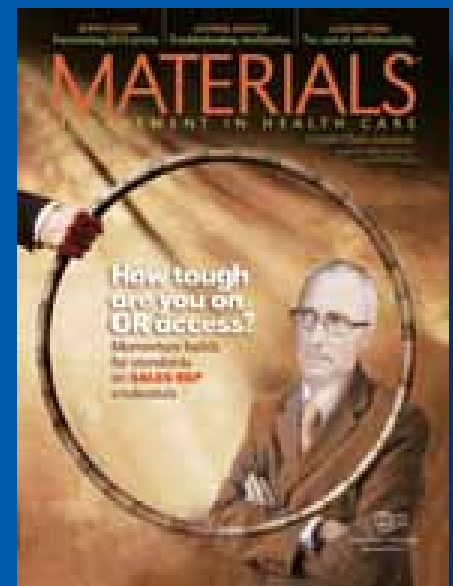
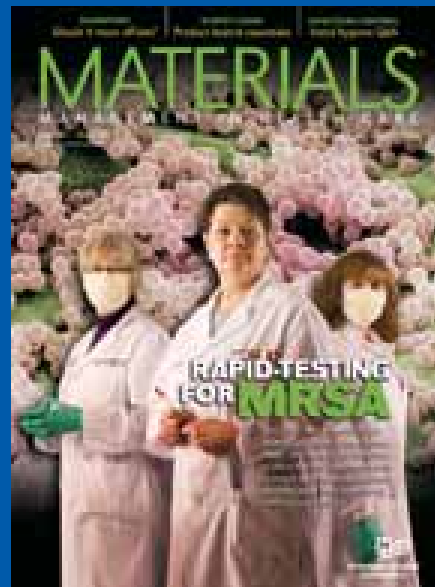


Materials Management in Health Care

Mission & Market Position



2010

www.MatManMag.com

Materials Management in Health Care

Mission & Market Influence

MATERIALS
MANAGEMENT IN HEALTH CARE

Materials Management in Health Care (MMHC) focuses on how hospitals are working with their supply chain partners to deliver care in a safer, more cost effective and more efficient manner. *MMHC* provides the most thorough coverage of hospitals and how they're addressing critical challenges in maintaining supply levels, managing supply costs, reducing hospital-associated infections, improving operating room (OR) performance and safely sterilizing surgical instruments.



Unique AHA Advantages

MMHC is an American Hospital Association (AHA) magazine that is read by senior executives, department heads, and team leaders responsible for supply chain management, infection control, risk management, and OR management in U.S. hospitals and health systems. Readers who work in AHA-member organizations—5,100+ U.S. hospitals and health systems—view it as a benefit of their organizations' membership in the AHA.

Members of other AHA organizations, including the Association for Healthcare Resource & Materials Management (AHRMM), the American Organization of Nurse Executives (AONE), and the American Society for Healthcare Risk Management (ASHRM) consider *MMHC* a core media vehicle. Each issue of *MMHC* contains news and information from the president of AHRMM. Readers rank *MMHC* as their most-trusted professional magazine.



MMHC Leadership

Materials Management in Health Care reaches more than 31,000 decision-makers and is the only publication that focuses on supply chain solutions designed to improve quality, efficiency and patient safety. *MMHC* provides insights on how materials managers, central service/sterile processing, OR managers, nurse executives and infection control specialists are working with their supply chain partners to improve performance.

It serves a special role as the sole journal that presents supply chain management content that cuts across the special concerns and disparate responsibilities of multiple hospital and health system departments. It contains feature articles and research that supply chain managers and patient safety professionals use to mentor rising stars; educate other departments on supply chain issues and new products; and impress upon senior management the important financial and organizational role supply chain management plays in the organization.



Deep Strategic Alliances

MMHC maintains strategic alliances with industry groups such as AHRMM, IAHCSSM and the Association for Professionals in Infection Control (APIC) to ensure its content is fresh and meaningful. News articles, feature stories, and technical data are contributed by content experts and working professionals from these organizations and they reflect current best practices and address “real world” difficulties that *MMHC* readers must know to perform their jobs.

Specialized Editorial Coverage

MMHC highlights the supplies, equipment and resources health care providers require to provide top-quality patient care and effective infection and risk management control. *MMHC*'s best practice case studies, exclusive access to performance indicator reports and *Most Wired*® Survey and Benchmarking Study data, along with original GPO data and coverage of OR department and nursing issues make it an essential magazine for supply chain and nurse managers. Its editorial digs deep into four content areas that resonate with professionals in the field:

- OR/Nursing
- Infection Control
- Materials Management
- Central Service/Sterile Processing



MMHC Readership

In national readership studies, *MMHC* has been ranked the most desired publication by supply chain, materials and infection control management personnel, and purchasing directors. Twice a year (March and September issues), a complimentary ad study is conducted for display advertisers by Signet Research, Inc., an independent research firm. The study reveals the percentage of surveyed readers who rated the ads on four attributes:

- Noticeability** the percentage of respondents who rated the ads as Excellent, Good, Fair, Poor
- Information Content** the percentage of respondents who rated the ads as Excellent, Good, Fair, Poor
- AdProbe™ Score** a measure of ad performance — average of Noticeability and Information Content scores
- Action Taken** the percentage of respondents who have taken or plan to take one or more actions or already use the product/service

MMHC is clearly a magazine readers value and respect based on their responses:

Readers reading preference among their professional journals...

95% MATERIALS
MANAGEMENT IN HEALTH CARE

69% Publication #2

39% Publication #3

Readers think the affiliation with the AHA adds value...

79% YES

21% No

“Advertising in *MMHC* educates and is an important part of the publication.”

75% of readers agree

Readers are involved in the initiation, recommendation, specification, approval or purchase of multiple products and services...

93%

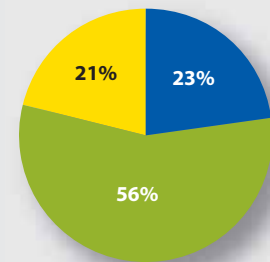
Involved in one or more categories

7%

Involved in the purchase of one category

Readers take these actions as a result of advertising seen...

Discussed ad/article with company colleague	67%
Referred or passed on ad/article on to someone	64%
Visited advertiser's Web site	63%
Recommended product purchase	42%
Requested additional information	37%
Bought product/service advertised	25%



Readers spend about 49 minutes reading each issue...

- 23%** Less than 30 minutes
- 56%** 30-59 minutes
- 21%** 60+ minutes



Readers pass it on a— total readers per copy: 2.8

Product Categories of Interest to *MMHC* Readers:

- Medical Surgical Equip.; Surgical/OR Equip./Supplies
- Patient Care Supplies/Services
- Housekeeping/Maint./Environmental Supplies
- Sterilization/Cleaning Equip./Supplies
- Materials Management Systems
- IV Systems/Syringes/Pumps
- Personal Protective Equip.
- Surgical Instrument Cleaning/Repair
- Sterile Packs
- Orthopedic Supplies/Equip.
- Inventory Control Systems
- Infection Control Products
- Wound Management
- Office Supplies/Forms/Administrative Equip.
- Cart Systems
- Decontamination Equip./Systems
- Custom Kits/Trays
- Bar Coding/Labeling Systems
- Patient Monitoring
- Contract Management Services
- Waste Management Services
- Batteries
- Clinical Support Equip./Systems
- Imaging Supplies
- Storage/File Retrieval Systems
- ETO Monitoring
- Internet Products
- Patient Entertainment

MMHC *Nine Exclusive Marketing Options*

Beyond a focus on editorial content that appeals to hospital and health system leaders, *MMHC* offers marketers a spectrum of powerful ways to reach and impact readers using its *exclusive* affiliation with the AHA and proprietary media. Below are options that offer exposure and access not available by any other means.



1 *MMHC Digital Edition*

EXCLUSIVE!

Advertisers in *MMHC* are included in the *Digital Edition* of *MMHC* free of charge. The electronic magazine delivers the same editorial content as the print edition in an interactive PDF format. The *Digital Edition* offers live e-mail address and Web site links, archived pages for a year-long ad campaign, plus 24/7 accessibility via the Web. *MMHC* readers and health care executives can subscribe to this free e-magazine and advertisers have many options to enhance their print ad using flash media and other rich media techniques. Many other *Digital-Edition-only* add-ons and sponsorships are also available.



2 *MMHC Online*

EXCLUSIVE!

Each month the most committed supply chain executives in health care receive their edition of *MMHC Online*. It provides them with a snapshot of the top articles along with special information and links to external data not found in the print edition.



3 *AHA Conferences*

EXCLUSIVE!

Advertisers in selected issues of *MMHC* have exclusive visibility at national conferences conducted by the American Hospital Association and Health Forum through conference bonus distribution. Advertisers can also leverage visibility through corporate underwriting programs that yield recognition among attendees. Visibility can include company branding in pre-conference and on-site conference materials, presentation introductions and private briefings. The 2010 national AHA hospital leadership meetings are:

23rd AHA/Health Forum Annual Rural Health Care Leadership Conference:
February 7-10, Pointe Hilton Squaw Peak Resort, Phoenix, AZ (January issue)

AHA Annual Membership Meeting:
April 25-28, Hilton Washington, Washington, DC (April issue)

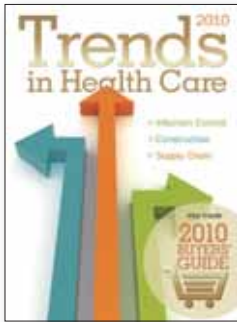
18th AHA/Health Forum Annual Leadership Summit:
July 22-24, Manchester Grand Hyatt, San Diego, CA (July issue)



4 *HospitalConnectSearch™*

EXCLUSIVE!

Advertisers in *MMHC* enjoy the option of charter program rates on banner ads displayed on the only vertical search engine for health care executives seeking keyword search results of content from the Web sites of 50+ AHA and leading health care organizations, state and metro hospital associations, U.S. hospitals, and other health care organizations and data resources. Visitors to www.HospitalConnectSearch.com select from 12 major search categories along with keyword search capabilities to zero in on Web site links to content of interest to them resides. Since users self-select on the specific topic of interest, search engine advertising is a powerful medium for targeting users.



5 Trends in Health Care

EXCLUSIVE!

Trends in Health Care contains exclusive data collected from proprietary surveys and research conducted by the American Hospital Association, Health Forum, APIC, ASHE, ASHES, AHRMM and other organizations. Its editorial addresses the latest research in infection control, hospital construction and the health care supply chain. It also serves as the perfect environment for the annual Buyers' Guide for *MMHC* and *Health Facilities Management*. *Trends in Health Care* provides the opportunity to list company information in a directory format that features exclusive health care trends data.

6 Primary Research

EXCLUSIVE!

Each year *MMHC* conducts research on topics of interest to the field. Most of these studies are conducted with partner organizations and underwritten by corporate partners, and the findings are featured in *MMHC* and posted to Web sites and distributed via electronic media. Sample studies:

- Influenza Survey
- Supply Chain Survey



7 Health Forum Leadership Center™

EXCLUSIVE!

www.healthforumleadershipcenter.com is the multimedia repository where readers access diverse offerings including white papers, web seminars, podcasts, and case studies—all searchable by topic. *MMHC* advertisers can take advantage of the opportunities to post a piece on the Leadership Center and have it distributed to select audiences.

8 AHRMM Supply Chain Strategies & Solutions

EXCLUSIVE!

A newsletter prepared by the Association for Healthcare Resource & Materials Management of the American Hospital Association for its 4,000 members. It covers news and articles of interest to supply chain decision-makers. It is published six times a year.



9 Forum Faculty Speaker Service

EXCLUSIVE!

Advertisers in *MMHC* who have a need for keynote or content expert speakers on health care issues at corporate events or retreats are offered a discounted rate on Forum Faculty services. Forum Faculty staff can create a first-class educational event with their placement and program design service. Faculty speakers are leading thinkers who are highly skilled at delivering inspirational and thought-provoking presentations at corporate staff workshops and management retreats.

FORUMFaculty
SPEAKER SERVICE

MMHC Marketing Support

In-Print, In-Person, Online

Advertisers have the opportunity to receive marketing support relative to their level of advertising expenditures. Your Account Manager can provide details on the support options listed below and also can provide suggestions on innovative ways to achieve your marketing and sales goals.

Signet Research advertising reaction studies

- Advertisement readership evaluations

AHA Data products in print, on CD-ROM or online

- AHA Annual Survey Database™
- AHA Guide® and AHA Guide® on CD-ROM
- AHA Hospital Statistics™
- AHAData.com
- AHA Healthcare QuickDisc®

AHA and Health Forum executive conferences

- AHA Annual Membership Meeting
- AHA/Health Forum Leadership Summit
- AHA/Health Forum Rural Health Care Leadership Conference

Journal subscriptions

Premium ad positioning

Custom publication sponsorships

Company and product listings

- Trends in Health Care Data Reference Issue
- www.HealthForumBuyersGuide.com

Exclusive purchasing studies

Electronic media ads

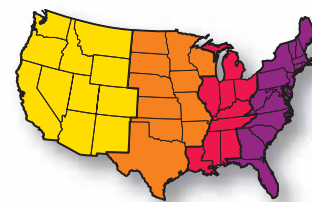
Expert speaker acquisition and event development

Article and ad reprints (print and PDF formats), and ad laminations

Circulation Mailing Lists

Circulation lists for *MMHC* are available.

Please e-mail Eric Podewell: epodewell@healthforum.com.



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