

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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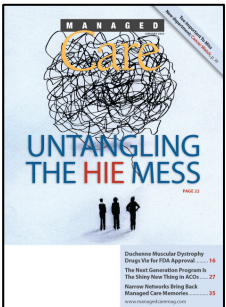
MANAGED CARE is a B2B brand intended for individuals with broad based interests in capitation, compensation, disease management, NCQA accreditation & HEDIS, contracting, ethics, practice management, formulary development and other health insurance issues. The content of every issue is also available to subscribers globally via 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. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

MANAGED CARE



6 Issues in the period
44,432 average circulation

MANAGED CARE WEBSITE



35,304 average unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MANAGED CARE Unique Total* (6 issues in the period)	44,432	-	44,432
a. Print	29,574	-	29,574
b. Digital	16,786	-	16,786
1. Requested	8,288	-	8,288
2. Non-Requested	8,498	-	8,498
MANAGED CARE WEBSITE (Monthly Unique Browsers with 55,963 average Page Impressions)	35,304	-	35,304

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

FIELD SERVED

MANAGED CARE serves managed care organizations (ACO/HMO/PPO/IHO/PBMs), hospitals (hospital/IHS/VA/DOD/Government), nursing homes, long term care facilities, home health groups, physicians and medical directors at group practices, Fortune 500 Benefit Managers and others related to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are managed care plan executives, managed care medical/formulary directors, managed care pharmacists; hospital medical directors/CMOs/formulary directors, hospital pharmacists; nursing home/long term care medical directors and pharmacists; physicians and medical directors at group practices; Fortune 500 benefit managers; and other personnel allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	507
Allocated for Trade Shows and Conventions	25
All Other	242
TOTAL	774

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	44,432	100.0	44,432	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	44,432	100.0	44,432	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015/2016 Issue	Print	Digital	Unique Total Qualified*
August	29,651	16,270	44,019
September	29,699	16,501	44,287
October	29,567	16,691	44,332
November	29,533	16,870	44,478
December	29,539	17,097	44,682
January	29,456	17,288	44,797

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2016 This issue is 1.0% or 437 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY (Note 1)	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital
ACO/HMO/PPO/IHO/PBM:				
President, Vice President, CEO, CIO, CFO, COO and Executive Director	4,691	10.5	3,184	1,733
Medical Director	266	0.6	175	118
Managed Care Director	106	0.2	63	72
P&T Committee Chair	24	0.1	19	6
Pharmacy Director/Chief Pharmacist	134	0.3	109	30
Case Manager	37	0.1	20	22
Utilization Review	9	-	5	5
Director of Quality Assurance	129	0.3	85	58
MIS Director	99	0.2	50	57
VP/Director of Marketing	677	1.5	458	250
Director of Provider Relations	90	0.2	61	37
VP of Compliance and Audit Services	221	0.5	143	78
Other Administrator	197	0.4	139	66
Subtotal	6,680	14.9	4,511	2,532
HOSPITAL/IHS/VA/DOD/GOVERNMENT:				
Medical Director	3,131	7.0	2,087	1,117
Chief of Medical Staff	834	1.9	802	61
Chief Medical Officer	3	-	3	-
Formulary Chair/Formulary Committee Member	825	1.8	803	33
Pharmacy Director	3,253	7.3	2,961	451
Director of Quality Assurance	1,213	2.7	356	867
Director of Medicare/Medicaid	995	2.2	477	522
Director of Utilization Review	471	1.0	142	341
Managed Care Director	3,477	7.8	1,786	1,723
Administrator	839	1.9	411	432
President	648	1.4	407	242
Other Related Hospital Personnel	664	1.5	622	63
Subtotal	16,353	36.5	10,857	5,852
NURSING HOME/LONG TERM CARE:				
Medical Director/Chief Medical Officer	4,601	10.3	4,588	42
Assistant Administrator/Administrator/CFO	6	-	6	1
CEO/President	67	0.2	43	25
Chief Purchasing Officer	356	0.8	206	151
Pharmacy Manager	155	0.3	131	27
Subtotal	5,185	11.6	4,974	246
OTHER PHARMACISTS:				
Assistant/Associate Pharmacist	6	-	4	5
Chief Pharmacist	163	0.4	142	31
Clinical Pharmacist	962	2.2	873	184
Clinical Coordinator	65	0.1	54	17
Consultant Pharmacist	180	0.4	160	55
Pharmacy Manager	1,049	2.3	936	180
Owner/Chief Pharmacist	58	0.1	55	15
Staff Pharmacist	1,145	2.6	1,044	166
Subtotal	3,628	8.1	3,268	653
Physicians/Medical Directors at Group Practices	3,781	8.4	2,342	1,599
Fortune 500 Benefit Managers	37	0.1	29	11
Fortune 500 Medical Directors	989	2.2	958	32
Others Related to the Field - US	5,358	12.0	2,516	3,577
Other Related to the Field - Canadian/Foreign	2,786	6.2	1	2,786
UNIQUE TOTAL QUALIFIED CIRCULATION*	44,797	100.0	29,456	17,288
PERCENT	100.0		65.8	38.6

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Note 1: MANAGED CARE serves managed care organizations (ACO/HMO/PPO/IHO/PBMs), hospitals (Hospitals, Integrated Health Systems/VA/DOD/Government), nursing homes, long term care facilities, Pharmacists, Physicians and Medical Directors at group practices, Fortune 500 Benefit Managers, Fortune 500 Medical Directors and others related to the field.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2016

QUALIFICATION SOURCE	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	9,229	7,293	7,505	17,221	8,715	24,027	53.6
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):	19,754	1,016	-	12,235	8,573	20,770	46.4
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	19,754	1,016	-	12,235	8,573	20,770	46.4
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	28,983	8,309	7,505	29,456	17,288	44,797	100.0
PERCENT	64.7	18.5	16.8	65.7	38.5	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2016

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	29,151	17,120	44,355	99.0
Individuals by name only	297	146	414	0.9
Titles or functions only	-	5	5	-
Company names only	8	17	23	0.1
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	29,456	17,288	44,797	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

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 2013	August 2013 - January 2014	February – July 2014	August 2014 - January 2015	February – July 2015	August 2015 - January 2016*
Unique Total Audit Average Qualified:***	40,180	41,761	42,042	42,402	44,563	44,432
Unique Qualified Non-Paid:***	40,180	41,761	42,042	42,402	44,563	44,432
Print:	29,398	29,941	30,222	30,293	29,979	29,574
Digital:	12,005	13,300	13,581	13,899	16,445	16,786
Unique 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: August 2015 – January 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2016*

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	227	91	314		Kentucky	580	234	790	
New Hampshire	135	78	206		Tennessee	693	348	999	
Vermont	101	50	149		Alabama	406	175	564	
Massachusetts	867	433	1,235		Mississippi	363	154	505	
Rhode Island	146	52	193		EAST SO. CENTRAL	2,042	911	2,858	6.4
Connecticut	444	246	658		Arkansas	392	133	510	
NEW ENGLAND	1,920	950	2,755	6.1	Louisiana	574	219	769	
New York	1,937	930	2,686		Oklahoma	446	197	628	
New Jersey	940	471	1,307		Texas	2,200	1,017	3,102	
Pennsylvania	1,294	703	1,894		WEST SO. CENTRAL	3,612	1,566	5,009	11.2
MIDDLE ATLANTIC	4,171	2,104	5,887	13.1	Montana	149	68	216	
Ohio	1,343	549	1,829		Idaho	169	68	226	
Indiana	702	347	1,018		Wyoming	76	33	105	
Illinois	1,316	647	1,870		Colorado	474	213	662	
Michigan	897	454	1,293		New Mexico	142	100	233	
Wisconsin	670	345	980		Arizona	408	281	648	
EAST NO. CENTRAL	4,928	2,342	6,990	15.7	Utah	239	113	338	
Minnesota	755	329	1,047		Nevada	142	76	211	
Iowa	497	197	678		MOUNTAIN	1,799	952	2,639	5.9
Missouri	720	315	988		Alaska	54	30	82	
North Dakota	111	54	165		Washington	474	252	689	
South Dakota	193	82	265		Oregon	272	138	390	
Nebraska	324	154	464		California	2,581	1,234	3,594	
Kansas	403	196	573		Hawaii	112	68	176	
WEST NO. CENTRAL	3,003	1,327	4,180	9.3	PACIFIC	3,493	1,722	4,931	11.0
Delaware	69	41	104		UNITED STATES	29,405	14,408	41,873	93.5
Maryland	370	275	614		U.S. Territories	49	91	134	
Washington, DC	118	75	182		Canada	1	69	69	
Virginia	562	299	814		Mexico	-	82	82	
West Virginia	216	106	312		Other International	-	2,635	2,635	
North Carolina	713	376	1,037		APO/FPO	1	3	4	
South Carolina	322	192	495						
Georgia	642	360	956						
Florida	1,425	810	2,110						
SOUTH ATLANTIC	4,437	2,534	6,624	14.8					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	29,456	17,288	44,797	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

WEBSITE CHANNEL *

WWW.MANAGEDCAREMAG.COM

2015/2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
August	51,253	37,716	31,704	1.19	03:00	01:05
September	55,158	41,382	35,326	1.17	03:24	01:10
October	61,221	46,972	40,233	1.17	03:57	01:19
November	59,209	44,820	38,371	1.17	04:18	01:30
December	47,917	35,986	31,207	1.15	03:36	01:18
January	61,023	40,392	34,986	1.15	02:51	01:30
AVERAGE:	55,963	41,211	35,304	1.17	03:31	01:18

August 2015 – January 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

*See Additional Data

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated cookie browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adcompli.com

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.

PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 35 copies or -% to 20,735 copies or 46.3%, including SK&A Information Services, Inc.

WEBSITE ACTIVITY:

The August 2015 through January 2016 website information contains the U.S. activity. International has been omitted at the publisher's option.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website are not reported at the media owner's option

PUBLISHER'S AFFIDAVIT

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

Maureen Dwyer Liberti, Vice President, Group Publisher

Jacquelyn Ott, Circulation Manager

(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

February 1, 2016

State

Pennsylvania

County

Bucks

Received by BPA Worldwide

February 1, 2016

Type

BJ

ID Number

M270B0D5

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.