ALLIED TO THE FIELD</b>															
Accounting Firms, Insurance Companies, Investment Firms, Law	757	1.1	428	584	-	-	-	-	-	-	-	-	-	-	
Ad Agency/PR/Publishing/Media	201	0.3	122	186	-	-	-	-	-	-	-	-	-	-	
Architects/Construction/Design Firm	138	0.2	113	99	-	-	-	-	-	-	-	-	-	-	
Consultants	2,078	3.0	1,325	1,803	-	-	-	-	-	-	-	-	-	-	
Finance	464	0.7	288	423	-	-	-	-	-	-	-	-	-	-	
Government/Voluntary Health Organization/ Non-Profit	568	0.8	311	511	-	-	-	-	-	-	-	-	-	-	
Healthcare Group Purchasing Organizations	122	0.2	88	99	-	-	-	-	-	-	-	-	-	-	
IT Vendor/Software Developer	382	0.6	248	358	-	-	-	-	-	-	-	-	-	-	
Laboratory/Imaging Center	49	0.1	40	41	-	-	-	-	-	-	-	-	-	-	
Libraries - Non Hospital	79	0.1	61	60	-	-	-	-	-	-	-	-	-	-	
Pharmaceutical/Biotech	148	0.2	98	128	-	-	-	-	-	-	-	-	-	-	
Professional Associations	515	0.7	337	448	-	-	-	-	-	-	-	-	-	-	
Real Estate	128	0.2	87	110	-	-	-	-	-	-	-	-	-	-	
Recruiting/Search Firm	84	0.1	66	63	-	-	-	-	-	-	-	-	-	-	
Schools and Universities	1,057	1.5	196	992	-	-	-	-	-	-	-	-	-	-	
Vendor/Supplier	746	1.1	528	668	-	-	-	-	-	-	-	-	-	-	
Others Allied to the Field	722	1.0	719	3	-	-	-	-	-	-	-	-	-	-	
Other Paid Circulation	4,040	5.9	2,311	3,003	-	-	-	-	-	-	-	-	-	-	
Single Copy Sales	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Subtotal V	12,278	17.8	7,366	9,579	-	-	-	-	-	-	-	-	-	-	
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>68,807</b>	<b>100.0</b>	<b>62,228</b>	<b>13,334</b>											
<b>PERCENT</b>	<b>100.0</b>	<b>90.4</b>	<b>19.4</b>												

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

ADDITIONAL DATA FOR ISSUE OF JUNE 22/29, 2020

Business and Occupation	Unique Total Qualified*	Percent of Total	Classification by Number of Beds										
			Print	Digital	500 or More Beds (A)	400-499 Beds (B)	300-399 Beds (C)	200-299 Beds (D)	100-199 Beds (E)	50-99 Beds (F)	25-49 Beds (G)	Less than 25 Beds (H)	Not Classified by Number of Beds (I)
<b>I. HOSPITALS</b>													
<b>A. SENIOR MANAGEMENT</b>													
Administrators, CEO, President, Board Chairman, Board President, Other Board Members	12,176	17.7	12,027	479	2,362	826	1,177	1,356	1,755	1,489	1,958	581	672
<b>B. OPERATIONS MANAGEMENT</b>													
COO, Exec. VP, Chief Strategy Officer, Asst. Administrator, Business Manager, Vice President, Asst. Vice President, VP-Other	7,731	11.2	7,619	437	2,040	463	628	902	1,230	770	900	320	478
<b>C. FINANCIAL MANAGEMENT</b>													
CFO, VP/Dir of Finance, VP/Dir Revenue Cycle, Controller, Chief Accountant, Financial Analyst	5,933	8.6	5,889	144	917	275	501	754	1,113	813	1,148	211	201
<b>D. INFORMATION MANAGEMENT</b>													
CIO, Medical Records Admin., CTO, VP of MIS, Dir/Mgr Coding/DRG, Dir/Mgr Data Processing, Dir/Mgr E-Health, Dir/Mgr Information Systems, Dir/Mgr Technical Services, Dir/Mgr Telecommunications, System Integrator/Analyst, Chief Security Officer, Chief Data/Analytics Officer, Health Information Admin	4,700	6.8	4,657	81	695	186	378	565	947	673	1,030	137	89
<b>E. CLINICAL MANAGEMENT</b>													
Chief Medical Officer/Medical Dir, Chief of Staff, Chief Pharmacist/Dir of Pharmacy/Formulary Dir, Dir of Nursing, Asst. Dir of Nursing, Chief Nursing Informatics Officer, VP/Dir of Medical Affairs, Chief Medical Informatics Officer, Chief Nursing Officer/Chief Nursing Executive, Dir/Mgr Medical Informatics, VP/Dir. of Health Services, VP Clinical Informatics/CCIO, VP/Dir Clinical Engineering, Dir/Mgr Long-Term Care Admin, Physician	7,595	11.1	7,504	226	796	336	501	677	1,670	1,318	1,365	475	457
<b>F. MATERIALS MANAGEMENT</b>													
CPO, VP/Dir Supply Chain/Material Management, Vice President of Supply Chain, Director/Mgr of Supply Chain	905	1.3	898	23	202	47	60	66	155	111	146	82	36
<b>G. GENERAL ADMINISTRATION MANAGEMENT</b>													
Dir of Planning and Development, Chief Marketing Officer, Chief Diversity Officer, Acquisitions & Dev Exec/VP of Talent Strategies, Sustainability Director, VP/Dir of Mktg, Facilities, Engineering, Public Relations, VP/Dir/Mgr Human Resources, Chief Compliance Officer, Lawyer/Counsel	2,598	3.8	2,556	146	677	124	198	258	383	331	385	112	130
<b>H. CASE MANAGEMENT</b>													
Chief Experience Officer, Risk Manager, Compliance Officer/Privacy Officer, Dir of Managed Care, Dir of Quality, Dir of Patient Services & Safety, Admissions Dir	2,199	3.2	2,168	72	331	121	161	263	418	306	354	156	89
<b>I. MEDICAL IMAGING MANAGEMENT</b>													
VP/Dir/Admin Radiology	771	1.1	771	2	50	28	58	74	127	86	166	136	46
<b>J. OTHERS ALLIED TO THE FIELD</b>													
Other Hospital Personnel	1,295	1.9	1,134	325	254	68	84	146	176	120	119	79	249
Subtotal I	45,903	66.7	45,223	1,935	8,324	2,474	3,746	5,061	7,974	6,017	7,571	2,289	2,447
<b>II. INSURERS</b>													
HMO/PPO/Managed Care	3,674	5.4	3,395	480									
Subtotal II	3,674	5.4	3,395	480									
<b>III. MEDICAL CLINICS/GROUPS, SPECIALTY HOSPITALS</b>													
Academic Medical Center	624	0.9	337	434									
Ambulatory Surgery Center	855	1.3	827	62									
Medical Group/Clinic	4,298	6.2	3,949	722									
Subtotal III	5,777	8.4	5,113	1,218									
<b>IV. NURSING HOME/ HOSPICE</b>													
	1,175	1.7	1,131	122									
Subtotal (I., II., III., IV)	56,529	82.2	54,862	3,755									
<b>V. OTHERS</b>													
Accounting Firms, Insurance Companies, Investment Firms, Law	757	1.1	428	584									
Ad Agency/PR/Publishing/Media	201	0.3	122	186									
Architects/Construction/Design Firm	138	0.2	113	99									
Consultants	2,078	3.0	1,325	1,803									
Finance	464	0.7	288	423									
Government/Voluntary Health Organization/Non-Profit	568	0.8	311	511									
Healthcare Group Purchasing Organizations	122	0.2	88	99									
IT Vendor/Software Developer	382	0.6	248	358									
Laboratory/Imaging Center	49	0.1	40	41									
Libraries - Non Hospital	79	0.1	61	60									
Pharmaceutical/Biotech	148	0.2	98	128									
Professional Associations	515	0.7	337	448									
Real Estate	128	0.2	87	110									
Recruiting/Search Firm	84	0.1	66	63									
Schools and Universities	1,057	1.5	196	992									
Vendor/Supplier	746	1.1	528	668									
Others Allied to the Field	722	1.0	719	3									
Other Paid Circulation	4,040	5.9	2,311	3,003									
Single Copy Sales	-	-	-	-									
TOTAL COPIES TO OTHERS	12,278	17.8	7,366	9,579									
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>68,807</b>	<b>100.0</b>	<b>62,228</b>	<b>13,334</b>									

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.