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Hospitals and Health Networks December 6, 1993

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Fax Transmittal Memo 7672

To Steve Lee
Company AIDS Policy
Location

Fax # (202) 632-1096 Telephone # (202) 632-1090

Comments

Thank you for your help. I hope these materials provide the information you need. Please don't hesitate to call if you need further info.
Kathryn Taylor

No. 1861 P. 1/4

No. of Pages 4 Today's Date 12/3/93 Time 2:25
From Kathryn Taylor
Company Hospitals & Health Networks
Location Dept. Charge

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Hospitals & Health NetworksSM

...leading the way to system integration

• Increased Opportunities for Advertisers

Hospitals & Health Networks' editorial and circulation changes translate to increased exposure. You'll continue to receive strategically-focused editorial and hospital senior management circulation... plus expanded editorial and increased circulation.

• Editorial mission

Hospitals & Health Networks presents news, strategic reporting and in-depth analysis on the events and trends of interest to hospital executives and others involved in collaborative health care delivery networks and patient-centered care:

- managed care executives
- physicians and physician group practices
- home health agency directors
- insurers
- ambulatory/outpatient/surgical/emergency care center executives
- community and government leaders
- vendors
- patients
- employers
- payers

• Editorial approach

- helps readers understand the concepts of health networks
- clarifies the issues surrounding integrated care and networks
- presents case studies of networks as they evolve
- shows how hospitals are moving forward and solving problems in collaboration with other shareholders in the health care system.

Hospitals & Health Networks adds regular, new departments and expanded reporting with viewpoints that include the perspectives of our new audiences.

• New departments

These new departments focus on the "hot" topics in today's health care arena. Readers look to us to address the issues they'll face as the health care environment evolves.

News Extra

A periodic department covering late breaking news and timely stories on the issues shaping health care reform and affecting the redesign of the delivery system.

Networking

Cites examples of developing health networks across the country. Analyzes various markets in different parts of the country to look at how networks are evolving.

Face to Face

Presents two experts communicating their differing views on important health care issues.

First Person

Showcases health care success stories and offers executives a chance for some well-deserved recognition as they share practical advice on how to solve problems relating to the delivery of better patient care.

Direct Line

A new column by Dick Davidson, president of the AHA.

Reader Response

Readers voice their opinions. Our special "800" reader response line gives them instant access.

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AHA

Media Data

• New feature stories

Hospitals & Health Networks' feature stories encompass a greater breadth of coverage. We're dedicated to keeping our readers informed of the issues surrounding health care integration with regular stories on...

Managed Care

Additional emphasis will be given to this increasingly important form of health care delivery and financing.

Consumers

Health care from the consumer's point of view as both a patient and a purchaser of health care.

Physicians

The delivery system from the physician's point of view and discussions on how networking can improve patient care.

Continuum of Care

Patient care management across a variety of settings with examples of case histories, trends, and emerging issues.

Hospitals & Health Networks... everything you've come to expect in *Hospitals*. And more!

• Please contact your regional sales director for additional information.

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Director of Advertising Sales/Jim Dozois/(800) 621-6902, Fax: (312) 951-8491

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AAA

New Survey Results!**Hospital and network executives cite
Hospitals & Health Networks leadership.**

According to research data, 90% of health care administrators are participating in or are planning to participate in integrated networks. Health care delivery is changing dramatically, and *Hospitals & Health Networks'* editorial is helping providers, payers, and insurers lead their organizations.

A reader evaluation survey* of 261 executives clearly demonstrates *Hospitals & Health Networks'* leadership in this new era of delivery systems integration:

Network Development

"This magazine contains exactly the type of information that so many CEOs are looking for."—Barry Moore, managing director, Hamilton/KSA, Atlanta

Readers agree: *Hospitals & Health Networks* provides information they need to better understand network development

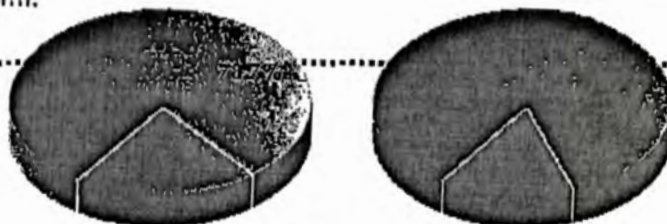
Helpful network coverage:

**Strategic Analysis**

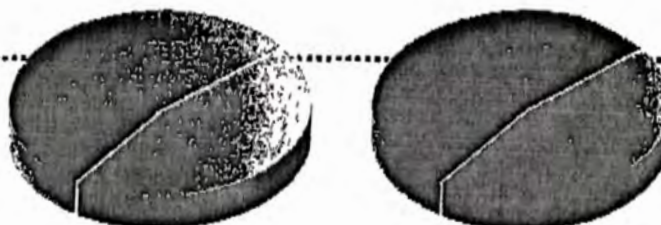
"I have never read any industry magazine so thoroughly and learned so much. The new focus on networking is exactly what I need."—David M. Semple, president, Holy Family Memorial Medical Center, Manitowoc, WI

Hospitals & Health Networks provides strategic, in-depth analyses and reporting. Editorial covers the issues that affect hospitals and others responsible for health care delivery. Readers say it is the best magazine in helping readers understand overall trends and health care reform:

Overall trends:



Health care reform:



**Hospitals
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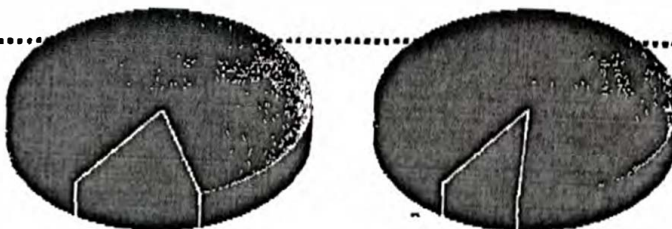
AHA

Unique Network-wide Perspectives

"I've always valued the magazine as a source of reliable, thoughtful information. Now I value it even more."—Leo A. Petit Jr., CEO, Bladen County Hospital, Elizabethtown, NC

Hospitals & Health Networks is the single source for strategic and practical management data that helps executives and physician leaders develop and maintain integrated health networks. By seeking out the points of view of all system participants, *Hospitals & Health Networks* helps readers broaden their awareness of new approaches and brings insights to new delivery system issues. According to readers, *Hospitals & Health Networks* is delivering information no other publication is providing.

Unique editorial coverage:.....

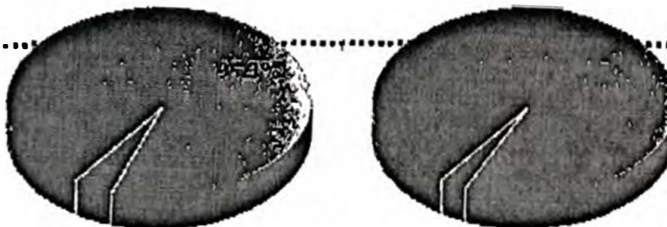


Easy, Informative Reading

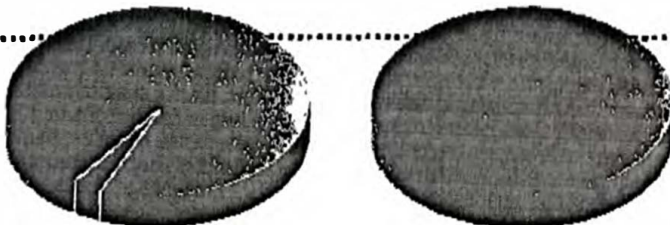
"From the name to the format, this is the best yet! The new book is more readable, substantive and attractive. Thanks for showing leadership!"—Roland D. Wussow, president and CEO, The Wussow Consulting Group, Brentwood, TN

Almost every reader rates the editorial content of *Hospitals & Health Networks* as good or excellent. That means their expectations are met both in terms of subject coverage and understandability.

High-quality editorial:.....



Easy to read:



* August 1993, survey of hospital and non-hospital-based CEOs, administrators, and management personnel.

Hospitals

& Health Networks

...leading the way
to systems integration

For more information on placing your ad in the magazine that is read by the leaders in systems integration, contact your Regional Sales Director today.