

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  
44,063 average circulation

**MANAGED CARE WEBSITE**



37,529 average users

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>MANAGED CARE</b> Unique Total* (6 issues in the period)	44,063	-	44,063
a. Print	30,013	-	30,013
b. Digital	16,160	-	16,160
1. Requested	9,367	-	9,367
2. Non-Requested	6,793	-	6,793
<b>MANAGED CARE WEBSITE</b> (Monthly Users with 57,650 average Pageviews)	37,529	-	37,529

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

**FIELD SERVED**

**MANAGED CARE** serves managed care organizations (ACO/HMO/PPO/IHO/PBM/GPOs), hospitals (hospital/IHS/VA/DOD/Government), nursing homes, long term care facilities, 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 presidents, vice presidents, CEOs, CIOs, CFOs, COOs, executive directors, medical directors, managed care directors, P&T Committee Chairs, pharmacy directors/chief pharmacists, case managers, utilization review managers, directors of quality assurance, MIS directors, VP/director of marketing, director of provider relations, VP of compliance and audit services, group practice organization executives and other managed care administrators; Hospital medical directors, chief of medical staff, chief medical officer, formulary chair/formulary committee member, pharmacy director, director of quality assurance, director of medicare/medicaid, director of utilization review, managed care director, administrator, president and other related hospital personnel; Nursing home/long term care medical directors, chief medical officers, administrators, CEOs, CFOs, presidents, chief purchasing officer and pharmacy manager; Other managed care pharmacists including assistant/associate pharmacist, chief pharmacist, clinical pharmacist, clinical coordinator, consultant pharmacist, pharmacy manager, owner/chief pharmacist and staff pharmacist; Physicians/medical directors at group practices; Fortune 500 benefit managers; Fortune 500 medical directors; and other personnel allied to the field.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED		Copies
Not Included Elsewhere		
Other Paid Circulation		-
Advertiser and Agency		540
Allocated for Trade Shows and Conventions		146
All Other		156
<b>TOTAL</b>		<b>842</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	44,063	100.0	44,063	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>44,063</b>	<b>100.0</b>	<b>44,063</b>	<b>100.0</b>	-	-

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2017 Issue	Print	Digital	Unique Total Qualified*
February	30,029	15,963	43,804
March	30,078	16,222	44,070
April	30,000	15,868	43,998
May	30,024	16,148	44,263
June	29,949	16,484	44,433
July	30,000	16,276	43,812

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2017**

This issue is 0.7% or 302 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY (Note 1)	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital
<b>ACO/HMO/PPO/IHO/PBM/GPO:</b>				
President, Vice President, CEO, CIO, CFO, COO and Executive Director	9,281	21.2	6,740	2,950
Medical Director	395	0.9	292	123
Managed Care Director	194	0.4	126	111
P&T Committee Chair	34	0.1	31	8
Pharmacy Director/Chief Pharmacist	50	0.1	41	17
Case Manager	102	0.2	34	80
Utilization Review	31	0.1	22	12
Director of Quality Assurance	655	1.5	465	212
MIS Director	153	0.3	86	79
VP/Director of Marketing	1,009	2.3	720	342
Director of Provider Relations	97	0.2	77	27
VP of Compliance and Audit Services	432	1.0	344	92
Group Practice Organization Executives	316	0.7	307	11
Other Administrator	326	0.7	231	117
<b>Subtotal</b>	<b>13,075</b>	<b>29.8</b>	<b>9,516</b>	<b>4,181</b>
<b>HOSPITAL/IHS/VA/GOVERNMENT:</b>				
Medical Director	1,775	4.1	1,477	379
Chief of Medical Staff	1,929	4.4	1,492	529
Chief Medical Officer	844	1.9	560	302
Formulary Chair/Formulary Committee Member	198	0.5	187	26
Pharmacy Director	1,534	3.5	1,330	371
Director of Quality Assurance	1,903	4.3	1,190	737
Director of Medicare/Medicaid	341	0.8	247	100
Director of Utilization Review	767	1.8	474	310
Managed Care Director	995	2.3	732	287
Administrator	204	0.5	175	51
President	178	0.4	167	14
Other Related Hospital Personnel	1,201	2.7	1,037	194
<b>Subtotal</b>	<b>11,869</b>	<b>27.1</b>	<b>9,068</b>	<b>3,300</b>
<b>NURSING HOME/LONG TERM CARE:</b>				
Medical Director/Chief Medical Officer	4,725	10.8	4,095	803
Assistant Administrator/Administrator/CFO	285	0.7	261	35
CEO/President	98	0.2	78	23
Chief Purchasing Officer	410	0.9	311	103
Pharmacy Manager	40	0.1	34	9
<b>Subtotal</b>	<b>5,558</b>	<b>12.7</b>	<b>4,779</b>	<b>973</b>
<b>OTHER PHARMACISTS:</b>				
Assistant/Associate Pharmacist	3	-	3	2
Chief Pharmacist	60	0.1	52	21
Clinical Pharmacist	398	0.9	330	141
Clinical Coordinator	27	0.1	23	12
Consultant Pharmacist	129	0.3	113	48
Pharmacy Manager	375	0.9	319	88
Owner/Chief Pharmacist	20	-	16	4
Staff Pharmacist	600	1.4	485	185
<b>Subtotal</b>	<b>1,612</b>	<b>3.7</b>	<b>1,341</b>	<b>501</b>
Physicians/Medical Directors at Group Practices	4,523	10.3	3,492	1,355
Others Related to the Field - US	3,975	9.1	1,800	2,766
Others Related to the Field - Foreign/Canada	3,200	7.3	4	3,200
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>43,812</b>	<b>100.0</b>	<b>30,000</b>	<b>16,276</b>
<b>PERCENT</b>	<b>100.0</b>		<b>68.5</b>	<b>37.1</b>

\*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/PBM/GPOs), 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 JULY 2017**

QUALIFICATION SOURCE	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	9,244	5,841	6,910	14,407	10,016	21,995	50.2
II. Request from recipient's company:	236	1,381	-	1,573	80	1,617	3.7
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>18,655</b>	<b>1,545</b>	<b>-</b>	<b>14,020</b>	<b>6,180</b>	<b>20,200</b>	<b>46.1</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	18,655	1,545	-	14,020	6,180	20,200	46.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>28,135</b>	<b>8,767</b>	<b>6,910</b>	<b>30,000</b>	<b>16,276</b>	<b>43,812</b>	<b>100.0</b>
<b>PERCENT</b>	<b>64.2</b>	<b>20.0</b>	<b>15.8</b>	<b>68.5</b>	<b>37.1</b>	<b>100.0</b>	

\*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 JULY 2017**

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	29,771	16,133	43,467	99.3
Individuals by name only	219	126	320	0.7
Titles or functions only	-	4	4	-
Company names only	10	13	21	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>30,000</b>	<b>16,276</b>	<b>43,812</b>	<b>100.0</b>

\*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	Circulation Claim	Circulation Claim
	August 2014 - January 2015	February - July 2015	August 2015 - January 2016	February - July 2016	August 2016 - January 2017*	February - July 2017*
Unique Total Audit Average Qualified:***	42,402	44,563	41,499	35,113	43,662	44,063
Unique Qualified Non-Paid:***	42,402	44,563	41,499	35,113	43,662	44,063
Print:	30,293	29,979	29,575	19,754	30,034	30,013
Digital:	13,899	16,445	13,472	16,016	15,643	16,160
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 2016 - July 2017 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 JULY 2017\*\***

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	264	103	360		Kentucky	544	207	713	
New Hampshire	167	69	223		Tennessee	789	331	1,070	
Vermont	104	40	143		Alabama	387	153	518	
Massachusetts	862	394	1,183		Mississippi	357	113	448	
Rhode Island	136	51	181		<b>EAST SO. CENTRAL</b>	<b>2,077</b>	<b>804</b>	<b>2,749</b>	<b>6.3</b>
Connecticut	463	206	630		Arkansas	346	114	442	
<b>NEW ENGLAND</b>	<b>1,996</b>	<b>863</b>	<b>2,720</b>	<b>6.2</b>	Louisiana	515	174	660	
New York	1,844	841	2,491		Oklahoma	407	158	545	
New Jersey	870	423	1,162		Texas	2,167	892	2,916	
Pennsylvania	1,420	657	1,932		<b>WEST SO. CENTRAL</b>	<b>3,435</b>	<b>1,338</b>	<b>4,563</b>	<b>10.4</b>
<b>MIDDLE ATLANTIC</b>	<b>4,134</b>	<b>1,921</b>	<b>5,585</b>	<b>12.7</b>	Montana	138	52	188	
Ohio	1,322	522	1,747		Idaho	137	68	195	
Indiana	614	245	828		Wyoming	66	23	82	
Illinois	1,198	560	1,625		Colorado	503	176	651	
Michigan	911	397	1,229		New Mexico	129	75	194	
Wisconsin	648	314	905		Arizona	526	251	728	
<b>EAST NO. CENTRAL</b>	<b>4,693</b>	<b>2,038</b>	<b>6,334</b>	<b>14.5</b>	Utah	217	72	272	
Minnesota	595	271	823		Nevada	143	89	215	
Iowa	483	175	632		<b>MOUNTAIN</b>	<b>1,859</b>	<b>806</b>	<b>2,525</b>	<b>5.8</b>
Missouri	713	283	938		Alaska	50	17	66	
North Dakota	104	41	141		Washington	496	236	697	
South Dakota	164	66	216		Oregon	423	184	579	
Nebraska	344	119	434		California	2,715	1,196	3,662	
Kansas	385	145	505		Hawaii	112	60	159	
<b>WEST NO. CENTRAL</b>	<b>2,788</b>	<b>1,100</b>	<b>3,689</b>	<b>8.4</b>	<b>PACIFIC</b>	<b>3,796</b>	<b>1,693</b>	<b>5,163</b>	<b>11.8</b>
Delaware	72	42	112		<b>UNITED STATES</b>	<b>29,961</b>	<b>12,996</b>	<b>40,506</b>	<b>92.5</b>
Maryland	508	234	713		U.S. Territories	34	76	102	
Washington, DC	103	61	154		Canada	1	13	13	
Virginia	633	289	866		Mexico	-	63	63	
West Virginia	230	87	303		Other International	3	3,124	3,124	
North Carolina	880	368	1,181		AP0/FPO	1	4	4	
South Carolina	358	186	518						
Georgia	713	361	1,019						
Florida	1,686	805	2,312						
<b>SOUTH ATLANTIC</b>	<b>5,183</b>	<b>2,433</b>	<b>7,178</b>	<b>16.4</b>					
					<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>30,000</b>	<b>16,276</b>	<b>43,812</b>	<b>100.0</b>

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

\*\*See Additional Data

# WEBSITE CHANNEL

## WWW.MANAGEDCAREMAG.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
February	67,368	51,614	44,761	1:26
March	73,467	57,706	49,663	1:28
April	61,509	48,726	40,557	2:33
May	51,744	43,493	35,003	4:40
June	47,092	35,961	29,033	2:59
July	44,722	33,706	26,160	3:29
<b>AVERAGE:</b>	<b>57,650</b>	<b>45,201</b>	<b>37,529</b>	<b>2:45</b>

February – July 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Pageviews:** A Pageview 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.

**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.

**Users:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient 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:

#### PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 20,200 copies or 46.1%, including Quintiles IMS, Inc.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for the Website is 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

August 9, 2017

State

Pennsylvania

County

Bucks

Received by BPA Worldwide

August 9, 2017

Type

BJ

ID Number

M270BOJ7

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.