



Why 1 Partner With Us?

POSITION YOURSELF AS A TRUSTED ALLY TO LOCAL DOCTORS

Physicians Practice's comprehensive, multi-faceted program includes a variety of co-branding opportunities for hospital partners. Co-branding with Physicians Practice reminds local doctors of your commitment to helping them succeed as both physicians and business owners while providing efficient tools for your hospital to promote its unique opportunities and offerings.

E-NEWSLETTERS



Every week, we distribute Physicians Practice PEARLS, an e-newsletter filled with tips from our practice management experts. Subscribers in your market will receive a version co-branded with your hospital's name and customizable message.



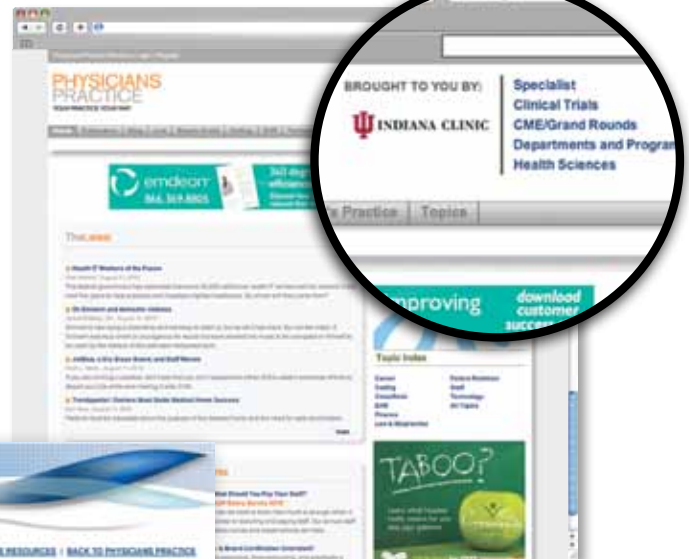
IN PRINT

At the core of the program is our print journal, a leading industry provider of practice management information. Each issue of *Physicians Practice* is co-branded with your hospital's name on the cover and distributed within your local market. In addition, your hospital produces a seven-page insert for your own content to appear in six issues.

**BROUGHT TO YOU BY
MAIMONIDES**

ONLINE

HOME PAGE
Your logo and up to five links appear on our high-traffic Web site when physicians within your exclusive market enter their zip code.



SUPPLIED VIDEO CONTENT
Physicians Practice's Pamela Moore anchors a series of Practice Management videos

- (5) Practice Tips: 30-60 seconds
- (3) Practice Briefs: 5-10 minutes



PHYSICIANS PRACTICE

2 MEASURE THE RESULTS OF YOUR INVESTMENT

The Physicians Practice program includes survey tools that allow you to track ROI generated as a result of the partnership. Some actual results from our partners:

Munson Healthcare in Traverse City, Michigan surveyed physicians in their market and discovered that **44%** of physicians are more likely to refer to Munson because of the articles featured in *Physicians Practice*.

HOSPITAL PARTNER	CIRCULATION	PATIENTS REFERRED*	ESTIMATED ROI**
Hoag Hospital Orange County, CA	7,500	587	\$27,795,037
Providence Health & Services Portland, OR	10,600	44	\$1,194,268
Maimonides Medical Center Brooklyn, NY	6,045	111	\$7,252,074
St. Francis Health Center Topeka, KS	689	104	\$2,498,912

*Based on responses to readership surveys polybagged with the journal, asking the following question: "Have you referred a patient in the past year based on an article in Physicians Practice?" **Based on average Medicare charges for the facility for the year.

3 JOIN FORCES WITH THE LEADER IN PRACTICE MANAGEMENT

PHYSICIANS PRACTICE provides straightforward practice management advice to physicians and their staff in several proven formats:

- ▶ **PHYSICIANS PRACTICE®**, our flagship publication, circulated to nearly 200,000 physicians nationwide through partnerships with medical centers, including academic, community, faith-based, and specialty hospitals
- ▶ **BUYERS GUIDE**, published in December and read by more than 400,000 healthcare providers and practice managers
- ▶ **TECHNOLOGY GUIDE**, published with the June issue and distributed to our entire circulation
- ▶ **PHYSICIANS PRACTICE.COM**, our content-rich Web site which receives 160,000 page views and 39,000 unique visitors each month
- ▶ **SPECIALTY E-NEWSLETTERS**, sent to more than 50,000 opt-in subscribers on a variety of practice management topics
- ▶ **CUSTOM PROJECTS AS WELL AS DIGITAL AND LIVE EVENTS**, led by our award-winning editorial staff

PHYSICIANS' NEED FOR PRACTICE MANAGEMENT IS INCREASING

By partnering with Physicians Practice, your hospital will provide essential tools to help local physicians manage the cumbersome and time-consuming aspects of running a busy medical practice. Some of the issues faced by today's physician include:

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Declining Patient Visits

The number of patient visits has declined as the economy has faltered, with 8 out of the 10 most recently measured months recording a year-over-year drop.

(*Health Care Providers, July Physician Office Visit Survey Data Remain Soft," Deutsche Bank Securities, August 31, 2010)

Compromised Patient Care

65% of surveyed physicians feel the current state of healthcare is detrimental to the delivery of patient care.

(2010 Physician Sentiment Index (SM), Taking the Pulse of the Physician Community, athenahealth & Sermo)

Rising Student Debt

Since 2003, the average amount of debt carried by students graduating from medical school has risen by more than 40%.

(2003-2009 American Association of Medical Colleges Graduation Questionnaires)

Plummeting Reimbursements

In 2009, average reimbursement for E&M services declined by 7.3%

(2009 Physicians Practice Fee Schedule Survey)



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RECENT AWARDS

PHYSICIANS PRACTICE has a long-standing reputation for quality editorial, design, and research recognized by organizations such as The Association of Healthcare Journalists, the Trade, Association, and Business Publications International, American Society of Healthcare Publication Editors, and American Society of Business Publication Editors.

In 2010, *Physicians Practice* received twelve prestigious awards for editorial and design.