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supply chain
conversation



The Journal of
Healthcare
C O N T R A C T I N G
MEDIA GUIDE 2018

Healthcare's only publication dedicated solely to the contracting arena.

The Journal of Healthcare C O N T R A C T I N G

Media Guide 2018



The *Journal of Healthcare Contracting* is the only publication that is solely devoted to the contracting arena of healthcare. 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

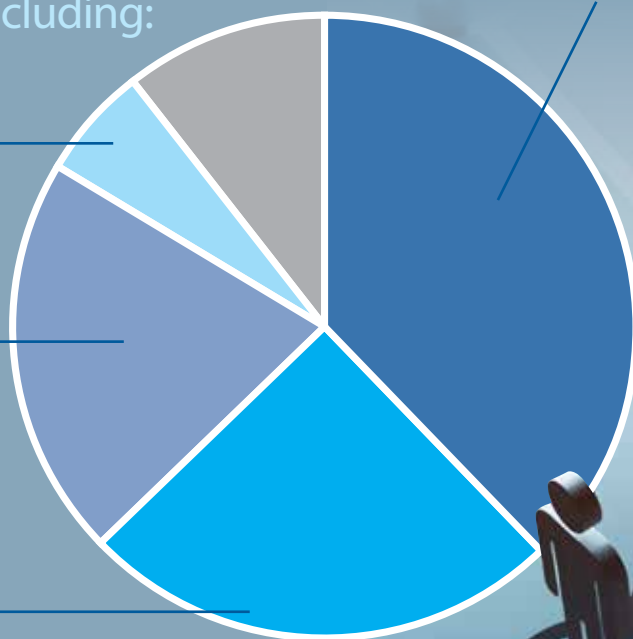
11,600 readers involved in healthcare contracting, including:

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

2,400 Hospital supply chain executives.

2,900 supplier/manufacturer community members, including president/CEO, VP sales, VP corporate sales and marketing, and corporate and national account executives.

4,400 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.



Market Insights Supply Chain Forum

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	12/29	
February	Print	1/19	Contracting Professional of the Year
March	Digital	2/24	
April	Print	3/19	Cybersecurity
May	Digital	4/27	
June	Print	5/18	Infection Prevention
July	Digital	6/26	
August	Print	7/18	Ten People to Watch in Healthcare Contracting
September	Digital	8/25	
October	Print	9/19	Future Leaders of Supply Chain
November	Digital	10/26	
December	Print	11/16	System-to-System Services

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

Ten People to Watch in Healthcare Contracting

Contracting Executive of the Year



Editorial

JHC's coverage of the contracting arena includes:

Agents of Change

The University of Vermont approaches its own supply for ways to eliminate low-value practices

With each faculty member wearing the "virtual changes" of their program, "the business agent of change is a collaborative decision amongst colleagues and colleagues," says Justin Simon-Dowdy, PhD, a biologist at Central Vermont Medical Center. "It means the absence of the top-down approach."

Head notes that the program, which disrupted change the culture of the medical ecosystem, runs on equally small and local changes. The success of the program is the result of the success of the small changes. "The more we do, the more we do," says Simon-Dowdy, who also notes that the program is not a one-time effort, but a continuous process. "It's not a one-time effort, but a continuous process. It's not a one-time effort, but a continuous process."

History of 'Choosing Wisely'

In 2010 Harvard Medical School published "Medical Decision-Making: The Role of the Patient" in the *New England Journal of Medicine*. In the piece, Harvard used 12 medical specialty societies to identify low-value and unnecessary care that was common in the specialty and not possible to eliminate for patients.

Shortly after, the National Physicians' Society (NPS) published "The Choice to Choose Wisely" in the *New England Journal of Medicine*. The piece, which was published in the same issue, called for the elimination of low-value care and the promotion of high-value care. The piece was published in the same issue, called for the elimination of low-value care and the promotion of high-value care.

Regional Purchasing Coalition profiles

As this sector of the market continues to evolve, we'll keep an eye on it.

Open Data Standards: Let's Get This Straight

In years past, most supply chain executives were not familiar with the phrase "open data." But now, it's a term that's being used more and more. It's a term that's being used more and more. It's a term that's being used more and more.

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EXECUTIVE INTERVIEW

Location: Number 10 (GPO) Region in April 2018 and subsequent an Assessment of Global Data from Healthcare (GPO), the Global Data Transformation Network (GPO) and the United Nations Sustainable Development Goals (SDGs).

Chick has sponsored a number of such groups to work on supply chain for the implementation of standards such as the national GPO standards. He has sponsored a number of such groups to work on supply chain for the implementation of standards such as the national GPO standards.

Model of the Future

Stories of contracting executives who have moved beyond the talking stage to action, as they tackle innovative supply chain projects in their hospitals, IDNs and RPCs. This is where the rubber meets the road.

Regional Purchasing Coalition

Physician-Engaged Sourcing

Excellence brings clinical perspective to the supply chain

As hospital supply chain executives continue to recognize the value of fully engaged physician leaders, many are now looking for ways to engage them more effectively. This is where the rubber meets the road.

Regional Purchasing Coalition

Discussions are critical, not contractual or financial. Extensive product research is conducted, reviewing clinical evidence, patient outcomes, product attributes/trials and data analysis for the service line categories.

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Executive Interviews

Discussions with industry leaders, who have the ability to put into context some of the issues facing JHC readers.

HSCA Column

Insights into the group purchasing industry from Todd Ebert, president of the Healthcare Supply Chain Association.

New for 2018: The Innovators.

Insights from today's up-and-coming supply chain leaders.

GPOs help state-run facilities fulfill their mission

Financial pressures and new regulatory challenges are forcing government-run facilities, like all healthcare providers, to innovate to help ensure patient access to quality healthcare.

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HSCA

GPOs help state-run facilities fulfill their mission

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Todd Ebert, HSCA, is President and CEO of the Healthcare Supply Chain Association.



Advertising in JHC is a wise investment.

- 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

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- Two weeks of banner ads promoting the issue on Dail-eNews

Additional \$10,000 to Annual Sponsorship

2018 Annual Sponsor

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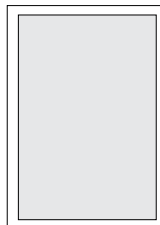
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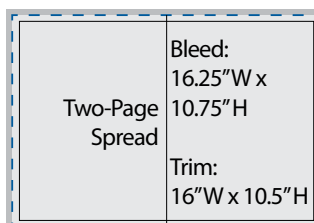
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