

# Healthcare News

healthcarenewssite.com

Articles, Interviews and Statistics for the Healthcare Executive

## Consultant Marketplace 2012



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## About the Healthcare News

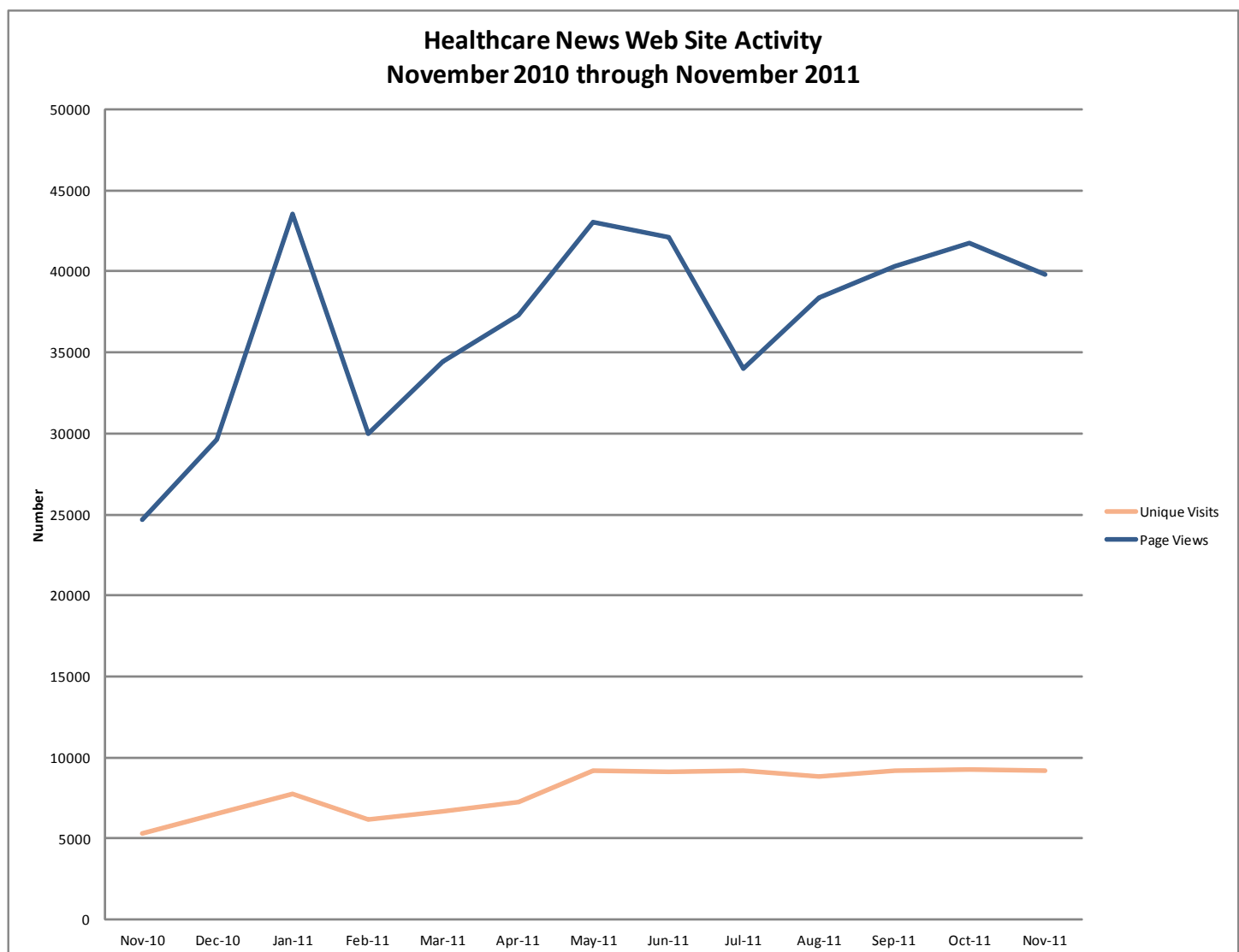
The Healthcare News organization publishes healthcare management trade journals and web sites of interest to leaders of healthcare organizations. Primary recipients are leaders of hospitals, medical clinics, insurance companies and insurance agencies. This brochure has been prepared to give you information on why you should consider having your company participate in the Consultant Marketplace of the Healthcare News web sites.

## What is the Consultant Marketplace?

The Consultant Marketplace is an online directory of consultants and vendors to hospitals, clinics and health insurance companies. It exists on all eleven Healthcare News web sites.

## How busy are Healthcare News web sites?

The graph below shows the activity of combined Healthcare News web sites from November 2010 through November 2011. On average, over 8,500 unique web site visitors view over 40,000 pages each month.



## Who receives the News?

The 44,764 health care leaders that receive **Healthcare News** publications and/or email communications are located in Western and Mid-western U.S. States. The following table represents a demographic distribution by position type and industry sector as of November 2011.

November 2011 Healthcare News Demographic Distribution							
Position Type	Hospitals & Facilities	Medical Clinics	Other Provider	Insurance Agencies	Insurance Companies	All Other Industries	Totals
<b>Executive</b>							
Chief	835	307	239	191	100	988	2,660
Operations	351	142	118	7	74	121	813
Finance	731	128	119	1	126	120	1,225
Medical Management	521	187	104		69	92	973
Marketing & Sales	505	77	153	63	165	308	1,271
Human Resources	564	92	73	2	46	89	866
Information Technology	136	21	10		19	41	227
Legal & Compliance	430	64	92	1	109	244	940
Education	82	2	7			687	778
Nursing	650	43	16		24	55	788
All Other	3,230	341	420	14	433	933	5,371
<b>Total Executive</b>	<b>8,035</b>	<b>1,404</b>	<b>1,351</b>	<b>279</b>	<b>1,165</b>	<b>3,678</b>	<b>15,912</b>
<b>Manager, Professional &amp; Providers</b>							
Human Resources	1,699	264	228	2	185	455	2,833
Operations	7,206	1,354	1,348	57	1,529	3,315	14,809
Marketing and Sales	582	91	215	235	523	382	2,028
Finance	791	141	185	2	206	303	1,628
Information Technology	521	62	89		191	142	1,005
Practice Manager	180	740	63	1	6	70	1,060
Nurse Manager	523	29	21		67	72	712
NP/PA	140	114	39		13	25	331
Registered Nurse	1,135	76	116		35	513	1,875
Physician	231	227	6		17	45	526
OT/PT/SP	314	24	40		4	37	419
LVN/LPN	25	6	3		2	240	276
All Other Managerial and Professional	967	83	87		52	161	1,350
<b>Total Mgrial, Professional &amp; Providers</b>	<b>14,314</b>	<b>3,211</b>	<b>2,440</b>	<b>297</b>	<b>2,830</b>	<b>5,760</b>	<b>28,852</b>
<b>Grand Total</b>	<b>22,349</b>	<b>4,615</b>	<b>3,791</b>	<b>576</b>	<b>3,995</b>	<b>9,438</b>	<b>44,764</b>

## What Category choices are available?

The following shows some of the most common Categories. Consultant Marketplace participants can choose up to three. We can also add Categories that reasonably represent your company's product or service.

Accounting Services	Construction	Group Purchasing	Organizational Development
A/R Management	Consulting	Information Technology	Outplacement Services
Advertising	Diagnostic Imaging	Insurance	Payer Contract Review
Architectural	Employee Assistance	Information Technology	Credentialing
Archives Management	Employment/Recruitment	Ins. Claim Resolution	Payroll/HRMS
Background Screening	EMR/EHR Conversions	Legal	PPO Network
Benefit Administration	Executive Search	Leadership Development	Practice Mgmt. Software
COBRA Administration	Fall Prevention	Management Services	Real Estate
Coding	Fee Schedule Analysis	Management Training	Strategic Planning
Collections	Financial Services	Marketing & Sales	Third Party Administration

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## **What does it cost to participate in the Consultant Marketplace?**

It is free to associations, medical clinics, ancillary provider organizations and hospitals that provide a link to our web site from the home page of their web site. It is also free to those companies that place at least six one-half page ads in print versions of Healthcare News publications over the course of one year.

It is \$50 per month for all other organizations. There is a minimum three month participation commitment and payment is due prior to web site placement. There is an additional \$25 per month charge to include a downloadable PDF brochure up to 2 MB.

## **How do I know if the Consultant Marketplace is a better value than my other Web Site listings?**

See page 3 to determine whether the type of people that visit our web sites are part of your target market. Healthcare News publications offer the best demographic of any source for reaching leaders of hospitals, clinics, health insurance companies and health insurance agencies.

Compare our web site activity to other web sites you are listed as a vendor resource. Web site activity software is generally free so “apples to apples” web site activity should be easy to obtain from your other listings.

How does my company participate in the Consultant Marketplace?

Just do the following:

E-mail the following information to David Peel at [dpeel@wahcnews.com](mailto:dpeel@wahcnews.com):

- A. Company name
- B. Company mailing address
- C. Primary contact name and title
- D. Primary contact e-mail and direct phone number
- E. URL for web site
- F. Select your category for placement (see bottom of page 3 for options)
- G. A 200 word or less summary of your company and it's products and services
- H. For an additional \$25 per month a PDF brochure of your company and it's products and services can be available for download by visitors. Indicate in your e-mail you want this option and enclose your PDF or word document in a file no larger than 2 MB. Word documents will be converted to PDF files.

Send a check for the number of months you are listing your company to:

**Healthcare News**  
**Attn: David Peel Publisher**  
**631 8th Avenue**  
**Kirkland, WA 98033**

You will be automatically invoiced thirty days prior to expiration of your first Consultant Marketplace listing. If payment isn't made by the due date shown on the invoice your listing will automatically be removed.

For additional questions contact David Peel, Publisher, at [dpeel@wahcnews.com](mailto:dpeel@wahcnews.com) or by phone at 425-577-1334.