

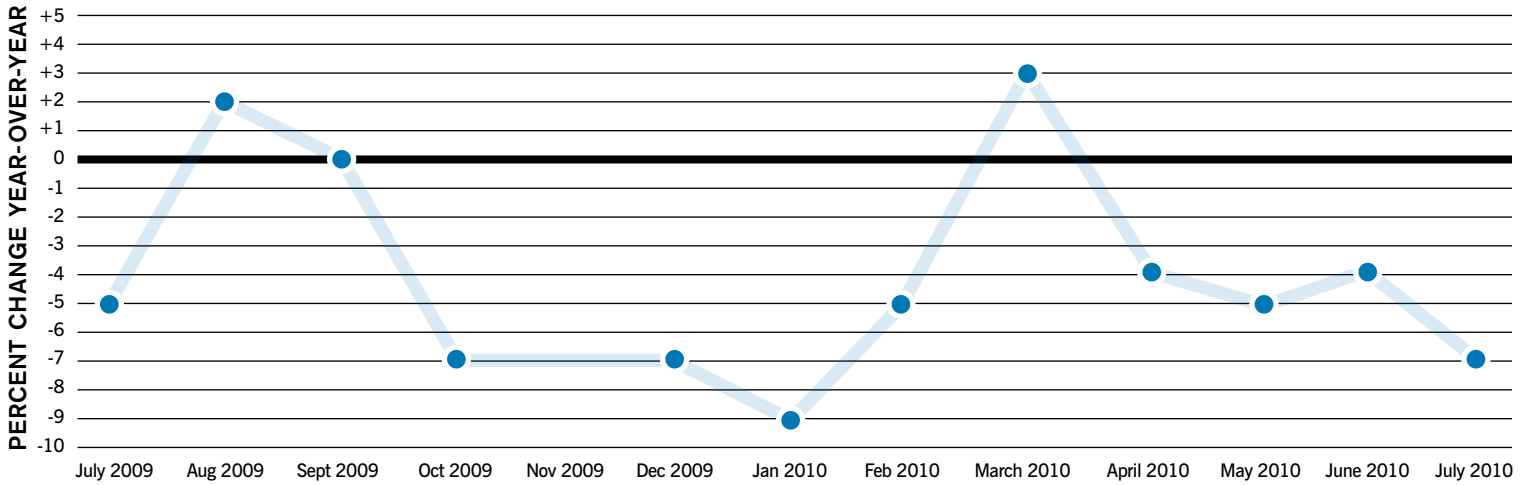
**CURRENT MARKET CONDITIONS**

More than 800,000 physicians practice medicine in the United States today, according to the American Medical Association. Their specialties, locations, and practice sizes might differ, but the difficulties of managing a practice are common to all of them — and the problems show no signs of slowing down.

**DECLINING PATIENT VISITS**

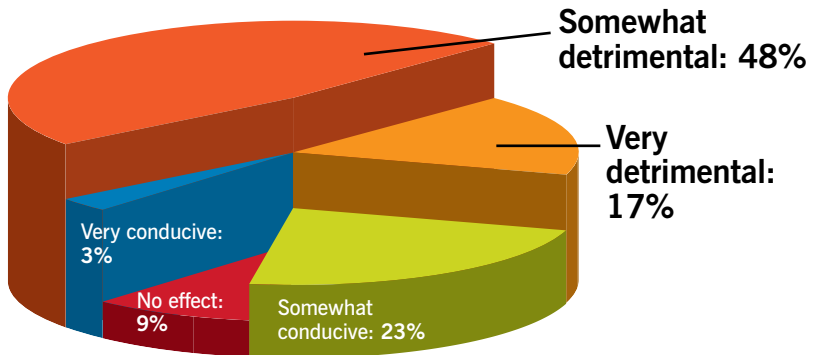
The number of patient visits has declined as the economy has faltered, with eight out of the 10 most recently measured months recording a year-over-year drop.

*“Health Care Providers, July Physician Office Visit Survey Data Remain Soft,” Deutsche Bank Securities, Aug. 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)*

**PLUMMETING REIMBURSEMENTS**

IN 2009, AVERAGE REIMBURSEMENT FOR E&M SERVICES DECLINED BY 7.3%

*(2009 Physicians Practice Fee Schedule Survey)*

**RISING STUDENT DEBT**

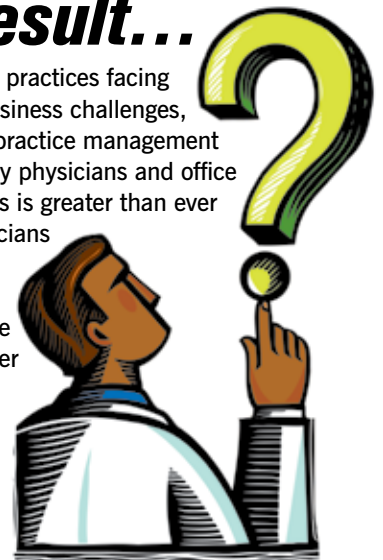
Since 2003, the average amount of debt carried by students graduating from medical school has risen by more than 40%.

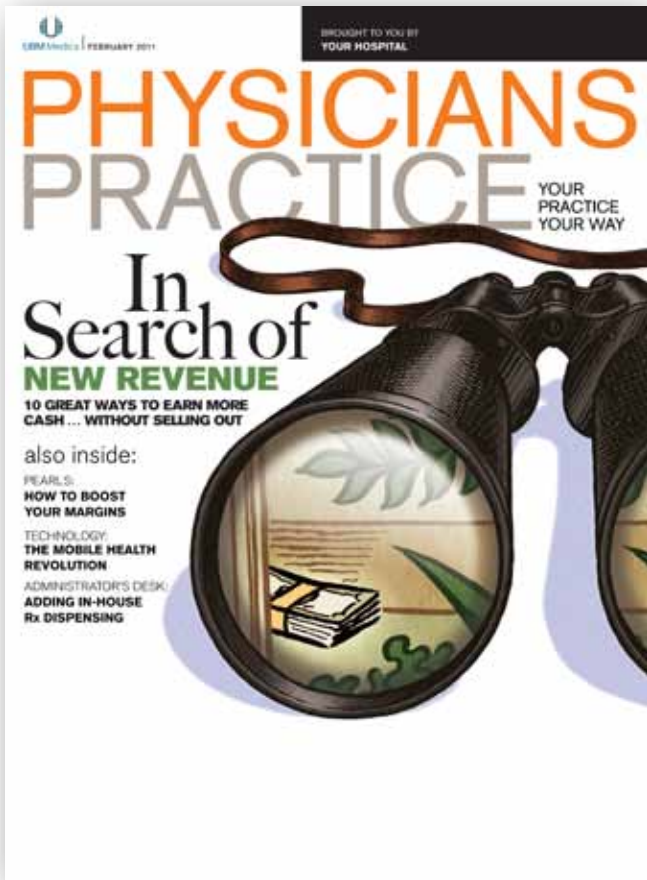
*(2003-2009 American Association of Medical Colleges Graduation Questionnaires)*

2003	\$109,457
2004	\$115,219
2005	\$120,280
2006	\$129,943
2007	\$138,608
2008	\$155,000
2009	\$156,456

**The Result...**

With medical practices facing increasing business challenges, the need for practice management information by physicians and office administrators is greater than ever before. Physicians Practice is the resource practices have trusted for over twenty years for practical, essential business advice.





# WHY PHYSICIANS PRACTICE?

- **PHYSICIANS PRACTICE** offers a comprehensive, multi-media platform that allows you to reach physicians through a combination of advertising opportunities and custom solutions with print and digital media options.
- Our renowned editorial staff provide practical, proven solutions for the “real-world” concerns their businesses face. These include billing, coding, collections, technology, work flow, staffing, compensation, and legal and financial matters.
- As the largest circulated business publication in healthcare, physicians from across the United States turn to **PHYSICIANS PRACTICE** for help with effectively managing the operation and business aspects of their practices.

## CIRCULATION

**PHYSICIANS PRACTICE** provides the ideal audience for advertisers to target the physicians they need to reach.

### GROUP SIZE

Our broad reach mirrors the national demographics — *Physicians Practice* is distributed to solo practitioners and groups of all sizes.

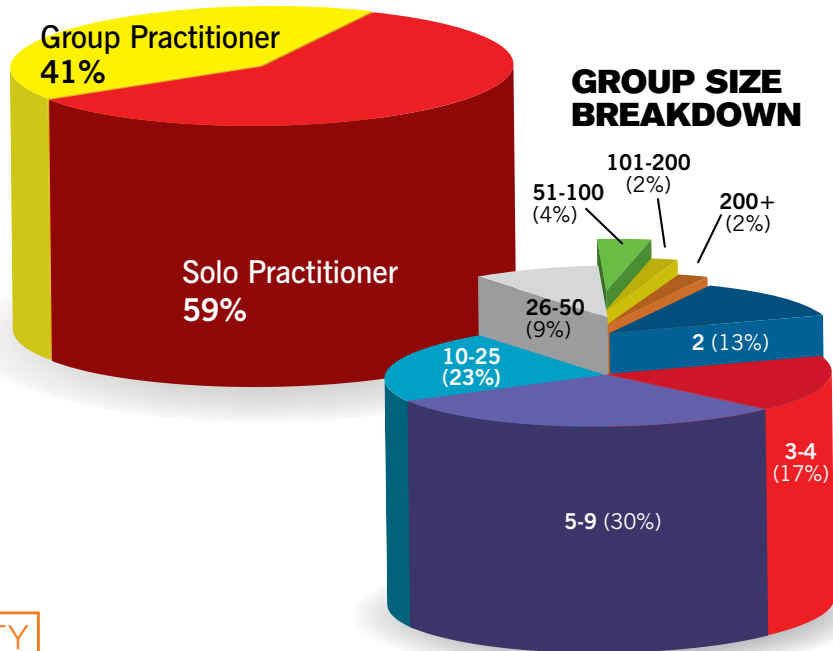
### BUYING POWER

81% of surveyed readers say they are responsible for making purchasing decisions for their practice/clinic. (March 2010 *Physicians Practice* readership survey)

### SPECIALTY

Unlike publications that target only one specialty, *Physicians Practice* reaches a broad spectrum of healthcare practitioners and their office staff.

## TYPE OF PRACTICE



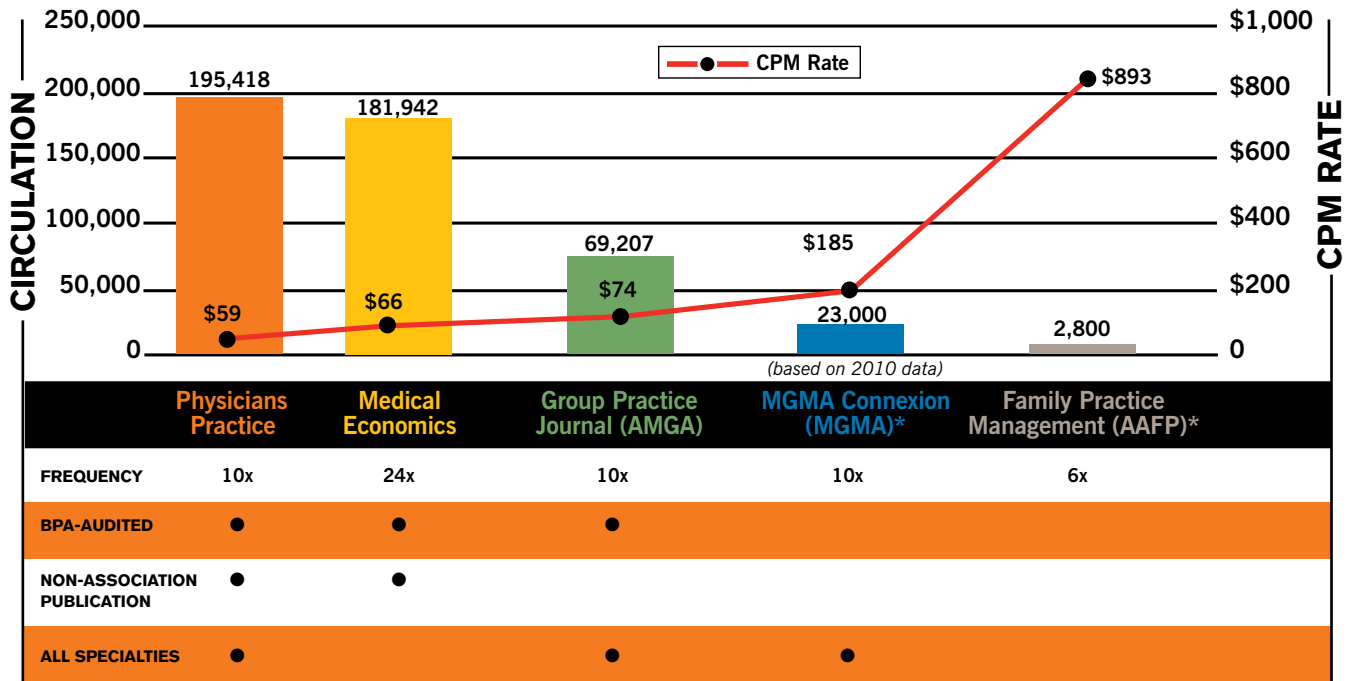
Source: Direct Medical Data, September 2011

### HOW WE TOP THE COMPETITION

Advertisers turn to **PHYSICIANS PRACTICE** because we offer unsurpassed quality at an outstanding value, making us the clear leader amongst our competitors.

#### COMPETITIVE ANALYSIS OF PRACTICE MANAGEMENT JOURNALS

**PHYSICIANS PRACTICE** reaches a larger, broader audience at a lower CPM rate than any other publication of its kind.



Source: Publisher's own print data from 2011 media kits. \*Resigned BPA membership as of 2008 Circulation Statements.

#### B2B ADVERTISING MARKET SHARE

**PHYSICIANS PRACTICE** carries nearly 50% of the non-pharmaceutical advertising pages in the marketplace. This is a result of our long-standing reputation as the trusted source of practice management advice for physicians and their office staff.

Source: Internal Tracking Report based on January 2011 – September 2011 Publications

