

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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MATERIALS

MANAGEMENT IN HEALTH CARE

Health Forum, Inc.
155 N. Wacker Dr., Suite 400
Chicago, IL 60606
Tel.: (312) 893-6800
Fax: (312) 422-4799
www.healthforum.com

Official Publication of: None
Established: 1992
Issues Per Year: 12

FIELD SERVED

MATERIALS MANAGEMENT IN HEALTH CARE serves the field of materials management in hospitals, multi-hospital systems/ integrated health care delivery networks, academic medical centers, emergency departments, surgi-centers, ambulatory care centers, medical clinics/ group practices, laboratory/ imaging/ dialysis centers, long-term care, hospital group purchasing organizations/ alliances, government purchasing agencies, consulting firms, manufacturers of hospital equipment and services, and other health care-related organizations. Also served are members of the Association for Healthcare Resource & Materials Management (AHRMM) and members of the International Association of Healthcare Central Service Materiel Management (IAHCSMM).

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Vice Presidents, Executive Vice Presidents, Senior Vice Presidents, Chiefs, Administrators, Officers, Directors, Executive Directors, Administrative Directors, Managers, Coordinators, Specialists, Practitioners, Technicians, and Consultants of:

Materials management, purchasing, supply chain logistics, inventory/ distribution/ storeroom, value analysis, support services, finance/ accounting, business development, contract, nursing, operating room, surgical services, preoperative services, infection control, central services, sterile processing, patient care services, and clinical services.

Also qualified are CEOs, Presidents, Administrators, CFOs, Controllers, COOs, CPOs, Buyers, Purchasing Agents, Evaluation/Standardization Committee Members, Safety Committee Members, Registered Nurses, and other qualified personnel as reported in Paragraph 3a herein.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	703
Rotated or Occasional _____	6
Allocated for Trade Shows and Conventions _____	388
Digital _____	-
All Other _____	534
TOTAL	1,631

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	29,999	100.0	29,891	99.6	108	0.4
Sponsored Individually Addressed ____	1	-	-	-	1	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,000	100.0	29,891	99.6	109	0.4

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	72	72			30,000	October _____	321	321			30,000
August _____	89	89			30,000	November _____	9,637	9,637			30,000
September _____	3,794	3,794			30,000	December _____	2,628	2,628			30,000
						TOTAL	16,541	16,541			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009
This issue is equal to the average of the other 5 issues reported in Paragraph two.

JOB TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL	Members of Evaluation/Standardization Committee (Part of total qualified copies)	Members of Safety Committee (Part of total qualified copies)	CLASSIFICATION BY NUMBER OF BEDS								Not Classified by Number of Beds
					100 OR MORE BEDS					99 OR FEWER BEDS			
					500 or More Beds	400-499 Beds	300-399 Beds	200-299 Beds	100-199 Beds	50-99 Beds	26-49 Beds	1-25 Beds	
CEO, President, Administrator, COO, CFO, Controller, Chief Accountant, Executive VP, Executive Director, Administrative Director, Finance VP/ Director/ Manager, Accounting VP/ Director/ Manager, Business Manager, VP/ Senior VP/ Asst VP/ Associate VP (Other) _____	12,750	42.5	1,316	1,489	1,764	555	845	1,362	2,313	1,531	691	2,274	1,415
CPO, Materials Management VP/Director/ Manager/ Coordinator, Purchasing VP/Director/ Manager/ Coordinator, Support Services VP/ Director/ Manager, Value Analysis VP/ Director, Contract Administrator/ Director/Manager _____	6,875	23.0	4,261	2,857	1,785	435	614	762	988	647	330	795	519
Buyer and Purchasing Agent _____	809	2.7	384	164	156	65	94	106	146	71	41	64	66
Operating Room VP/ Director/ Manager/ Nurse Manager, Surgical Services VP/ Director/ Manager/ Nurse Manager, Perioperative Services VP/ Director/ Manager, Clinical Services VP/ Director/ Manager _____	1,544	5.1	875	729	168	83	124	197	251	227	111	284	99
Infection Control Officer/ Director/ Manager/ Specialist/ Nurse/ Coordinator _____	1,388	4.6	941	1,052	187	78	145	190	269	204	86	204	25
Central Services Chief/ Director/ Manager, Sterile Processing Chief/ Director/ Manager _____	1,080	3.6	416	306	132	78	121	145	120	34	11	28	411
Central Services Technician/Coordinator, Sterile Processing Technician/Coordinator _____	470	1.6	75	67	38	21	38	48	42	21	13	33	216
Registered Nurse/Nursing Practitioner and Emergency Services Nurse/RN _____	224	0.7	98	85	28	15	12	19	26	24	13	32	55
Chief Nursing Officer, Chief Nursing Executive, Nursing VP/Director/Manager _____	2,531	8.4	317	391	435	170	243	335	447	298	158	382	63
Patient Care Services VP/ Director/ Manager _____	83	0.3	6	4	2	-	2	13	18	15	8	25	-
Logistics Officer/Director, Inventory Manager, Distribution Manager, Storeroom Manager _____	514	1.7	205	152	128	39	43	54	44	22	12	36	136
Consultant _____	639	2.2	168	91	171	16	30	21	19	23	9	132	218
Others Allied to the Field Including Paid _____	1,093	3.6	56	72	63	14	23	13	31	16	9	41	883
TOTAL QUALIFIED CIRCULATION	30,000	100.0	9,118	7,459	5,057	1,569	2,334	3,265	4,714	3,133	1,492	4,330	4,106
PERCENT	100.0		30.4	24.9	16.9	5.2	7.8	10.9	15.7	10.4	5.0	14.4	13.7

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	12,663	2,677	-			15,340	51.1
II. Request from recipient's company: _____	119	190	-			309	1.0
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	8,634	1,256	-			9,890	33.0
V. TOTAL - Sources other than above (listed alphabetically): _____	4,461	-	-			4,461	14.9
*Association rosters and directories _____	2,053	-	-			2,053	6.8
*Business directories _____	2,408	-	-			2,408	8.1
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	25,877	4,123	-			30,000	100.0
PERCENT	86.3	13.7	-			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			29,908	99.6
Individuals by name only _____			47	0.2
Titles or functions only _____			17	0.1
Company names only _____			28	0.1
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			30,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
State & Zip Code		Total Qualified	Percent	State & Zip Code		Total Qualified	Percent
039-049 Maine _____		192		400-427 Kentucky _____		518	
030-038 New Hampshire _____		184		370-385 Tennessee _____		792	
050-059 Vermont _____		89		350-369 Alabama _____		490	
010-027 Massachusetts _____		698		386-397 Mississippi _____		361	
028-029 Rhode Island _____		97		EAST SO. CENTRAL	2,161	7.2	
060-069 Connecticut _____		302		716-729 Arkansas _____		292	
NEW ENGLAND	1,562	5.2		700-714 Louisiana _____		455	
100-149 New York _____		1,623		730-749 Oklahoma _____		451	
070-089 New Jersey _____		785		750-799 Texas _____		2,138	
150-196 Pennsylvania _____		1,507		WEST SO. CENTRAL	3,336	11.1	
MIDDLE ATLANTIC	3,915	13.1		590-599 Montana _____		204	
430-459 Ohio _____		1,347		832-838 Idaho _____		172	
460-479 Indiana _____		805		820-831 Wyoming _____		116	
600-629 Illinois _____		1,390		800-816 Colorado _____		534	
480-499 Michigan _____		978		870-884 New Mexico _____		134	
530-549 Wisconsin _____		707		850-865 Arizona _____		555	
EAST NO. CENTRAL	5,227	17.4		840-847 Utah _____		185	
50-567 Minnesota _____		620		889-898 Nevada _____		178	
500-528 Iowa _____		517		MOUNTAIN	2,078	7.0	
630-658 Missouri _____		784		995-999 Alaska _____		80	
580-588 North Dakota _____		159		980-994 Washington _____		533	
570-577 South Dakota _____		177		970-979 Oregon _____		292	
680-693 Nebraska _____		391		900-961 California _____		2,080	
660-679 Kansas _____		537		967-968 Hawaii _____		103	
WEST NO. CENTRAL	3,185	10.6		PACIFIC	3,088	10.3	
197-199 Delaware _____		118		UNITED STATES	29,932	99.8	
206-219 Maryland _____		569		969 & 004-009 U.S. Territories _____		54	
200-205 Washington, DC _____		93		Canada _____		2	
220-246 Virginia _____		675		Mexico _____		-	
247-268 West Virginia _____		252		Other International _____		-	
270-289 North Carolina _____		887		APO/FPO _____		12	
290-299 South Carolina _____		381		TOTAL QUALIFIED CIRCULATION	30,000	100.0	
300-319 Georgia _____		871					
320-349 Florida _____		1,534					
SOUTH ATLANTIC	5,380	17.9					

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified: _____	33,136	33,051	33,005	33,007	31,012	30,000
Qualified Non-Paid: _____	32,955	32,862	32,828	32,842	30,878	29,891
Qualified Paid: _____	181	189	177	165	134	109
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January-December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 695 copies or 2.3% to 1,358 copies or 4.5%, including the Association for Healthcare Resource & Materials Management (AHRMM) and International Association of Healthcare Central Service Materiel Management (IAHCSMM) membership groups. Business directories include 1 source of circulation for a quantity of 2,408 copies or 8.1%, including the AHA Guide.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Mary A. Grayson, Publisher
Eric Podewell, Circulation Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	February 11, 2010
State	Illinois
County	Cook
Received by BPA Worldwide	February 11, 2010
Type	PD
ID Number	M169P0D9