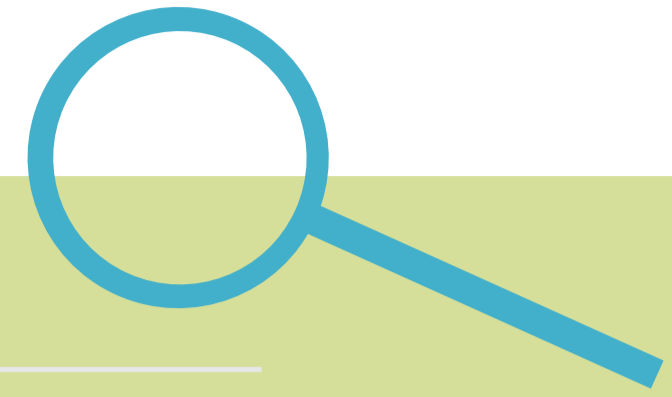


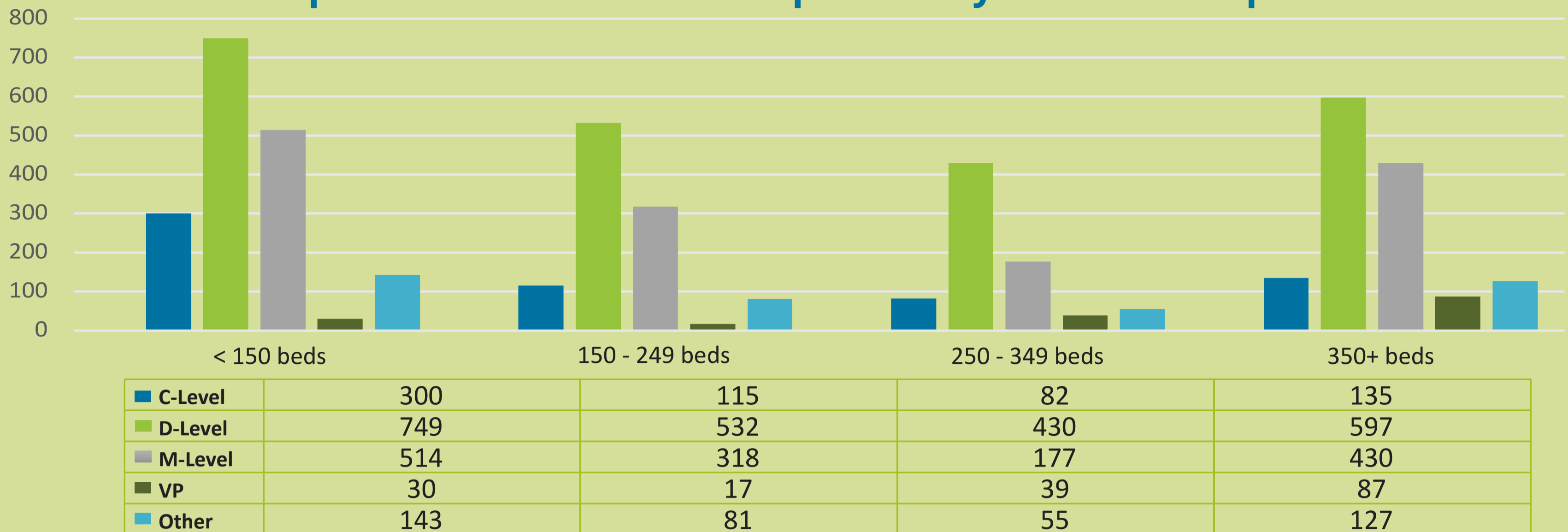


Delivering Access to Today's Leaders, Executives and Decision-Makers

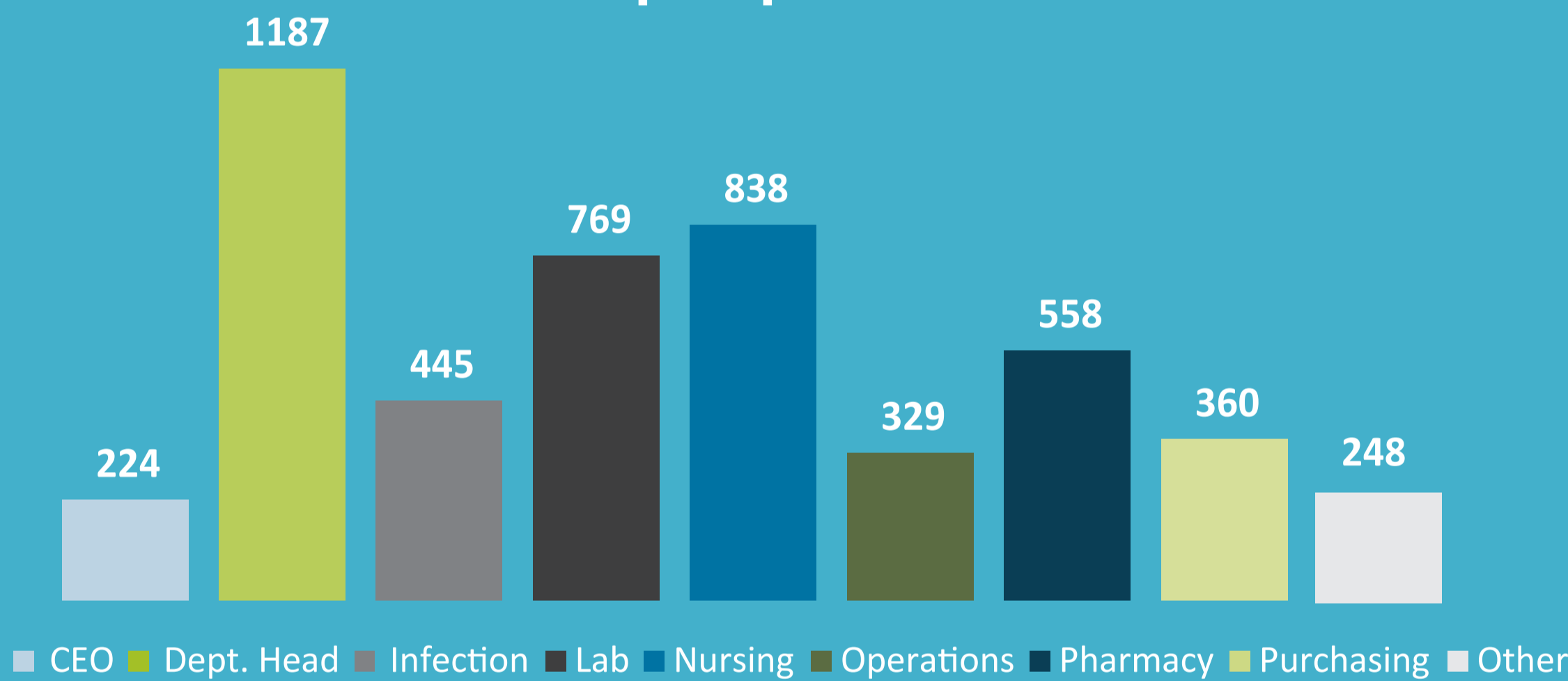
Case Study



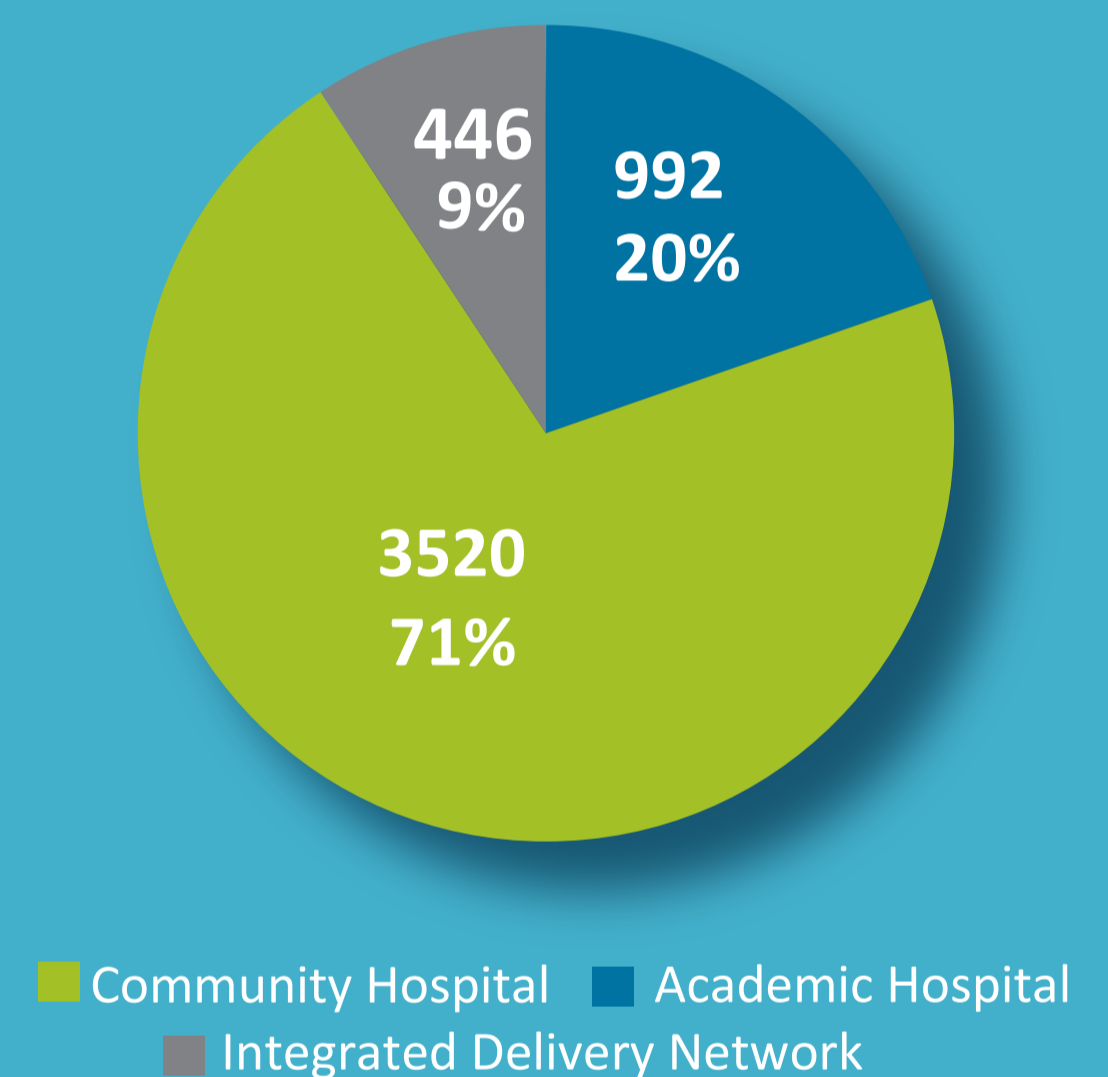
Exceptional Access across Responsibility Levels & Hospital Sizes



Comprehensive Functional Group Representation



Hospital and Network Decision Makers



Panel Counts

Extensive Hospital Administration Reach

Pharmacy Directors	5,462
Economic Buyers (Materials / Purchasing Managers, Buyers, Supply Chain)	4,543
Infection Prevention	3,236
Nursing Executives (CNO, Director)	5,661
Operations (COO, Director, VP)	3,169
Lab Directors / Managers	3,618
Department Heads*	*9,106
Medical Directors	1,867
Respiratory Therapy	1,683
IT Executives (CIO, VP, Director)	8,328
Quality / Risk Management	3,756

*Department Heads by Type

Anesthesiology	357
Cardiology	1,247
ICU	1,038
Oncology	965
Orthopedics	767
Rehabilitation	714
Wound Care	1,340
Emergency Department	2,678

