

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.

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HOSPITALS & HEALTH NETWORKS is a B2B brand intended for hospital system executives and emerging leaders. Through peer-to-peer guidance and analysis of best practices, innovative strategies, real-world solutions, *H&HN* identifies emerging trends and presents hospital and health system leaders with ways to transform their organizations to meet the Triple Aim: Better health, better health care, more efficient costs. The content of every issue is also available to subscribers globally via the online digital version and website.

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

HOSPITALS & HEALTH NETWORKS MAGAZINE



6 Issues in the period
77,431 average circulation

HOSPITALS & HEALTH NETWORKS E-NEWSLETTER



2 E-Newsletters in the period
136 total issued in the period
See below for average per occurrence

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
HOSPITALS & HEALTH NETWORKS MAGAZINE Unique Total* (6 issues in the period)	77,026	405	77,431
a. Print	64,384	394	64,778
b. Digital	28,042	16	28,058
1. Requested	28,042	16	28,058
2. Non-Requested	-	-	-
HOSPITALS & HEALTH NETWORKS E-NEWSLETTERS			
a. Hospitals & Health Networks E-Newsletter (130 issued in the period)	58,683	-	58,683
b. Inside Trustee (6 issued in the period)	54,566	-	54,566

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

FIELD SERVED

HOSPITALS & HEALTH NETWORKS serves Children's/Cancer/General/Acute Care/Women's/Maternity/Obstetrics/ Specialty/Psychiatric/Behavioral, Rehabilitation, Long Term Care Hospitals, Multi-Hospital System/IDN, Academic Medical Centers, Government/Voluntary Health Org/NP, Ambulatory Surgery Centers, Medical Clinics, Physician Groups/Group Practices, Laboratory/Imaging Centers/Dialysis, Nursing Home/Hospice/Extended Care, Healthcare Group Purchasing Org, Consulting Firms, IT Vendor/Software Development Firms, Manufacturer/Supplier/Distributor of Hospital Equipment, HMO/PPO/Managed Care, Architect/Construction/Design Firms, Engineering Firms, Accounting/Insurance/Investment Firms, Ad Agencies/PR/Publishing/Media Companies, Finance, Libraries, Other Healthcare Organizations, Pharmaceutical/Biotech, Professional Associations, Real Estate, Recruiting/Search Firms, Schools/Universities, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Vice Presidents, Chiefs, Officers, Directors, Managers, Engineers, Coordinators, Specialists of: Facility management, operations, engineering, maintenance, support services, construction, design, project, planning & development, environmental services, housekeeping, laundry, infection control, materials management, buyer/purchasing, security, safety, biomedical/clinical, Governance, Medical Affairs, Nursing, RN, Laboratory, Finance/Accounting, Revenue Cycle, Patient Transport, Data Processing, Coding/DRG, E-Health, Information Systems, Medical Informatics/Records, Network/Internet/Intranet/MIS, Technical Services, Telecommunications, PACS, Clinical/Health Services, Pharmacy, Human Resources, Marketing, Programs, PR/Communications, Sales, Risk Mgmt, Critical/Ambulatory Care, Case Mgmt., Administration, Plant Operations, Admissions, Managed Care, Patient Services/Safety, Quality Mangement, Radiology, and business development. Also qualified are Architects, Principals, Owners, Partners, Founders, Interior Designers, CEOs, Presidents, Administrators, CFOs, COOs, CMOs, CNOs, CNEs, CIOs, CMIOs, CTOs, CCOs, Chief of Pharmacy, Chief Purchasing Officers, Chief Admin Officers, Chiefs of Staff, Chief Accounting Officers, Chief Strategy Officers, Chief Security Officers, Executive Vice Presidents, Executive Directors, Administrative Directors, Consultants, Medical Directors, Controllers, Financial Analysts, Librarians, System Analysts, Technicians, Infection Control Nurses, Lawyers, Compliance/Privacy Officers, Assistant Administrators/Asst Exec, Biomedical Clinical Consultants, Superintendents/Supervisors, Board Chair Emeritus, Board of Directors, Board Presidents/Chairmans/ Vice Chairs/ Secretaries/Treasurers/Liaisons/Members, and other qualified personnel as reported in Paragraph 3a herein.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED
Not Included Elsewhere

	Copies
Other Paid Circulation	14
Advertiser and Agency	840
Allocated for Trade Shows and Conventions	279
All Other	2,231
TOTAL	3,364

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	77,423	100.0	77,026	99.5	397	0.5
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	8	-	-	-	8	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	77,431	100.0	77,026	99.5	405	0.5

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Print	Digital	Unique Total Qualified*
January	64,606	38,457	77,420
February	65,446	28,599	77,420
March	65,073	26,195	77,420
April	65,084	26,173	77,420
May	64,210	24,441	77,420
June	64,249	24,476	77,486

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015
This issue is -% or 13 copies below the average of the other 5 issues reported in Paragraph 2.

JOB TITLE	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	500 or More Beds	400-499 Beds	300-399 Beds	200-299 Beds	100-199 Beds	50-99 Beds	26-49 Beds	1-25 Beds	Not Classified By Bed Size
Administrator, CAO, CEO, Executive VP/Exec Dir/Admin Director, Governance VP, President	17,896	23.1	14,912	6,064	2,310	614	916	1,464	2,364	1,942	1,091	2,727	4,468
CMO, CNO, CNE, Chief of Staff, Medical Director, Medical Affairs VP/Dir, Nursing VP/Dir/Mgr, RN, Laboratory Dir/Mgr	10,919	14.1	9,594	2,861	1,444	509	848	1,291	1,857	1,483	903	1,833	751
CAO, CFO, Controller/ Chief Accountant, Financial Analyst, Finance/Accounting/Revenue Cycle VP/Dir/Mgr, Manager, Librarian	6,645	8.6	5,801	1,452	779	242	413	708	1,168	1,004	514	1,083	734
COO, VP, Director	4,763	6.2	4,029	1,368	730	214	330	488	752	566	266	462	955
CSO, Patient Transport Dir/Mgr, CIO, CMIO, CSO, CTO, Data Processing/Coding/ DRG/E-Health/ Information Systems/Network/ Internet/ Intranet/Network MIS/Technical Services/ Telecommunications/System Analyst VP/Dir/Mgr, Medical Informatics Dir/Mgr, Medical Records Admin/Dir/Mgr, PACS Admin/Dir/Mgr, Safety-Officer/Dir/Mgr	4,981	6.4	4,288	1,247	757	253	359	602	881	624	380	777	348
Chief of Pharmacy, Clinical/Health Services VP/Dir, Pharmacy Dir/Mgr, Technician (describe)	2,464	3.2	1,982	940	424	145	205	262	352	270	160	344	302
Human Resources/Marketing/Program/PR/ Communications/Sales/Support Services/Business Development VP/Dir/Mgr	8,282	10.7	6,980	2,296	1,142	343	534	834	1,294	1,021	581	1,162	1,371
Buyer/Purchasing/Materials Management VP/Dir/Mgr, Chief Purchasing Officer	2,124	2.7	1,692	848	535	124	182	243	322	188	95	282	153
Infection Control Specialist/Coordinator/Nurse, CCO, Lawyer/Counsel, Compliance/Privacy Officer, Risk Mgmt/ Critical/Ambulatory Care/Case VP/Dir/Mgr	1,151	1.5	813	560	227	65	122	138	166	114	48	173	98
Assistant Administrator/ Asst Exec Dir, Admin/Operations/ Construction/Design/Engineering/ Facilities/Project Management/ Planning Development VP/Dir/Mgr, Environmental Services/ Housekeeping/Laundry/Biomedical Clinical Engineer Plant Operations Dir/Mgr, Biomedical Clinical Consultant, Architect, Interior Designer, Maintenance Chief/Dir/ Mgr, Principal/Owner/Partner/ Founder, Superintendent/ Supervisor	7,008	9.1	5,358	2,792	1,481	355	530	631	844	539	247	636	1,745
Security/Safety VP/Dir/Mgr, Security Officer	196	0.3	151	74	40	16	27	30	39	8	8	12	16
Admissions Director, Infection Control Officer/Dir/Mgr, Managed Care/Patient Services & Safety/Quality Management/Safety Officer VP/Dir/Mgr	2,434	3.1	2,030	858	377	160	190	299	402	291	130	271	314
Radiology VP/Dir/Mgr	343	0.4	277	141	49	19	28	37	58	40	27	68	17
Board Chair Emeritus, Board Chairman/President, Board Liaison/Member/Secretary/Treasurer/Vice Chair, Board of Directors	711	0.9	531	322	127	28	48	54	72	43	31	111	197
Consultant	1,669	2.2	896	1,151	298	37	67	54	73	41	14	241	844
Others Allied to the Field, including Registered Nurses	5,379	6.9	4,429	1,457	659	182	244	285	293	196	115	232	3,173
Paid Circulation	455	0.6	447	10	-	-	-	-	-	-	-	-	455
UNIQUE TOTAL QUALIFIED CIRCULATION*	77,420	100.0	64,210	24,441	11,379	3,306	5,043	7,420	10,937	8,370	4,610	10,414	15,941
PERCENT	100.0		82.9	31.6	14.7	4.3	6.5	9.6	14.1	10.8	6.0	13.4	20.6

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

ADDITIONAL DATA FOR ISSUE OF MAY 2015

ORGANIZATION TYPE	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	
Childrens/Cancer, General/Acute Care/Womens/Maternity/Obstetrics/Specialty/Other Hospital, Multi-Hospital System/ IDN, Academic Medical Center, Government/ Voluntary Health Org/NP	47,858	61.8	41,082	14,357	
Ambulatory Surgery Center, Medical Clinic, Physician Group/Group Practice, Laboratory/Imaging Center/Dialysis	4,475	5.8	4,023	1,008	
Psychiatric/Behavioral, Rehabilitation, Long Term Care, Nursing Home/Hospice/Extended Care Facilities	10,092	13.0	9,231	1,911	
Healthcare Group Purchasing Org	571	0.7	429	193	
Consulting Firm, IT Vendor/Software Developer, Manufacturer/Supplier/Distributor of Hospital Equipment	3,374	4.4	1,381	2,493	
HMO/PPO/Managed Care	1,379	1.8	978	886	
Architect/Construction/Design/Engineering Firm	1,057	1.4	565	584	
Others Allied to the Field	8,159	10.5	6,074	2,999	
Paid Circulation	455	0.6	447	10	
	UNIQUE TOTAL QUALIFIED CIRCULATION*	77,420	100.0	64,210	24,441

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	37,945	15,128	4,479	44,560	24,030	57,552	74.3
II. Request from recipient's company:	1,151	21	176	1,133	408	1,348	1.8
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	18,520	-	-	18,517	3	18,520	23.9
**Association rosters and directories	2,900	-	-	2,897	3	2,900	3.7
**Business directories	15,620	-	-	15,620	-	15,620	20.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
	UNIQUE TOTAL QUALIFIED CIRCULATION*	57,616	15,149	4,655	64,210	24,441	77,420
	PERCENT	74.4	19.6	6.0	82.9	31.6	100.0

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

**See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2012	January - June 2013	July - December 2013	January - June 2014	July - December 2014*	January - June 2015*
Unique Total Audit Average Qualified***	76,522	77,116	77,256	77,210	77,546	77,431
Unique Qualified Non-Paid***	75,798	76,466	76,675	76,750	77,144	77,026
Print	62,807	63,138	62,973	63,907	63,507	64,384
Digital	28,847	38,663	42,720	41,892	41,542	28,042
Unique Qualified Paid***	724	650	581	460	402	405
Print:	716	644	579	459	402	394
Digital:	30	37	14	4	3	16
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2014 - June 2015 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.

E-NEWSLETTER CHANNEL

2015	Hospitals & Health Networks E-Newsletter	Inside Trustee
JANUARY		
January 1	60,411	-
January 8	60,153	-
January 14	-	56,564
January 15	60,611	-
January 22	60,131	-
January 29	60,211	-
FEBRUARY		
February 5	60,146	-
February 11	-	55,461
February 12	60,038	-
February 19	60,033	-
February 26	59,973	-
MARCH		
March 5	59,854	-
March 11	-	55,202
March 12	59,558	-
March 19	59,206	-
March 26	58,559	-
APRIL		
April 2	58,308	-
April 9	58,279	-
April 16	58,146	53,771
April 23	58,129	-
April 30	57,855	-
MAY		
May 7	57,906	-
May 14	57,779	53,548
May 21	57,539	-
May 28	57,039	-
JUNE		
June 4	57,140	-
June 10	-	52,850
June 11	57,058	-
June 18	56,896	-
June 25	57,284	-
AVERAGE:		54,566

Hospitals & Health Networks E-Newsletter (130 issued in the period)
 Inside Trustee (6 issued in the period)

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's 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:

Association Rosters and Directories include 1 source of circulation for a quantity of 2,900 copies or 3.7%.
 Business directories include 1 source of circulation for a quantity of 15,620 copies or 20.2%, including the AHA Guide

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter is 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.

Robin Pasteur, Audience Development Manager
 Michelle Hoffman, Executive Editorial Director

(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.

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About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.