

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.

UBM Medica
 a division of UBM Life Sciences
 485 Route 1 South, Suite 210
 Iselin, NJ 08830
 Tel.: (732) 346-3071
 www.managedhealthcareexecutive.com
 kenneth.sylvia@ubm.com

MANAGED HEALTHCARE EXECUTIVE is a B2B brand intended for individuals with broad-based interests in the medical industry. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

FIELD SERVED

MANAGED HEALTHCARE EXECUTIVE serves health plan, payor and provider organizations responsible for large patient populations in managed care, health care and managed healthcare organizations. These include: HMO, PPO, PSO, Insurance Company, Medicare, Medicaid, Governmental Plan, Supplemental/Carve-Out Insurance Plan (Dental/Vision / Behavioral Health), Pharmacy Benefits Management (PBM) including Medicare Part D PDP, Third Party Administration (TPA), Utilization Review Firm, Contract Management Firm, Employee and Employers Benefits Management (EBM) Firm/Consultant, Group Purchasing Organization (GPO), and Other Healthcare Plan, Payor, & Administrative Organizations. (IHO, IHN, IDS): Integrated Health Organization, Integrated Health Network & Integrated Delivery System, Independent Practice Association (IPA), Medical Clinic, Long-term Care Facility (LTC) or Multi-Facility, Home Healthcare and Other Healthcare Provider Organizations, Multi & Large Group Practices, Independent Hospitals, VA Medical Center, Independent Consulting, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Non-Clinical Executives: Chief Executives: CEO, COO, President, Executive Director, Owner, Principal, VP, Director; Managed Care Executive: Chief, VP, Director; Administrative Executive: VP, Director; Financial Executive/Purchasing Executive/Contracting Executive/Industry Relations Executive: CFO, VP, Director, Treasurer, Controller, CPO; Information Technology & Intelligence Services, Medical Records Executives: CIO, VP, Director; Marketing, Sales, Patient Relations/Member Services Executives: CMO, CSO, VP, Director; Risk Management, Legal/Regulatory/Affairs Executives: Chief Counsel, VP, Director; Human Resources, Employee Benefits Executives: VP, Director; and other Non-Clinical Executives: VP, Director. Clinical Executives: Medical, Physician Executives: Medical Director, Chief of Medicine, Chief of Staff, Medical Affairs: Chief, VP Director; Clinical Program Director/Services: VP, Director; Pharmacist Executives: Pharmacy/Formulary Director, Formulary Committee Chair, Chief of Pharmacy Services, VP, Director, Drug Information Officer, Clinical Pharmacist; Nursing Executives: VP, Director of Nursing, Chief of Nursing Affairs; Utilization Review, Quality Assurance Executives: VP, Director; Case Management, Provider Relations Executives: VP, Director; other Clinical Executives: VP, Director; and other titled personnel and other paid circulation.

CHANNELS

**MANAGED
 HEALTHCARE
 EXECUTIVE
 MAGAZINE**



6 Issues in the period
 41,774 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
MANAGED HEALTHCARE EXECUTIVE MAGAZINE (6 issues in the period)	41,730	44	41,774
a. Print	35,759	44	35,803
b. Digital	5,971	-	5,971
1. Requested	5,967	-	5,967
2. Non-Requested	4	-	4

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within						Total Qualified	Percent
	1 year	2 years	3 years	Print	Digital			
I. TOTAL – Direct Request:	14,912	11,304	3,134	23,654	5,696		29,350	70.2
a. Written	37	97	212	265	81		346	0.8
b. Telecommunication	13,752	8,877	2,097	21,484	3,242		24,726	59.2
c. Electronic	1,123	2,330	825	1,905	2,373		4,278	10.2
II. TOTAL – Request from recipient’s company:	-	-	-	-	-		-	-
a. Written	-	-	-	-	-		-	-
b. Telecommunication	-	-	-	-	-		-	-
c. Electronic	-	-	-	-	-		-	-
III. TOTAL – Membership Benefit:	-	-	-	-	-		-	-
a. Individual	-	-	-	-	-		-	-
b. Organizational	-	-	-	-	-		-	-
IV. TOTAL – Communication from recipient or recipient’s company (other than request):	-	-	-	-	-		-	-
a. Written	-	-	-	-	-		-	-
b. Telecommunication	-	-	-	-	-		-	-
c. Electronic	-	-	-	-	-		-	-
V. TOTAL – Sources other than above (listed alphabetically):	12,450	-	-	12,450	-		12,450	29.8
Association rosters and directories	-	-	-	-	-		-	-
Business directories	-	-	-	-	-		-	-
Manufacturer’s, distributor’s and wholesaler’s lists	-	-	-	-	-		-	-
*Other sources	12,450	-	-	12,450	-		12,450	29.8
VI. TOTAL – Single Copy Sales:	-	-	-	-	-		-	-
TOTAL QUALIFIED CIRCULATION	27,362	11,304	3,134	36,104	5,696		41,800	100.0
PERCENT	65.5	27.0	7.5	86.4	13.6		100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

Region	Print	Digital	Total Qualified	Percent
NEW ENGLAND	2,046	299	2,345	5.6
MIDDLE ATLANTIC	5,545	885	6,430	15.4
EAST NO. CENTRAL	5,704	878	6,582	15.7
WEST NO. CENTRAL	2,751	449	3,200	7.6
SOUTH ATLANTIC	6,973	1,117	8,090	19.4
EAST SO. CENTRAL	2,397	336	2,733	6.5
WEST SO. CENTRAL	3,990	590	4,580	11.0
MOUNTAIN	2,254	376	2,630	6.3
TOTAL QUALIFIED CIRCULATION	36,104	5,696	41,800	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Copies are distributed via the US Postal Service under a Periodicals class permit for the print version. Recipients of the digital version are notified by email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue’s content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 12,450 copies or 29.8%, including SK&A List.

PUBLISHER’S AFFIDAVIT

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

Kelly Kemper, Audience Development Manager

Christine Shappell, Audience Development Director

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	August 16, 2017
State	Minnesota
County	St. Louis
Received by BPA Worldwide	August 16, 2017
Type	BD
ID Number	M157B0J7

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency Allocated for Trade Shows and Conventions	228
All Other	308
TOTAL	614

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	41,774	100.0	41,730	99.9	44	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,774	100.0	41,730	99.9	44	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
January	36,107	5,693	41,800
February	36,075	5,616	41,691
March	35,942	5,858	41,800
April	36,045	5,709	41,754
May	36,104	5,696	41,800
June	34,546	7,254	41,800

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
This issue is 0.1% or 31 copies above the average of the other 5 issues reported in Paragraph 2.

CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	BUSINESS AND INDUSTRY										OTHER							
					HEALTHCARE PLAN, PAYOR & ADMINISTRATIVE ORGANIZATIONS					HEALTHCARE PROVIDER ORGANIZATIONS					Independent Consultant & Other Management Services Organizations	Other	Non Qualified Paid					
					HMO, PPO, PSO, Insurance Company, Supplemental/ Carve-Out Insurance Plan	Medicare/Medicaid/ Governmental Plan	Pharmacy Benefits Management (PBM), including Medicare Part D PDP, Third Party Administrative (TPA), Utilization Review Firm, Contract Management Firm	Employee Benefits Management (EBM) Firm, Consultant, Group Purchasing Organization (GPO)	Non- Healthcare Employers	Other Healthcare Plan, Payor & Administrative Organization	IHO, IHN, IDS, Integrated Health Organization, Network & Integrated Delivery System	Multi & Large Group Practice, Independent Hospitals	VA Medical Center	IPA: Independent Practice Association, Medical Clinics				Long-term Care Facility (LTC) or Multi Facility & Home Healthcare Organization	Other Healthcare Provider Organization			
NON-CLINICAL EXECUTIVES:																						
Chief Executives, Managed Care, Administrative Executives: CEO, COO, President, Executive Director, Owner, Principal, VP, Director	19,797	47.3	17,741	2,056	1,412	234	1,747	77	3,470	90	736	10,889	29	421	3,045	356	451	310	-			
Financial/Purchasing/Contracting/Industry Relations Executives: CFO, Treasurer, Controller, CPO, VP, Director	2,088	5.0	1,842	246	327	19	139	9	494	8	117	957	9	25	334	102	11	31	-			
Information Technology & Intelligence Services, Medical Records Executives: CIO, VP, Director	949	2.3	773	176	47	24	197	6	274	7	70	413	4	12	75	34	24	36	-			
Marketing, Sales, Patient Relations, Member Services Executives: CMO, CSO, VP, Director	409	1.0	246	163	67	12	30	16	125	16	34	36	1	10	39	20	38	90	-			
Human Resources, Employee Benefits Executives: VP, Director	416	1.0	331	85	16	4	15	9	44	1	32	189	1	9	84	12	5	39	-			
Risk Management, Legal, Regulatory Affairs Executives: Chief Counsel, VP, Director	124	0.3	72	52	21	10	7	3	41	4	20	16	-	1	9	2	9	22	-			
Other Non-Clinical Executives: VP, Director	378	0.9	238	140	28	13	10	9	60	21	49	33	4	20	22	93	18	58	-			
Sub-Total Non-Clinical Executives	24,161	57.8	21,243	2,918	1,918	316	2,145	129	4,508	147	1,058	12,533	48	498	3,608	619	556	586	-			
CLINICAL EXECUTIVES:																						
Medical, Physician Executives: Medical Director, Chief of Medicine, Chief of Staff, Physician, Chief of Medical Affairs, VP, Director, Clinical Program Director, Services VP, Director	9,388	22.4	8,534	854	256	61	44	5	366	13	402	7,458	32	330	573	76	66	72	-			
Pharmacist Executives: Pharmacy, Formulary Director, Formulary Committee Chair, Chief of Pharmacy Services, VP, Director, Drug Information Officer, Clinical Pharmacist	6,516	15.6	4,919	1,597	308	196	2,073	15	2,592	11	758	2,393	44	156	254	108	78	122	-			
Nursing Executives: VP, Director of Nursing, Chief of Nursing Affairs	526	1.3	437	89	6	8	8	1	23	-	51	199	5	14	220	3	3	8	-			
Utilization Review, Quality Assurance Executives: Case Management, Provider Relations, VP, Director	905	2.2	760	145	94	23	70	1	188	3	41	443	11	18	102	56	21	22	-			
Other Clinical Executives: VP, Director	264	0.6	171	93	17	5	6	3	31	9	59	69	2	23	18	22	15	16	-			
Sub-Total Clinical Executives	17,599	42.1	14,821	2,778	681	293	2,201	25	3,200	36	1,311	10,562	94	541	1,167	265	183	240	-			
Other/Paid Circulation	40	0.1	40	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40			
Sub-Total	40	0.1	40	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40			
TOTAL QUALIFIED CIRCULATION	41,800	100.0	36,104	5,696	2,599	609	4,346	154	7,708	183	2,369	23,095	142	1,039	4,775	884	739	826	40			
PERCENT	100.0		86.4	13.6	6.2	1.4	10.4	0.4	18.4	0.4	5.7	55.3	0.3	2.5	11.4	2.1	1.8	2.0	0.1			