



HEALTH FORUM®
An American Hospital Association Company



**American Hospital
Association**

*The leading management
magazine for supply chain and
materials management, central
services, operating room and
infection control professionals.*



**2002-2006
Winner of
12 Awards for
Editorial &
Design
Excellence**



Supply Chain Solutions

MATERIALS

MANAGEMENT IN HEALTH CARE

Research at a local grocery store
helped David Zeman of West Penn
Hospital Health System devise
a more efficient supply chain.

**Cost-cutting basics
from top execs**

**Cleaner data mean
better results**

**IT implementation
solutions**

2006 MOST WIRED
SUPPLY CHAIN INNOVATOR

**Produce
results**

AHA

July 2006

Volume 25 Number 7

www.healthforum.com

MATERIALS

MANAGEMENT IN HEALTH CARE

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Editorial Calendar

Editorial Mission

Materials Management in Health Care is the only publication in the marketplace that focuses on supply chain solutions designed to improve quality, efficiency and patient safety. Through our independent benchmarking and survey data, supply chain executives, department directors, and product evaluation, standardization and patient safety committee members can compare costs and results. Our results-oriented case studies document how facilities are improving supply chain performance. *MMHC* promotes interdepartmental and vendor involvement to achieve optimal results throughout the supply chain, including materials management, nursing, the operating room, central services and infection control. *MMHC* is an American Hospital Association publication.

Editorial Coverage

MMHC highlights the supplies, equipment and other resources health care providers require to provide top-quality patient care and maintain effective infection and risk management control. Its best practices 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 issues make it an essential magazine for supply chain and nurse managers.



One North Franklin Street, 28th Floor, Chicago, IL 60606 (800) 621-6902



12 Awards

MATERIALS
MANAGEMENT IN HEALTH CARE

2002-2006 EDITORIAL & DESIGN EXCELLENCE AWARDS

American Society of Business Publication Editors (ASBPE)

- National and regional awards (3)
- Silver (1)

American Society of Healthcare Publication Editors (ASHPE)

- Gold Award (1)
- Silver Award (4)
- Bronze Award (3)

January	February	March	April	May	June
Ad Close 12/12/06 Ad Mat'l 12/18/06	Ad Close 1/10/07 Ad Mat'l 1/19/07	Ad Close 2/10/07 Ad Mat'l 2/21/07	Ad Close 3/12/07 Ad Mat'l 3/20/07	Ad Close 4/10/07 Ad Mat'l 4/18/07	Ad Close 5/10/07 Ad Mat'l 5/18/07

OR/Nursing

- Data Value Analysis
- Communication Systems
- Barrier Protection
- Improving Patient Safety
- Communication Systems
- Bariatrics

Infection Control

- Containing Outbreaks
- Wound Care
- Hand Hygiene
- Sharps Safety
- Risk Management

Materials Management

- Construction
- Surgical Supplies
- Linking Cost and Quality
- Supply Chain Standardization
- RFID / Barcoding
- Data Integrity

Central Service/ Sterile Processing

- CS Salary Survey
- Biological Indicators
- Loaner Instruments
- Sterility Assurance
- Sterilizer Troubleshooting
- Case Carts
- Endoscope Reprocessing
- Surgical Device Tracking
- Decontamination

Advertiser Options and Reader Ad Studies

- Editorial Foldout
- Case Study
- Custom Roundtable Report
- Editorial Foldout
- Case Study
- Custom Roundtable Report
- Editorial Foldout
- Case Study
- Custom Roundtable Report
- Editorial Foldout
- Case Study
- Custom Roundtable Report
- Editorial Foldout
- Case Study
- Custom Roundtable Report

Ad Study Issue

Roundtable Reports

- Reducing Medication Errors: Equipping the Nursing Team

Bonus Distribution*

- Health Forum/AHA Health Care Rural Leadership Conference: Phoenix, AZ January 21-24
- Healthcare Information and Management Systems Society (HIMSS) Annual Conference: New Orleans, LA February 26-March 1
- International Conference and Exhibition on Health Facility Planning, Design and Construction (PDC) Developed by the American Society for Healthcare Engineering (ASHE): San Antonio, TX February 26-27
- Association of periOperative Registered Nurses (AORN) Annual Congress: Orlando, FL March 13-15
- Health Forum's Integrative Medicine for Health Care Organizations: San Diego, CA April 12-14
- American Organization of Nurse Executives (AONE) Annual Conference: Washington, DC April 13-15
- AHA Annual Membership Meeting: Washington, DC May 6-8
- The Total Facility Management Show: Chicago, IL April 17-19
- Toward an Electronic Patient Record (TEPR) Conference: Dallas, TX May 21-23
- Healthcare Financial Management Association (HFMA) Annual National Institute: San Diego, CA June 25-26
- American Society for Healthcare Engineering (ASHE) Annual Conference and Exhibition: New Orleans, LA July 9-10
- Association for Professionals in Infection Control (APIC) Annual Educational Conference: San Jose, CA June 24-26

July

Ad Close 6/11/07
Ad Mat'l 6/19/07

August

Ad Close 7/10/07
Ad Mat'l 7/18/07

September

Ad Close 8/10/07
Ad Mat'l 8/20/07

October

Ad Close 9/10/07
Ad Mat'l 9/18/07

November

Ad Close 10/10/07
Ad Mat'l 10/18/07

December

Ad Close 11/12/07
Ad Mat'l 11/20/07

OR/Nursing

- Medical Devices
- Point-of-Care Technology
- Patient Transportation
- Sharps Safety
- Reducing Surgical Site Infections

Infection Control

- Infection Control Supplies
- Nosocomial Infections
- Disaster / Pandemic Planning
- Personal Protective Equipment
- Storage

Materials Management

- *Most Wired* Supply Chain Innovator Award
- *Most Wired* Technology
- Contract Management
- Physician Preference Items
- Quality Measures
- Technology

Central Service/ Sterile Processing

- Monitoring Sterilization
- Sterilization Processes
- Sterilants
- Sterilizers
- Equipment Maintenance
- Surgical Instruments
- Monitoring Sterilization

Advertiser Options and Reader Ad Studies

- Editorial Foldout
- Case Study
- Custom Roundtable Report
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- **Buyers' Guide Section**

Ad Study Issue

Roundtable Reports

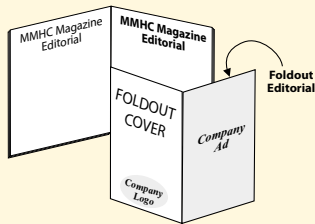
- Keys to Developing a High-Performance Supply Chain
- Improving Infection Control Teamwork

Bonus Distribution*

- Health Forum and the American Hospital Association's Leadership Summit: San Diego, CA July 22-24
- Association for Healthcare Resource & Materials Management (AHRMM) Annual Conference: San Diego, CA August 13-14
- American Society for Healthcare Central Service Professionals Annual Conference (ASHCSP): St. Louis, MO September 17-18
- Society for Healthcare Strategy and Market Development (SHSMD) Annual Educational Conference and Exhibits: Washington, DC October 3-5
- American Society for Healthcare Environmental Services (ASHES) Annual Conference: St. Louis, MO October 2-3
- Healthcare Facilities Symposium & Expo: TBD
- American Society for Healthcare Risk Management (ASHRM) Annual Meeting and Educational Conference: Chicago, IL October 10-12

Additional Company Visibility Options

...Ask Your Account Manager for Details



1. Four-Page Editorial Foldout

There are always new topics, issues of concern, or emerging strategic developments that require special coverage and emphasis. We offer four-page sponsored foldout sections that focus on highly visible topics and bring a new point of view to the field. Feature topics are negotiable, and examples include: enterprise resource planning, environmentally preferable purchasing, needlestick safety, disaster preparedness, point-of-pull (point-of-care) systems, and infection control.

Sponsors receive the following benefits:

- Company logo on front cover of foldout
- Full-page company ad on outside cover
- Sponsorship highlighted on *MMHC* Web site
- 500 supplement reprints



2. Case Study Page

Companies increase their level of visibility and deliver a more complex message via single- or multiple-page editorial case study. The case study can feature significant health care project(s) and includes photos and illustrations that highlight a product or service. Company Web links can also be added to the *MMHC* Web site where the case study will also appear.



3. Roundtable Report Custom, 8- to 12-page reports featuring closed-door dialogues on strategic topics with senior supply chain executives as well as representatives from sponsor companies are available. Three topics have been selected by editors, but additional sponsor-selected topics are open for discussion (e.g., topics might include a report on how to control physician preference item costs or how to improve hospital-vendor relations).

Sponsors receive:

- A seat at the table and networking lunch with up to five of your hospital supply chain clients
- Visibility (name and photo) in the roundtable special report as a panelist
- Opportunity to be quoted in the roundtable report
- Company logo on front cover of the roundtable report
- Company name listed on back cover of the roundtable report
- 250 reprints of the roundtable report



December Issue

4. Buyers' Guide Company Listings

A special section in the December issue containing product and service categories and company contact information. The *Buyers' Guide* section is an important vehicle to reach department-level buyers in the nation's hospitals, health systems and nursing homes. The *Buyers' Guide* section also is included in the December issue of *Health Facilities Management Buyers' (HFM)* is a magazine read by 30,000 directors of health care facilities, building operations, environmental services, architecture and building construction) and included in the *Buyers' Guide* Web site. Companies have the option of adding listing enhancements (e.g., boldface type, company logo) and they can purchase a 1/6-page ad at a significant discount in the section.

Free Ad Studies

Advertisers can evaluate their ad's performance and compare it with others in any of two ad study issues:

- March
- September

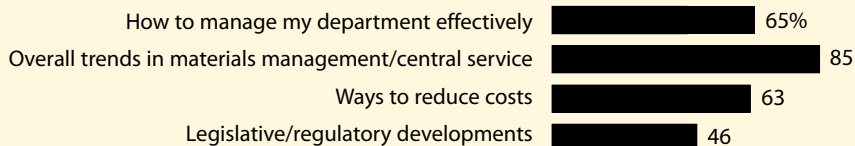
Ad studies are conducted by Harvey Research Organization, Inc., an independent research firm. The studies are conducted on full circulation display ads only and reveal:

- How many readers remember seeing your ad
- How many readers remember reading your ad
- How readers with buying/specifying influence in the product category rate your ad against that of your competition

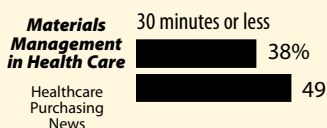
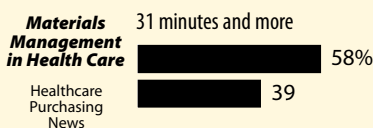
Materials Management in Health Care Leads in Readership

In two recent national readership studies *MMHC* has been ranked the most desired publication by supply chain, materials and infection control management personnel and purchasing directors. A significant finding in the 2006 AHA study reveals that executives in 500+ bed hospitals are just as committed to *MMHC* as their peers in hospitals with fewer than 200 beds.

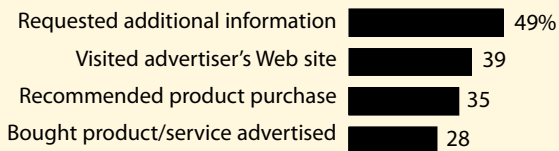
Materials Management in Health Care is the best magazine in helping me understand...



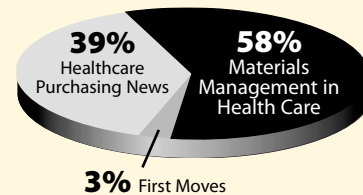
Time spent reading each issue



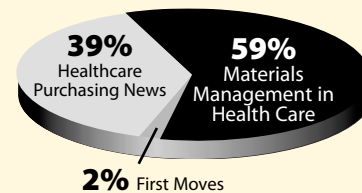
Materials Management in Health Care leads in response actions taken as a result of ads seen in MMHC



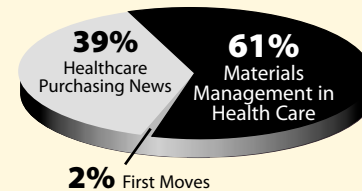
"If I could only receive one, I would prefer to receive..."



"Most useful in my work"

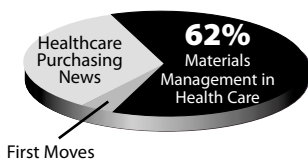


"I trust what I read in this magazine."

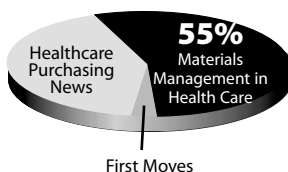


Which publication does the better job of providing information on....

Case Studies



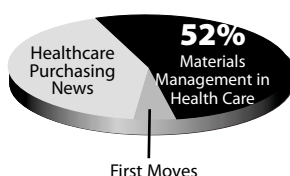
Central Service Issues



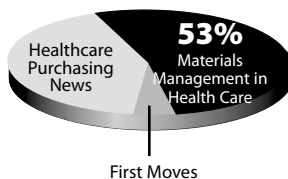
Supply Chain Management



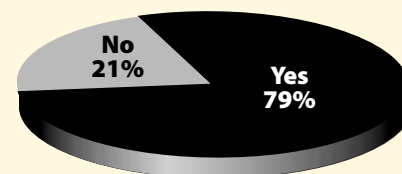
Benchmarking Data



Infection Control



Does an affiliation with the American Hospital Association add value to the magazine?



Sources: June, 2006 American Hospital Association survey based on 703 responses from survey of 6,459 members of the Association for Healthcare Resource & Materials Management and *Materials Management in Health Care* readers. March, 2005 Ad-Q study survey based on 2,400 responses of random sample of *MMHC* readers. Percentage figures do not include nonrespondents.

Special Editorial Coverage and New Initiatives for 2007

Meeting Reader and Industry Contributor Interests

Materials Management in Health Care is the leader in pro-active coverage of the topics that concern readers. Our editors deliver solution-based content that helps hospitals and health networks better integrate their operations with their supply chain partners, and thus enhancing patient care and safety.

Our goal is to document through original research and reporting how materials managers, purchasing managers, nurse managers, OR nurses, chief operating officers and others are solving problems in their daily operations with the aid of the manufacturers, GPOs and distributors who serve them. That often means creating

new alliances that yield original and new information for our readers. It also means providing timely coverage of new products and services that help readers deliver better and safer patient care. If we succeed, we help all industry participants achieve the financial goals and performance expectations they are working hard to reach.

In 2006, we dramatically changed the design of *MMHC* and sharpened our editorial approach to put additional emphasis on best practice case studies, OR issues and original GPO data and research. We've continued to survey our readers and fine-tune our editorial coverage so it stays current and fresh. Here are some of the enhancements we're working on for 2007 that are designed to add value to the market:

New Q & A infection control column

A regular column containing questions from central service personnel. The answers will be supplied by scientific/ infection control experts from the manufacturing and academic communities. The questions will cover a wide range of clinical and sterilization issues.

New Revitalized news section

We'll reshape the news section so it concentrates more on timeless, tip-oriented content and puts issues in context. The shift from "daily news" coverage to more thoughtful strategic coverage fits with *MMHC's* position among readers as the number one resource for reliable clinical and specific professional information.

New Pre-conference reports

A conference preview with a special products section allows exhibitors at the show to give readers an advance look at what they'll have on display. Reports are planned for both the AHRMM and ASHCSP annual meetings.



New Just-in-Time coverage alert

We'll help companies with new products featured in the *Just in Time* new products section of each *MMHC* issue get a jump on promoting their product to their salesforce and customers. We'll send a PDF of each month's *Just in Time* section to each of the companies covered in the section. We continue to encourage new product release contributions to keep readers on top of the latest improvements.

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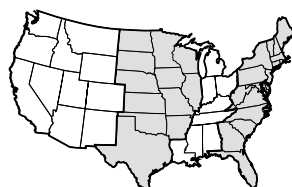
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