

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
43,868 average circulation

MANAGED CARE WEBSITE



30,631 average users

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)	43,868	-	43,868
a. Print	30,068	-	30,068
b. Digital	16,205	-	16,205
1. Requested	8,275	-	8,275
2. Non-Requested	7,930	-	7,930
MANAGED CARE WEBSITE (Monthly Users with 46,598 average Pageviews)	30,631	-	30,631

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

FIELD SERVED

MANAGED CARE serves Integrated Delivery Networks (IDNs), Accountable Care Organizations (ACOs), HMO/PPO/PBMs, Hospital Management Corporations (HMCs), Group Purchasing Organizations (GPOs), Hospitals/VA/Government, Nursing Home/Long-Term Care facilities, Pharmacy locations, Group Practices, Fortune 1000 companies and others related to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are C-Suite Executives, Director/Manager Personnel, Medical Directors, Pharmacists and Other Personnel Allied to the Field.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	482
Allocated for Trade Shows and Conventions	301
All Other	121
TOTAL	904

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	43,868	100.0	43,868	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	43,868	100.0	43,868	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
February	30,401	16,123	44,159
March	30,001	15,202	42,856
April	30,001	16,383	44,001
May	30,001	16,474	44,073
June	30,000	16,549	44,114
July	30,001	16,496	44,001

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2018

This issue is 0.4% or 160 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
INTEGRATED DELIVERY NETWORKS (IDNs)	12,284	27.9	7,714	4,603
ACCOUNTABLE CARE ORGANIZATIONS (ACOs)	1,550	3.5	987	566
HMO/PPO/PBM/HOSPITAL MANAGEMENT CORPORATIONS (HMCs)/GROUP PURCHASING ORGANIZATIONS (GPOs)	1,613	3.7	1,396	303
HOSPITAL/VA/GOVERNMENT	10,375	23.6	7,553	3,031
NURSING HOMES/LONG-TERM CARE	2,166	4.9	2,107	208
PHARMACISTS	678	1.6	554	266
PHYSICIANS/MEDICAL DIRECTORS AT GROUP PRACTICES	2,766	6.3	2,212	786
FORTUNE 1000 C-SUITE EXECUTIVES	2,288	5.2	2,288	-
OTHERS RELATED TO THE FIELD - US	8,249	18.7	5,186	4,702
OTHER RELATED TO THE FIELD - FOREIGN/CANADA	2,032	4.6	4	2,031
UNIQUE TOTAL QUALIFIED CIRCULATION*	44,001	100.0	30,001	16,496
PERCENT	100.0		68.2	37.5

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

Note 1: Qualified recipients are C-Suite Executives, Director/Manager Personnel, Medical Directors, Pharmacists and Other Personnel Allied to the Field.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2018

Qualification Source	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	9,683	6,974	5,332	16,590	7,869	21,989	50.0
II. Request from recipient's company:	24	228	1,333	1,549	62	1,585	3.6
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	20,427	-	-	11,862	8,565	20,427	46.4
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	20,427	-	-	11,862	8,565	20,427	46.4
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	30,134	7,202	6,665	30,001	16,496	44,001	100.0
PERCENT	68.5	16.4	15.1	68.2	37.5	100.0	

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

**See Additional Data

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 2015 - January 2016	February - July 2016	August 2016 - January 2017	February - July 2017	August 2017 - January 2018*	February - July 2018*
Unique Total Audit Average Qualified:***	44,432	45,023	43,662	44,063	44,074	43,868
Unique Qualified Non-Paid:***	44,432	45,023	43,662	44,063	44,074	43,868
Print:	29,574	29,754	30,034	30,013	30,178	30,068
Digital:	16,786	17,141	15,643	16,160	16,318	16,205
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 2017 - July 2018 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 2018**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	201	100	293		Kentucky	572	231	769	
New Hampshire	106	36	131		Tennessee	800	347	1,086	
Vermont	80	43	122		Alabama	452	189	620	
Massachusetts	564	190	676		Mississippi	338	136	455	
Rhode Island	78	16	89		EAST SO. CENTRAL	2,162	903	2,930	6.7
Connecticut	383	218	561		Arkansas	350	127	461	
NEW ENGLAND	1,412	603	1,872	4.2	Louisiana	483	221	682	
New York	2,387	914	3,123		Oklahoma	367	203	550	
New Jersey	825	433	1,145		Texas	2,195	1,019	3,064	
Pennsylvania	1,519	728	2,107		WEST SO. CENTRAL	3,395	1,570	4,757	10.8
MIDDLE ATLANTIC	4,731	2,075	6,375	14.5	Montana	141	81	221	
Ohio	1,250	573	1,727		Idaho	142	67	200	
Indiana	661	300	927		Wyoming	73	32	98	
Illinois	1,239	667	1,752		Colorado	434	216	625	
Michigan	760	458	1,136		New Mexico	145	119	254	
Wisconsin	659	319	925		Arizona	505	266	711	
EAST NO. CENTRAL	4,569	2,317	6,467	14.7	Utah	262	106	350	
Minnesota	560	315	837		Nevada	197	107	287	
Iowa	454	209	643		MOUNTAIN	1,899	994	2,746	6.2
Missouri	747	284	978		Alaska	68	28	94	
North Dakota	108	64	167		Washington	480	300	744	
South Dakota	166	93	243		Oregon	304	175	451	
Nebraska	353	142	468		California	2,547	1,375	3,673	
Kansas	411	204	585		Hawaii	115	68	170	
WEST NO. CENTRAL	2,799	1,311	3,921	8.9	PACIFIC	3,514	1,946	5,132	11.7
Delaware	73	42	113		UNITED STATES	29,969	14,405	41,895	95.2
Maryland	480	256	695		U.S. Territories	27	57	71	
Washington, DC	95	51	140		Canada	-	24	24	
Virginia	741	345	1,029		Mexico	-	31	31	
West Virginia	254	109	350		Other International	4	1,976	1,977	
North Carolina	876	420	1,225		APO/FPO	1	3	3	
South Carolina	368	200	544						
Georgia	837	378	1,145						
Florida	1,764	885	2,454						
SOUTH ATLANTIC	5,488	2,686	7,695	17.5					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	30,001	16,496	44,001	100.0

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

**See Additional Data

WEBSITE CHANNEL

WWW.MANAGEDCAREMAG.COM

2018	Pageviews	Sessions	Users	Average Session Duration
February	48,166	40,847	32,518	4:30
March	51,079	43,319	34,455	4:31
April	48,398	40,803	32,047	4:45
May	42,121	34,987	27,497	4:40
June	44,326	36,313	28,408	4:38
July	45,502	37,032	28,865	4:38
AVERAGE:	46,598	38,883	30,631	4:37

February - July 2018 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.

ADDITIONAL DATA

MAGAZINE:

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.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 20,427 copies or 46.4%, including IQVIA.

GEOGRAPHIC DISTRIBUTION:

Geographic data for 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 1, 2018

State

Pennsylvania

County

Bucks

Received by BPA Worldwide

August 1, 2018

Type

BJ

ID Number

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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.