

Be a part of the supply
chain conversation



The Journal of
Healthcare

C O N T R A C T I N G

MEDIA GUIDE 2019

Healthcare's only publication dedicated solely to supply chain.



THE JOURNAL OF HEALTHCARE CONTRACTING IS A SHARE MOVING MEDIA PUBLICATION



The *Journal of Healthcare Contracting* is the only publication that is solely devoted to supply chain. It focuses on the interactions of the four primary stakeholders in healthcare contracting: health systems and their facilities, manufacturers and suppliers, distributors and group purchasing organizations. The participants in the contracting arena will grow to rely on *The Journal of Healthcare Contracting* for industry understanding, insight into the minds of thought leaders and collaboration opportunities amongst contracting constituents.

“We are proud to partner with *The Journal of Healthcare Contracting*. The unique educational content and market knowledge *JHC* provides serves as a vital resource to the supply chain and GPO communities. The benefit we receive has far exceeded our investment.”

Bob Davis, AVP, Marketing & Communications, HealthTrust

Our Readers

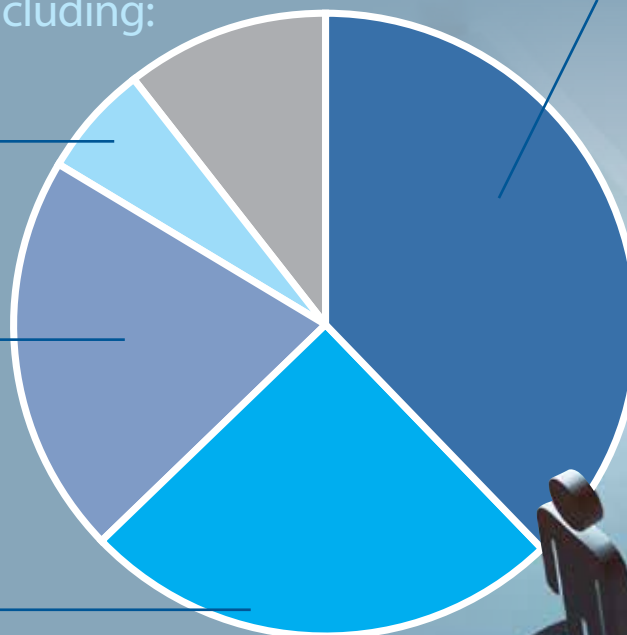
12,400 readers involved in healthcare contracting, including:

700 GPO executives in sales, marketing, logistics and contracting for national and regional GPOs and distributors.

2,500 Hospital supply chain executives.

3,700 supplier/manufacturer community members, including president/CEO, VP sales, VP corporate sales and marketing, and corporate and national account executives.

4,200 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.





Our Footprint

The Journal of Healthcare Contracting's footprint includes digital publications, social media outlets, webinars and events.



Digital magazines

Every other month, *The Journal of Healthcare Contracting* distributes a digital supplement targeted to thousands of supply chain readers.

ANAE

ANAE is a membership-driven organization focused on professional development for corporate and national accounts executives calling on group purchasing organizations (GPOs), regional purchasing organizations (RPCs), accountable care organizations (ACOs), integrated delivery networks (IDNs), individual hospitals, national and regional distribution companies, and managed care organizations.



The Journal of Healthcare Contracting Dail-eNews

The Dail-eNews is real-time news for those involved in the business of healthcare. As the industry's first and only e-mail news service, it's e-mailed on a daily basis to over 25,000 decision-makers in GPOs, IDNs and the manufacturing and distribution segments of the healthcare industry.



IDN Insights

Learn best practices, strategies and stay informed on the latest trends from key supply chain leaders.



LinkedIn

Join more than 15,000 industry stakeholders on LinkedIn Groups, including Group Purchasing Organizations and Regional Purchasing Coalitions.



Editorial

| Issue | Print / Digital | Ad Due Date | Issue Highlight |
|-----------|-----------------|-------------|---|
| January | Digital | 12/28 | |
| February | Print | 1/19 | Contracting Professional of the Year |
| March | Digital | 2/25 | |
| April | Print | 3/19 | Cybersecurity |
| May | Digital | 4/26 | |
| June | Print | 5/18 | Infection Prevention |
| July | Digital | 6/26 | |
| August | Print | 7/18 | Ten People to Watch in Healthcare Contracting |
| September | Digital | 8/26 | |
| October | Print | 9/19 | Future Leaders of Supply Chain |
| November | Digital | 10/25 | |
| December | Print | 11/15 | Women Supply Chain Leaders |

Additional topics to be covered in 2019: Self-Distribution, Regional Purchasing Coalitions (RPCs), Emerging Models, Purchased Services, Talent Development, and Career Laddering

JHC spotlights thought leaders in the industry throughout the year, including:

Ten People to Watch in Healthcare Contracting

Contracting Executive of the Year

Ten People to Watch
 Richmond Consolidated Service Center's Lynn Cook is one of this year's Ten People to Watch in Healthcare Contracting.
 See the rest on page 13

Meet 9 leaders who will shape tomorrow's healthcare supply chain

Bridge-builder
 For Chris Torres and her team at Main Line Health, supply chain management and clinical resource management are a package deal

CONTRACTING PROFESSIONAL OF THE YEAR

High schooler
 In a Philadelphia hospital center at high school, working in research lab is a Philadelphia hospital. Bill had a typical high school schedule as a regular volunteer and worked in the ER during his nights.

Clinical resource management
 In the resource management of supply chain management and financial reporting, Torres focuses on the 200 employees in financial reporting, including, among other things, the supply chain management team of approximately 1000 staff in the ER. The program is managed as an in-house, financial reporting management program, strategic and aligned with clinical operations, and clinical operations management.

Our hope is that this work will result in a sustainable model, which reduces variation in care, focuses on utilization and waste, and shows reduction in the total cost of care.

TEN PEOPLE TO WATCH IN HEALTHCARE CONTRACTING

CHRISTOPHER JOHNSON
 Senior Vice President of Supply Chain
 Wellfleet, Massachusetts

Christopher Johnson has 20-plus years of health care supply chain experience working for the United States Army, Children's Hospital Boston, Tufts Medical Center, and more. He has worked at Mass General, the United States Army in 1990, and served as medical supply and logistics specialist. Over the course of his career, he has worked with some of the nation's top hospitals, including the following: Tufts Medical Center, Tufts Medical Center, and Tufts Medical Center. He has worked at Mass General, the United States Army in 1990, and served as medical supply and logistics specialist. Over the course of his career, he has worked with some of the nation's top hospitals, including the following: Tufts Medical Center, Tufts Medical Center, and Tufts Medical Center.

Future Supply Chain Leaders

Bill Selles
 Director of supply chain management
 Spectrum Health
 Grand Rapids, Michigan

Jessica Campbell
 Contract coordinator
 Spectrum Health
 Grand Rapids, Michigan

Bridge-builder
 For Chris Torres and her team at Main Line Health, supply chain management and clinical resource management are a package deal

The Journal of Healthcare CONTRACTING DIGITAL PRODUCTS

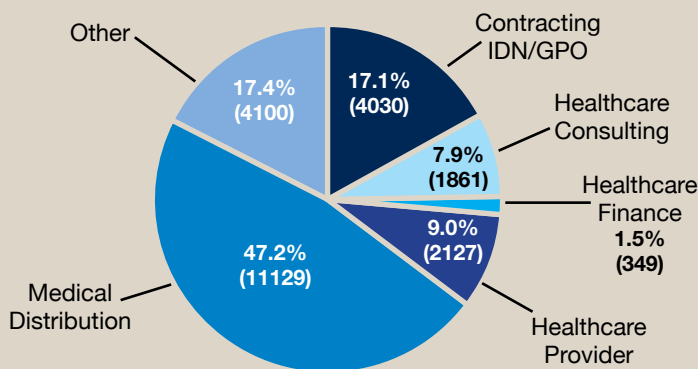


Our Footprint

The Journal of Healthcare Contracting's footprint includes our digital newsletter, social media outlets, website, and podcasts.

The Journal of Healthcare **daily** news CONTRACTING

Circulation breakdown: Total (23596) 100.0%



The Journal of Healthcare Contracting Website:

- Unique visitors/month: 5,500



Healthcare Supply Chain Radio:

- 4,300 listeners
- Postcast Sponsorship Cost: \$5,000



Social Media Outlets

New for 2019: The Innovators. Insights from today's up-and-coming supply chain leaders.



Traditional and digital work together to promote your brand.

- It builds a relationship with the people who purchase your products
- It aligns your company with market leaders
- It strengthens your company's brand
- It creates trust with supply chain leaders
- It helps you capture mind share, and therefore market share
- It delivers your message to their office

2019 Annual Sponsor

For the cost of \$36,000, a sponsor will receive the following

- 6 full-page ads in print versions
- 6 full-page ads in digital versions
- One full page ad is eligible for an upgrade to a two-page spread

| Size | 1x | 3x | 6x |
|---|-------------|-------------|-------------|
| Full Page | \$5,886.42 | \$5,728.39 | \$5,500.00 |
| Two-Page Spread (two full pages) | \$10,733.00 | \$10,433.00 | \$10,000.00 |
| Inside Front Cover Premium – \$1,075.00 | | | |
| Inside Back Cover Premium – \$1,050.00 | | | |
| Back Cover – \$1,200.00 | | | |

»»» **BELLY BAND, INSERTS AND DAIL-ENEWS** options available upon request - contact sales rep for specification sheet.

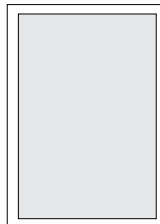
DISPLAY ADVERTISING SPECIFICATIONS:

The *Journal of Healthcare Contracting* is printed in four-color process in Macintosh format using Adobe Indesign CC. All colors and artwork must be saved as CMYK. All ads produced on a PC must be submitted in pdf and have all fonts in outline form.



Full-Page:

Trim Size: 8.375" W x 10.875" H
 Bleed Size: 8.625" W x 11.125" H
 Live Area: 7.375" x 10.25"



Bleeds:

Ads which bleed must extend no less than 1/8" beyond trim. Trim Size is 8.375" x 10.875". Please do not extend live area past 1/2" trim size.

| | |
|-----------------|----------------------------------|
| Two-Page Spread | Bleed: 17" W x 11.125" H |
| | Trim: 16.75" W x 10.875" H |

Non-Bleed:

The non-bleed sizes allow for a 1/2" float space between ad and trim, as indicated.

Non-Bleed Size: 16.25" x 10.375"



FOR MORE INFORMATION CALL:

ADVERTISING SALES

Jessica McKeever (West) • 770-263-5271

jmckeeper@sharemovingmedia.com

Lizette Anthonijs (East) • 770-263-5266

Lizette@sharemovingmedia.com

CORPORATE OFFICE: 1735 N. Brown Rd., Suite 140 • Lawrenceville, GA 30043 • Phone: 1-800-536-5312 • Fax: 770-236-8023

PUBLISHER

John Pritchard

jpritchard@sharemovingmedia.com

EDITOR

Mark Thill

mthill@sharemovingmedia.com

**EVENT COORDINATOR AND
ANAE PRODUCT MANAGER**

Anna McCormick

amccormick@sharemovingmedia.com

MANAGING EDITOR

Graham Garrison

ggarrison@sharemovingmedia.com

ASSOCIATE EDITOR

Alan Cherry

acherry@sharemovingmedia.com

ART DIRECTOR

Brent Cashman

bcashman@sharemovingmedia.com

CIRCULATION

Wai Bun Cheung

wcheung@sharemovingmedia.com

VICE PRESIDENT OF SALES

Jessica McKeever

jmckeeper@sharemovingmedia.com

