

Healthcare News

healthcarenewssite.com

Articles, Interviews and Statistics for the Healthcare Executive

Consultant Marketplace 2010



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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. Content includes interviews with senior leadership, “how-to” articles, career opportunity advertisements and industry financial information.

A directory of our individual web sites can be viewed at www.healthcarenewssite.com, our corporate web site, by clicking on the “Web Sites” tab in the blue navigation bar at the top of the page. The Consultant Marketplace is an online directory of vendors and consultants who provide services and products specifically to this demographic and is located on all of our web sites.

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.

Who visits the web sites?

The same health care leaders that receive Healthcare News publications and/or communications.

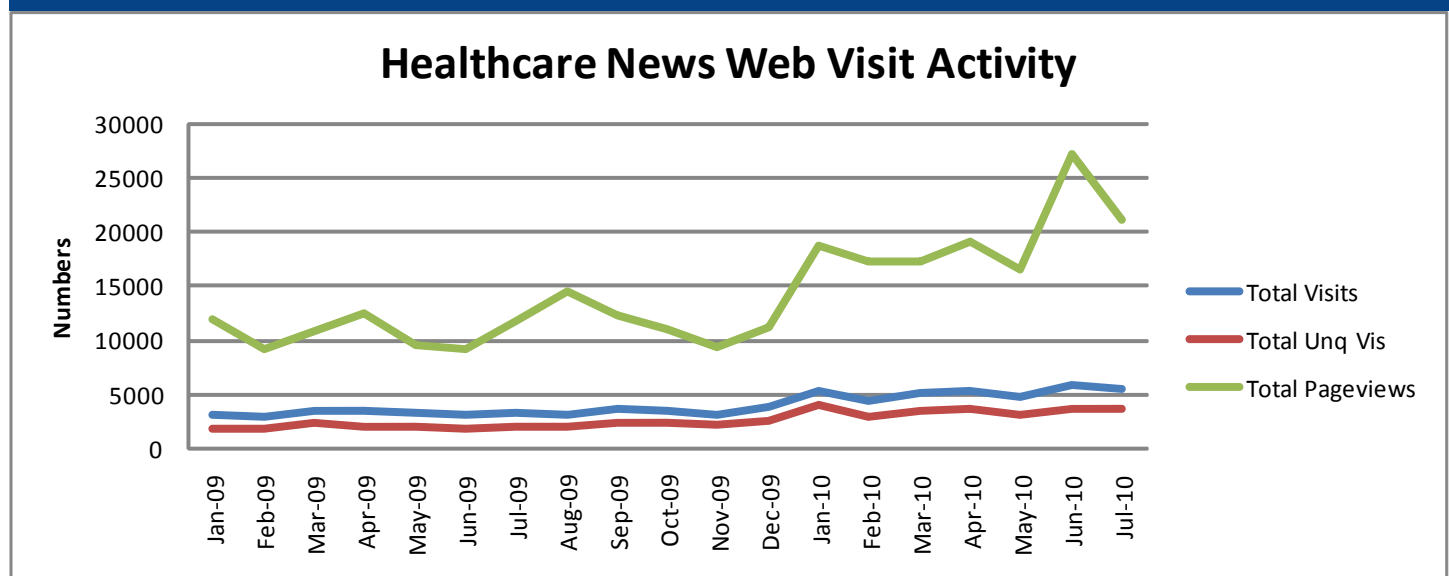
Why do they visit the web sites?

We maintain very accurate contact information, including e-mail addresses, for these health care leaders. Each month several e-mail announcements are made to encourage visits to the web site. An example would be our “Career Opportunities” e-mail where jobs posted on the web sites are announced.

How many people visit the web sites?

The graph below shows the activity from our combined web sites from January 2009 through July 2010. During July 2010, our sites received over 5,000 visits and over 20,000 pages were viewed.

Healthcare News Web Site Activity from 01-01-2009 through 07-31-2010



Who receives the News?

The 14,700 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 August 2010.

August 2010 Healthcare News Demographic Distribution							
Position Type	Hospitals & Facilities	Medical Clinics	Other Provider	Insurance Companies	Insurance Agencies	All Other Industries	Totals
Executive							
Executive	549	150	41	78	213	637	1,668
Operations	248	74	16	58	7	57	460
Finance	571	70	25	100	1	47	814
Physician Leadership	220	35	6	45		10	316
Marketing & Sales	281	34	31	94	66	203	709
Human Resources	418	45	15	40	3	36	557
Information Technology	101	22	4	21		8	156
Legal & Compliance	205	17	13	74	1	35	345
Nursing Administration	506	24	4	30		26	590
Education	69	2				36	107
All Other	1,488	129	59	240	7	352	2,275
Total Executive	4,656	602	214	780	298	1,447	7,997
Manager and Professional							
Practice Manager	82	435	4	4		9	534
Operations	1,519	167	154	338	17	276	2,471
Finance	350	44	41	63	1	64	563
Marketing & Sales	194	34	36	149	256	215	884
Human Resources	1,067	133	47	122	3	88	1,460
Information Technology	119	21	15	40		13	208
Nursing Managers	424	16	8	82		53	583
Total Manager and Professional	3,755	850	305	798	277	718	6,703
Grand Total Healthcare News	8,411	1,452	519	1,578	575	2,165	14,700

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:

- 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.

Additional questions and contact information

For additional questions contact David Peel, Publisher, at dpeel@wahcnews.com or by phone at 425-577-1334.