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conversation

*The Journal of*  
**Healthcare**  
**C O N T R A C T I N G**  
**MEDIA GUIDE 2017**

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 2017



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

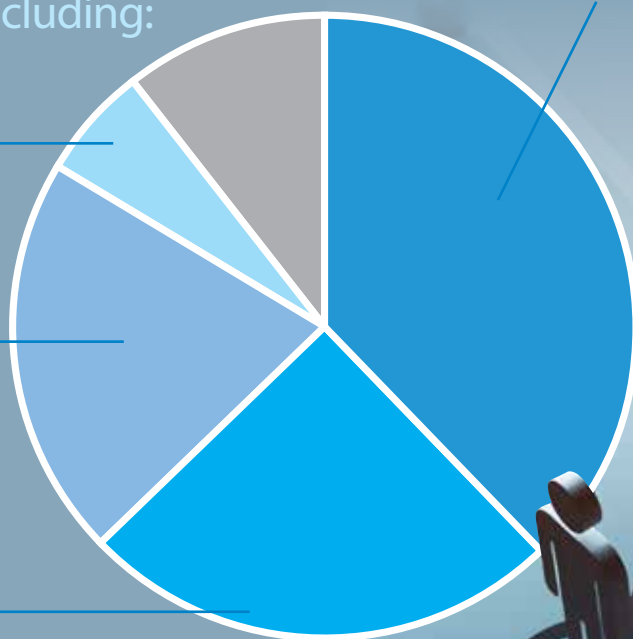
**11,600** readers involved in healthcare contracting, including:

**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-e News

The Dail-E News 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 thousands of industry stakeholders on LinkedIn through JHC Groups, including Group Purchasing Organizations and Regional Purchasing Coalitions.



Issue	Print / Digital	Ad Due Date	Issue Highlight	Bonus Distribution
January	Digital	12/29		
February	Print	1/23	Contracting Professional of the Year	FAH, Vizient Spring Summit
March	Digital	2/24		
April	Print	3/17	The Rise of IDN-Owned GPOs	
May	Digital	4/27		
June	Print	5/19	Infection Prevention	ANAE, Premier, Health Trust, AHRMM
July	Digital	6/26		
August	Print	7/20	Ten People to Watch in Healthcare Contracting	Fall IDN Summit
September	Digital	8/25		
October	Print	9/19	Distribution Best Practices	Market Insights
November	Digital	10/26		
December	Print	11/17	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 base for innovative low-value practices

**Rising costs and an increasing emphasis on quality have forced decisions and hospital administrators to evaluate a variety of areas from human resources, particularly those that may be viewed as too dry to provide meaning for leaders for patients. The result has been innovative initiatives – such as the American Board of Internal Medicine's "Choosing Wisely" campaign – to eliminate "neverland" practices.**

**Feeling clinical champions**

The idea to optimize health care for its system came from UVMHC. David G. Parnell, MD, who is chief of medicine, says that the idea to optimize health care for its system came from UVMHC. David G. Parnell, MD, who is chief of medicine, says that the idea to optimize health care for its system came from UVMHC. David G. Parnell, MD, who is chief of medicine, says that the idea to optimize health care for its system came from UVMHC.

### History of 'Choosing Wisely'

In 2010 Harvard Medical School published "Medicine's Dismissal of the Past" in the New England Journal of Medicine. The article, by Dr. David G. Parnell, MD, who is chief of medicine, says that the idea to optimize health care for its system came from UVMHC. David G. Parnell, MD, who is chief of medicine, says that the idea to optimize health care for its system came from UVMHC.

## 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 recent years, many supply chain executives have been familiar with the phrase "open data." It's a term that's been used to describe the idea of making data available to all stakeholders in a supply chain. This is a concept that's been used to describe the idea of making data available to all stakeholders in a supply chain.

**The Journal of Healthcare Contracting: How to get the most out of your open data standards**

The Journal of Healthcare Contracting is a leading source of information on the latest trends in healthcare contracting. It's a publication that's been around for over 20 years, and it's one of the most respected sources of information in the industry.

### Executive Interview

Location: Number 1000, Boston, in April 2014 and subsequent to the launch of the Global Trade Health Network (GTHN), the Global Trade Health Network (GTHN) and the United Nations Sustainable Development Goals (SDGs).

CHS has sponsored a number of work groups to work on and support the implementation of standards in the medical device industry. One of the most recent work groups is the CHS Health Supply Chain Initiative (CHS HSCI), which is a joint effort between CHS and the United Nations Sustainable Development Goals (SDGs).

## HSCA Column

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

## New for 2017

- GPO of the Future. What innovative solutions and programs are group purchasing organizations offering their customers? JHC examines.

## 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.

## Executive Interviews

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

### 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 clinical and non-clinical stakeholders, the importance of physician engagement in the supply chain is becoming increasingly apparent. This is a concept that's been used to describe the idea of making data available to all stakeholders in a supply chain.**

### Regional Purchasing Coalition

**The Journal of Healthcare Contracting: What advantages has Endeavor provided for its members?**

Steve Patrick, CEO of Endeavor, says that the idea to optimize health care for its system came from UVMHC. David G. Parnell, MD, who is chief of medicine, says that the idea to optimize health care for its system came from UVMHC.

### HSCA

### GPOs help state-run facilities fulfill their mission

**Government-run healthcare facilities – including prisons, mental health centers, drug rehabilitation centers, child care centers, and public health centers – represent a significant portion of the healthcare market. This is a concept that's been used to describe the idea of making data available to all stakeholders in a supply chain.**

### HSCA

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

Todd Ebert, CEO, is the 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
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- 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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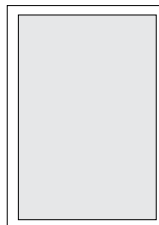
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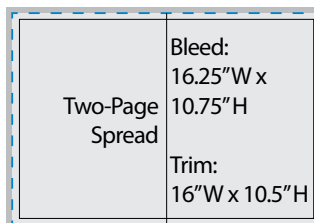
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