

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.

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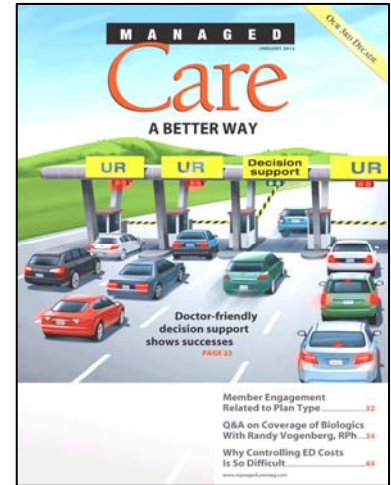
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MANAGED Care

Medimedia USA Inc.
780 Township Line Road
Yardley, PA 19067
Tel.: (267) 685-2788
Fax: (267) 685-2966
www.managedcare.com

Official Publication of: None
Established: 1992
Issues Per Year: 12



FIELD SERVED

MANAGED CARE serves managed care organizations, integrated healthcare organizations, primary care group practice physicians (GP, FP, IM, DO), corporate medical physicians, hospitals, nursing homes, home health care organizations and others related to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are primary care group practice physicians, managed care plan executives, physician/formulary administrators, pharmacy/formulary administrators, integrated healthcare organization executives and other managed care organization personnel allied to the field..

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	354
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	17
*Digital _____	37,669
All Other _____	663
TOTAL	38,703

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	35,056	100.0	35,056	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,056	100.0	35,056	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD				
2011/2012 Issue	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified
August _____	27,889	6,098	1,183	35,170
September _____	27,785	6,264	1,199	35,248
October _____	27,721	6,333	1,199	35,253
November _____	27,775	6,113	1,112	35,000
December _____	27,568	6,116	1,114	34,798
January _____	27,529	6,223	1,113	34,865

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2012**This issue is 0.7% or 229 copies below the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (unduplicated) (C)
PHYSICIANS:					
GROUP PRACTICE OFFICE BASED PHYSICIANS:					
Family Practice _____	1,769	5.1	1,343	376	50
General Practice _____	351	1.0	50	297	4
Internal Medicine _____	1,249	3.6	907	280	62
Other Specialties _____	2,480	7.1	1,687	718	75
Subtotal	5,849	16.8	3,987	1,671	191
PLAN EXECUTIVES:					
President/CEO/Executive Director _____	1,968	5.6	1,370	552	46
Vice President/ Director of Marketing _____	926	2.7	635	246	45
Director of Managed Care _____	603	1.7	272	279	52
Director Health Services _____	351	1.0	131	201	19
Chief Financial Officer _____	226	0.6	224	2	-
Chief Information Officer (HMO/PPO, Group Practice, Integrated Healthcare) _	318	0.9	76	232	10
PHYSICIAN/FORMULARY ADMINISTRATORS:					
Corporate Medical Physicians _____	91	0.3	15	64	12
Hospital Medical Director _____	1,355	3.9	1,349	4	2
HMO/PPO Medical Director _____	391	1.1	345	34	12
Group Practice Medical Director _____	384	1.1	311	69	4
Nursing Home/Home Health Medical Director _____	85	0.2	46	38	1
Director of Managed Care/Internal Medicine (Hospitalists) _____	147	0.4	96	48	3
Director of Provider Relations _____	274	0.8	201	65	8
Director of Quality Assurance /Utilization Review _____	234	0.7	172	57	5
Director of Preventive Health _____	52	0.1	10	40	2
PHARMACY FORMULARY ADMINISTRATORS:					
HMO/PPO Pharmacy or Formulary Director _____	470	1.3	361	70	39
HMO/PPO Owner Pharmacists _____	296	0.8	248	47	1
HMO/PPO Clinical Pharmacists _____	3,367	9.7	2,970	322	75
HMO Staff & Associate Pharmacists _____	1,325	3.8	1,143	143	39
HMO Pharmacy Managers, PharmDs and Other Pharmacists _____	801	2.3	673	87	41
Hospital Director of Pharmacy (100+ beds) _____	5,300	15.2	5,079	160	61
Chairperson, Formulary Committee (100+ beds) _____	2,074	6.0	2,047	19	8
Practicing Consultant Pharmacist _____	1,214	3.5	687	444	83
Case Manager _____	243	0.7	118	111	14
Nursing Home & Home Health Care Pharmacy Director _____	251	0.7	176	64	11
Chief Pharmacists _____	1,438	4.1	1,361	50	27
INTEGRATED HEALTHCARE ORGANIZATIONS:					
Formulary Director _____	269	0.8	220	41	8
CFO/Controller _____	273	0.8	202	57	14
President/CEO _____	2,007	5.8	1,796	195	16
Quality Assurance/Risk Management Director _____	277	0.8	78	190	9
OTHER:					
Other managed care organization personnel _____	2,006	5.8	1,130	621	255
Subtotal	29,016	83.2	23,542	4,552	922
TOTAL QUALIFIED CIRCULATION	34,865	100.0	27,529	6,223	1,113
PERCENT	100.0		79.0	17.8	3.2

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2012								
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request: _____	7,203	12,599	3,261	15,727	6,223	1,113	23,063	66.1
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): _____	10,418	1,261	123	11,802	-	-	11,802	33.9
Association rosters and directories _____	-	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-	-
*Other sources _____	10,418	1,261	123	11,802	-	-	11,802	33.9
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,621	13,860	3,384	27,529	6,223	1,113	34,865	100.0
PERCENT	50.5	39.8	9.7	79.0	17.8	3.2	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2012					
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function _____	27,504	6,212	1,108	34,824	99.9
Individuals by name only _____	6	1	1	8	-
Titles or functions only _____	10	1	-	11	-
Company names only _____	9	9	4	22	0.1
Multi-Copy Same Addressee copies _____	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,529	6,223	1,113	34,865	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2012											
State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Maine _____	156	13	4	173		Kentucky _____	477	41	11	529	
New Hampshire _____	141	10	5	156		Tennessee _____	663	66	24	753	
Vermont _____	62	5	1	68		Alabama _____	461	31	7	499	
Massachusetts _____	679	117	42	838		Mississippi _____	318	16	4	338	
Rhode Island _____	119	14	6	139		EAST SO. CENTRAL	1,919	154	46	2,119	6.1
Connecticut _____	374	51	20	445		Arkansas _____	298	14	11	323	
NEW ENGLAND	1,531	210	78	1,819	5.2	Louisiana _____	486	43	19	548	
New York _____	1,696	231	72	1,999		Oklahoma _____	474	32	6	512	
New Jersey _____	719	152	60	931		Texas _____	1,700	219	67	1,986	
Pennsylvania _____	1,392	176	72	1,640		WEST SO. CENTRAL	2,958	308	103	3,369	9.7
MIDDLE ATLANTIC	3,807	559	204	4,570	13.1	Montana _____	159	3	1	163	
Ohio _____	1,106	105	24	1,235		Idaho _____	133	10	3	146	
Indiana _____	591	50	16	657		Wyoming _____	68	4	1	73	
Illinois _____	1,170	142	71	1,383		Colorado _____	423	56	17	496	
Michigan _____	841	93	41	975		New Mexico _____	165	7	7	179	
Wisconsin _____	585	52	28	665		Arizona _____	486	54	27	567	
EAST NO. CENTRAL	4,293	442	180	4,915	14.1	Utah _____	229	26	7	262	
Minnesota _____	523	76	22	621		Nevada _____	187	21	7	215	
Iowa _____	390	29	16	435		MOUNTAIN	1,850	181	70	2,101	6.0
Missouri _____	629	65	35	729		Alaska _____	61	7	1	69	
North Dakota _____	118	4	2	124		Washington _____	532	67	18	617	
South Dakota _____	154	11	3	168		Oregon _____	273	30	7	310	
Nebraska _____	276	16	4	296		California _____	2,589	350	123	3,062	
Kansas _____	408	20	5	433		Hawaii _____	138	21	3	162	
WEST NO. CENTRAL	2,498	221	87	2,806	8.0	PACIFIC	3,593	475	152	4,220	12.1
Delaware _____	83	11	1	95		UNITED STATES	27,502	3,161	1,108	31,771	91.1
Maryland _____	485	60	25	570		U.S. Territories _____	27	26	5	58	
Washington, DC _____	136	26	7	169		Canada _____	-	103	-	103	
Virginia _____	571	84	18	673		Mexico _____	-	77	-	77	
West Virginia _____	234	16	3	253		Other International _____	-	2,855	-	2,855	
North Carolina _____	693	63	20	776		AP0/FPO _____	-	1	-	1	
South Carolina _____	373	37	15	425		TOTAL QUALIFIED CIRCULATION	27,529	6,223	1,113	34,865	100.0
Georgia _____	779	107	26	912							
Florida _____	1,699	207	73	1,979							
SOUTH ATLANTIC	5,053	611	188	5,852	16.8						

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	February-July 2009	August 2009-January 2010	February-July 2010	August 2010-January 2011	February-July 2011	August 2011-January 2012*
Total Audit Average Qualified _____	35,975	33,321	34,844	35,052	34,994	35,056
Qualified Non-Paid Total _____	35,975	33,321	34,844	35,052	34,994	35,056
Print Only _____	32,686	27,373	27,713	27,376	28,105	27,711
Digital Only _____	2,119	4,496	5,276	5,809	5,722	6,191
Print & Digital (Unduplicated) _____	1,170	1,452	1,855	1,867	1,167	1,154
Qualified Paid Total _____	-	-	-	-	-	-
Print Only _____	-	-	-	-	-	-
Digital Only _____	-	-	-	-	-	-
Print & Digital (Unduplicated) _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: August 2011 – January 2012 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 who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM

Replica - Editorial and design are unchanged from the original print edition.

PARAGRAPH 3b:

Other Sources include 1 source of circulation for a quantity of 11,802 copies or 33.9%, including SK&A Information Services, Inc.

NON-QUALIFIED DIGITAL CIRCULATION

Non-qualified digital circulation or an average of 37,669 copies for the period includes 6 sources of circulation: Hoovers, Inc., SK&A Information Services, Managed Care Journal non-requested print subscribers, P&T Community website subscribers, P&T Journal non-requested print subscribers and Biotechnology Healthcare Journal non-requested print subscribers. Recipients receive a digital edition of Managed Care and include primary care and group practice physicians; managed care executives, plan executives, physician/formulary administrators, pharmacy/formulary administrators, corporate benefit managers/administrators and other titled and non-titled personnel.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	27,711	100.0	27,711	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,711	100.0	27,711	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	6,191	100.0	6,191	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,191	100.0	6,191	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – BOTH PRINT AND DIGITAL VERSION						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,153	100.0	1,154	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,153	100.0	1,154	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	February 9, 2012
Maureen Dwyer Liberti, Publisher	State	Pennsylvania
Jacquelyn Ott, Circulation Consultant	County	Bucks
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	February 9, 2012
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	M270Y0D1
It will be included in the annual audit made by BPA Worldwide.		