



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JANUARY 2014



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.

HIMSS Media
 (See Additional Data)
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HEALTHCARE FINANCE NEWS is a B2B brand intended for the individuals working in the field of healthcare providers which includes Hospitals, Multi-Hospital System, IDNs, Community Hospitals, VHA/Government/Non-profits, Academic Medical Centers, Nursing Home/Extended/LTC/Rehabilitation Facilities, Medical/Surgical Clinic, Ambulatory Care Facilities, Medical/Surgical Group Practices, Home Health Care Organizations, Community Health Center Clinics, Health Insurance Companies, Health Plans: HMO/PPO/MCO, Third Party Administrators, Disability Insurance Companies, Financial/Business Consulting Firms, Accounting Firms, Revenue Recovery/Collections/Accounts Receivables Firms, Physician Practice Management Firms, Law Firms, Bank/Financial Services/Investment Firms, Healthcare Financial Solutions & Services Vendor/Suppliers, and others allied to field. The content of every issue is also available to subscribers globally on the online digital version.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

FIELD SERVED

HEALTHCARE FINANCE NEWS serves healthcare providers including Hospital, Multi-Hospital System, IDN, Community Hospital, VHA/Government/Non-Profit, Academic Medical Center, Nursing Home/Extended/LTC/Rehab Facility, Medical/Surgical Clinic, Ambulatory Care Facility, Medical/ Surgical Group, Family Practice, Home Health Care Organization, Community Health Center Clinic, Health Insurance Company, Health Plans: HMO/PPO/MCO, Third Party Administrator, Disability Insurance Company, Financial/Business Consulting Firm, Accounting/Revenue Recovery/Collections Firm/Accounts Receivables Firm, Physician Practice Management Firm, Law Firm, Healthcare/Pharmaceutical Vendor, IT consulting, Systems Integrator, Laboratory Facility, Bank/Financial Service/Investment Firm, others allied to field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified Recipients are CFO, VP Finance, Finance Director, Controller Treasurer, Asst CFO, Asst VP/Dir/Mgr Finance, Patient Access, Accounts, Admissions, Revenue Cycle (VP/Dir/Mgr), Collections, Coding, & Other Reimbursement Depts. (VP/Dir/Mgr), Purchasing, Supply Chain, Materials Management (VP/Dir/Mgr), Managed Care VP/Dir/Mgr, Quality, Risk, Safety, Compliance VP/Dir/Mgr, Other Finance Dept. VP/Dir/Mgr, Billing/Accts Rec, HSA Product Management, Treasury Services/Cash Management/Lock Box Management, CEO, Partner, Managing Director, General Manager, President, Executive Director, Administrator, Group Practice Manager, Board Officer, Business Intelligence (VP/Dir/Mgr), COO, Executive VP, Senior VP, VP, Assistant Administrator, CIO, CTO, VP of IT/IS/Network, CMO, CMIO, CCEO, Medical Director, Chief of Staff, Chief Nursing Officer, CNIO, VP/Dir/Mgr of Nursing, Other G&A and Clinical VP/Dir/Mgr, Other titled and non-titled personnel.

CHANNELS

HEALTHCARE FINANCE NEWS



5 Issues in the period
 32,010 average circulation

EXECUTIVE SUMMARY

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

| | Non-Paid | Paid | Average |
|---|----------|------|---------|
| HEALTHCARE FINANCE NEWS (5 issues in the period) | 32,010 | - | 32,010 |
| a. Print | 27,347 | - | 27,347 |
| b. Digital | 4,663 | - | 4,663 |
| 1. Requested | 4,663 | - | 4,663 |
| 2. Non-Requested | - | - | - |

AVERAGE NON-QUALIFIED CIRCULATION

| NON-QUALIFIED Not Included Elsewhere | Copies |
|--|--------------|
| Other Paid Circulation | 2 |
| Advertiser and Agency | 1,089 |
| Allocated for Trade Shows and Conventions | 585 |
| All Other | 327 |
| TOTAL | 2,003 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|--|-----------------|--------------|--------------------|--------------|----------------|----------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 32,010 | 100.0 | 32,010 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 32,010 | 100.0 | 32,010 | 100.0 | - | - |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|--|-----------------|--------------|--------------------|--------------|----------------|----------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 27,347 | 100.0 | 27,347 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 27,347 | 100.0 | 27,347 | 100.0 | - | - |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|--|-----------------|--------------|--------------------|--------------|----------------|----------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 4,663 | 100.0 | 4,663 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 4,663 | 100.0 | 4,663 | 100.0 | - | - |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2013/2014 Issue | Number Removed | Number Added | Print | Digital | Total Qualified |
|------------------|----------------|---------------|--------|---------|-----------------|
| September | 117 | 117 | 27,733 | 4,277 | 32,010 |
| October | 421 | 421 | 27,516 | 4,494 | 32,010 |
| November | 389 | 389 | 27,387 | 4,623 | 32,010 |
| December | 347 | 347 | 27,348 | 4,662 | 32,010 |
| January/February | 10,254 | 10,254 | 26,752 | 5,258 | 32,010 |
| TOTAL | 11,528 | 11,528 | | | |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2014
This issue is equal to the average of the other 4 issues reported in Paragraph 2.

| BUSINESS AND INDUSTRY | TOTAL QUALIFIED | PERCENT OF TOTAL | Print | Digital | CFO, VP Finance, Finance Director, Controller Treasurer | Asst CFO, Asst VP/Dir/Mgr Finance | Patient Access, Accounts, Admissions, Revenue Cycle (VP/Dir/Mgr) | Collections, Coding, & Other Reimbursement Depts. (VP/Dir/Mgr) | Purchasing, Supply Chain, Materials Management (VP/Dir/Mgr) | Managed Care (VP/Dir/Mgr) | Quality, Risk, Safety, Compliance (VP/Dir/Mgr) | Other Finance Dept. VP/Dir/Mgr, Billing/Accts Rec, HSA Product Management, Treasury Services/Cash Management/Lock Box Management | CEO, Partner, Managing Director, General Manager, President, Executive Director, Administrator, Group Practice Manager, Board Officer, Business Intelligence (VP/Dir/Mgr) Administrator | COO, Senior VP, VP, Assistant Administrator | CIO, CTO, VP of IT/IS/Network, CMO, CMIO, CCO, Medical Director, Chief of Staff, Chief Nursing Officer, CNO, VP/Dir/Mgr of Nursing, Other G&A and Clinical | VP/Dir/Mgr | Other titled and non-titled personnel |
|--|-----------------|------------------|---------------|--------------|---|-----------------------------------|--|--|---|---------------------------|--|--|---|---|--|------------|---------------------------------------|
| Hospital, Multi-Hospital System, IDN, Community Hospital, VHA/Government/Non-Profit, Academic Medical Center, Nursing Home/Extended/LTC/Rehab Facility | 22,222 | 69.4 | 18,409 | 3,813 | 8,570 | 689 | 2,692 | 272 | 856 | 232 | 652 | 876 | 4,710 | 1,048 | 1,246 | 379 | |
| Subtotal: Hospital, Multi-Hospital System, IDN, Community Hospital, VHA/Government/Non-Profit, Academic Medical Center | 22,222 | 69.4 | 18,409 | 3,813 | 8,570 | 689 | 2,692 | 272 | 856 | 232 | 652 | 876 | 4,710 | 1,048 | 1,246 | 379 | |
| Medical/Surgical Clinic, Ambulatory Care Facility | 2,973 | 9.3 | 2,671 | 302 | 298 | 1,188 | 69 | 24 | 15 | 18 | 5 | 82 | 1,031 | 75 | 162 | 6 | |
| Medical/Surgical Group and Family Practice | 1,052 | 3.3 | 868 | 184 | 240 | 49 | 29 | 15 | 3 | 7 | 6 | 102 | 477 | 49 | 71 | 4 | |
| Home Health Care Organization, Community Health Center Clinic | 1,135 | 3.5 | 940 | 195 | 422 | 118 | 21 | 9 | 4 | 7 | 9 | 49 | 355 | 56 | 81 | 4 | |
| Subtotal: AMBULATORY | 5,160 | 16.1 | 4,479 | 681 | 960 | 1,355 | 119 | 48 | 22 | 32 | 20 | 233 | 1,863 | 180 | 314 | 14 | |
| Health Insurance Company | 2,179 | 6.8 | 2,067 | 112 | 454 | 22 | 7 | 164 | 58 | 417 | 8 | 38 | 623 | 299 | 78 | 11 | |
| Health Plans: HMO/PPO/MCO | 206 | 0.7 | 149 | 57 | 84 | 6 | 2 | 2 | 2 | 7 | 2 | 16 | 46 | 10 | 23 | 6 | |
| Third Party Administrator, Disability Insurance Company | 190 | 0.6 | 148 | 42 | 78 | 7 | 7 | 2 | 4 | 1 | 3 | 11 | 43 | 17 | 17 | - | |
| Subtotal: PAYERS | 2,575 | 8.1 | 2,364 | 211 | 616 | 35 | 16 | 168 | 64 | 425 | 13 | 65 | 712 | 326 | 118 | 17 | |
| Financial/Business Consulting Firm | 780 | 2.4 | 560 | 220 | 298 | 19 | 14 | 3 | 6 | 3 | 6 | 36 | 302 | 62 | 27 | 4 | |
| Accounting/Revenue Recovery/Collections Firm/Accounts Receivables Firm | 171 | 0.5 | 130 | 41 | 73 | 5 | 15 | 5 | - | - | - | 16 | 39 | 12 | 6 | - | |
| Physician Practice Management Firm | 622 | 1.9 | 511 | 111 | 186 | 18 | 14 | 13 | 1 | 1 | 1 | 52 | 284 | 18 | 31 | 3 | |
| Law Firm | 15 | 0.1 | 10 | 5 | 7 | - | 1 | - | - | - | - | - | 7 | - | - | - | |
| Healthcare/Pharmaceutical Vendor, IT consulting, Systems Integrator, Laboratory Facility | 177 | 0.6 | 113 | 64 | 42 | 4 | 4 | 2 | 5 | 2 | 3 | 8 | 67 | 17 | 16 | 7 | |
| Bank/Financial Service/Investment Firm | 100 | 0.3 | 73 | 27 | 37 | 3 | 1 | 2 | - | 1 | - | 12 | 25 | 14 | 3 | 2 | |
| Subtotal: FINANCIAL SERVICE/SUPPLIER ORGANIZATION | 1,865 | 5.8 | 1,397 | 468 | 643 | 49 | 49 | 25 | 12 | 7 | 10 | 124 | 724 | 123 | 83 | 16 | |
| Others allied to field | 188 | 0.6 | 103 | 85 | 58 | 6 | 7 | - | 1 | 2 | 1 | 15 | 43 | 8 | 15 | 32 | |
| TOTAL QUALIFIED CIRCULATION | 32,010 | 100.0 | 26,752 | 5,258 | 10,847 | 2,134 | 2,883 | 513 | 955 | 698 | 696 | 1,313 | 8,052 | 1,685 | 1,776 | 458 | |
| PERCENT | 100.0 | | 83.6 | 16.4 | 33.9 | 6.7 | 9.0 | 1.6 | 3.0 | 2.2 | 2.2 | 4.1 | 25.1 | 5.3 | 5.5 | 1.4 | |

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2014

| QUALIFICATION SOURCE | Qualified Within | | | Print | Digital | Total Qualified | Percent |
|---|------------------|--------------|----------|---------------|--------------|-----------------|--------------|
| | 1 Year | 2 Years | 3 Years | | | | |
| I. Direct Request: | 19,279 | 6,543 | - | 20,564 | 5,258 | 25,822 | 80.7 |
| II. Request from recipient's company: | - | - | - | - | - | - | - |
| III. Membership Benefit: | - | - | - | - | - | - | - |
| IV. Communication from recipient or recipient's company (other than request): | - | - | - | - | - | - | - |
| V. TOTAL – Sources other than above (listed alphabetically): | 4,988 | 1,200 | - | 6,188 | - | 6,188 | 19.3 |
| Association rosters and directories | - | - | - | - | - | - | - |
| *Business directories | 3,215 | - | - | 3,215 | - | 3,215 | 10.0 |
| Manufacturer's, distributor's, and wholesaler's lists | - | - | - | - | - | - | - |
| *Other sources | 1,773 | 1,200 | - | 2,973 | - | 2,973 | 9.3 |
| VI. Single Copy Sales: | - | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 24,267 | 7,743 | - | 26,752 | 5,258 | 32,010 | 100.0 |
| PERCENT | 75.8 | 24.2 | - | 83.6 | 16.4 | 100.0 | |

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2014

| MAILING ADDRESS | Print | Digital | Total Qualified | Percent |
|---|---------------|--------------|-----------------|--------------|
| Individuals by name and title and/or function | 26,752 | 5,258 | 32,010 | 100.0 |
| Individuals by name only | - | - | - | - |
| Titles or functions only | - | - | - | - |
| Company names only | - | - | - | - |
| Multi-Copy Same Addressee copies | - | - | - | - |
| Single Copy Sales | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 26,752 | 5,258 | 32,010 | 100.0 |

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 |
|---|----------------------|----------------------------|----------------------|----------------------------|-----------------------|-----------------------------|
| | February – July 2011 | August 2011 – January 2012 | February – July 2012 | August 2012 – January 2013 | February – July 2013* | August 2013 – January 2014* |
| Total Audit Average Qualified: | 32,069 | 32,010 | 32,010 | 32,010 | 32,010 | 32,010 |
| Qualified Non-Paid: | 32,069 | 32,010 | 32,010 | 32,010 | 32,010 | 32,010 |
| Print: | 26,126 | 26,239 | 26,600 | 27,184 | 27,898 | 27,347 |
| Digital: | 5,943 | 5,771 | 5,410 | 4,826 | 4,112 | 4,663 |
| Qualified Paid: | - | - | - | - | - | - |
| Print: | - | - | - | - | - | - |
| Digital: | - | - | - | - | - | - |
| Post Expire Copies included in Total Qualified Circulation: | **NC | **NC | **NC | **NC | **NC | **NC |
| Average Annual Order Price: | **NC | **NC | **NC | **NC | **NC | **NC |

*NOTE: February 2013 – January 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via 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.

MAGAZINE:

COMPANY NAME CHANGE:

Effective October 1, 2013 Medtech Media changed its name to HIMSS Media. There has been no change in ownership.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 3,215 copies or 10.0%, including Billians Health Data Group. Other sources include 3 sources of circulation for quantities of 96 copies or 0.3% to 1,677 copies or 5.2%.

PUBLISHER'S AFFIDAVIT

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

John Whelan, Publisher
Dan Dinsmore, VP Operations

(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 | March 17, 2014 |
| State | Maine |
| County | Cumberland |
| Received by BPA Worldwide | March 17, 2014 |
| Type | BD |
| ID Number | H215B0D3 |

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.